

ASX ANNOUNCEMENT

18 December 2023

## **MOU signed with US-based FemBridge, a pioneer in maternal healthcare; to develop a scalable, comprehensive maternity care solution**

- FemBridge, a leading innovator in maternal healthcare solutions, based in Winfield (West Virginia) has signed a Memorandum of Understanding with HeraMED to collaborate on the development of a scalable, seamless, and comprehensive maternity care solution with Keith's Kobi's leadership, President, North America;
- To date FemBridge has been engaged by HeraMED as an out-sourced business development function. The binding agreement, to be completed by 1 February 2024, will expand the partnership with FemBridge, to provide health professionals, sales executives, and other services;
- The FemBridge team allows increased sales reach in their area of expertise and provide HeraMED more opportunity to focus on other verticals;
- FemBridge and HeraMED will collaborate to integrate HeraCARE into a comprehensive service offering and source grants and payment options best suited to the offer;
- FemBridge has already reached a commercial agreement with the North Carolina Hospital Association to provide a maternity solution which will be powered by HeraCARE and represents a significant opportunity for HeraMED;
- This partnership will provide HeraMED with increased access to C-suite decision makers and government health experts, an improved understanding of the complex healthcare environment, provider and insurer needs and reimbursement; and
- Intention to develop agile, customised pricing models.

**HeraMED Limited (ASX:HMD)** ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, today announced that it has signed a Memorandum of Understanding (MOU) with FemBridge to develop a scalable maternal health solution. FemBridge and HeraMED plan to work together to create a scalable solution that delivers high quality maternal healthcare for preconception through postpartum related health issues and nurturing maternal mental wellbeing.

FemBridge is developing a comprehensive and empathetic solution dedicated to empowering women throughout their journey from preconception to postpartum. Recognising that women's health extends beyond medical parameters, the approach is both holistic and personalised. By addressing Social Determinants of Health, providing Access to Technology, implementing Maternal and Fetal home monitoring, delivering personalised virtual coaching, and prioritising mental health screening, support, and treatment, the FemBridge solution will ensure that all aspects of a woman's well-being are considered.

To date FemBridge has been engaged by HeraMED as an outsourced business development function. This partnership with FemBridge is a strategically important step for HeraMED's commercialisation strategy.

HeraMED is moving to a healthcare customer focussed solutions provider; taking a holistic approach to maternal health allows for platform differentiation and sets HeraMED up as a “one stop shop” for maternal health, aligns it to key behavioural and social drivers of healthcare, and allows for a more flexible customised solution. This partnership allows HeraMED to expedite this process as FemBridge brings key expertise in a number of key areas for HeraMED.

On completion of the binding agreement, FemBridge will provide approximately 10 experienced Sales Executives and five Clinical coaches and obstetric registered nurses. This partnership will provide access to infrastructure to support Keith Koby, through key personnel, as HeraMED advances its commercialisation journey in the US. The specialised team will comprise the following:

- Maggie Huether: responsible for client and partner development, identifying and securing National, Government, Hospital, and Association strategic partnerships and alliances. Maggie has deep experience with C-level, Government, Hospital and employer group partners in sales and operations;
- Traci Quillen: responsible for strategic partnership development. Traci has significant experience in sales cycles of large complex sales in healthcare and the payor space. Traci is a Hospital and Payor revenue expert;
- Rachel Sheehan: Clinical Advisor, consultative role for strategic alliances and sourcing grants in the maternal and women’s care market;
- Ivona Walker: Manager Clinical Coaching, responsible for recruitment and training of coaching team; and
- Margaret Groh: Grant consultant.

HeraMED will collaborate with FemBridge to integrate three essential solutions in a comprehensive and scalable service offering including:

1. Social Determinants of Health (SDOH);
2. Maternal and Fetal Monitoring Clinical Coaching; and
3. Behavioural Health and Substance Use Disorder.

Social determinants of health (SDOH) are the non-medical factors that influence health outcomes; the conditions in which people are born, grow, work, live and age. SDOH is an international and USA federal healthcare strategy to improve health outcomes of which maternal health is one of the worst and a strong contributor to mental health issues.

FemBridge will assist HeraMED in developing a pricing structure, potentially using a ‘per patient per month’ model and agrees to use HeraCARE as the sole Remote Patient Monitoring (RPM) platform. Under this agreement, HeraMED agrees to employ FemBridge exclusively for their SDoH solution, Clinical Coaching, and Behavioural Health services.

### **North Carolina Hospital Association**

In November 2023, FemBridge signed an agreement with North Carolina Hospital Association (NCHA) to collaborate on a maternity solution. North Carolina Hospital Association represents over 130 hospitals and

health systems across the state delivering in excess of 120,000 births per year. There are 21 counties in North Carolina that are classified as maternity care deserts and there is an urgent need for improved maternity care across the State. FemBridge has been appointed to lead the solution which will be powered by HeraCARE. The first hospital to deploy this solution is currently being established between FemBridge and the NCHA. Shareholders will be updated in due course.

### **About the US Maternity Crisis**

Healthcare providers are facing challenges due to shortages in staffing and excessive demands on their time. The expectation to accomplish more with fewer resources has become a significant burden. Maternal mortality rates have increased significantly during the past few years with 80% of maternity deaths considered preventable. The maternal mortality rate in USA has increased from 20.1 deaths per 100,000 in 2019 to 32.9 in 2021. Equity and access are key drivers of poor outcomes.

**HeraMED President North America, Keith Koby** said: “I am delighted to be working with FemBridge founders Maggie and Traci who are pioneers that are deeply devoted to enhancing social determinants, healthcare access and maternal health, all while striving to narrow health disparities.”

**FemBridge Co-Founders Traci Quillen and Maggie Huether in a joint statement** said: “We are thrilled to form a partnership with HeraMED, aiming to make substantial advancements in maternal and infant health and committed to advocating for health equity.

“By partnering with HeraMED, we are excited to have access to unique and best in class remote monitoring technology and this partnership represents an exciting opportunity for FemBridge and HeraMED to deliver a scalable solution to maternity care,” they said.

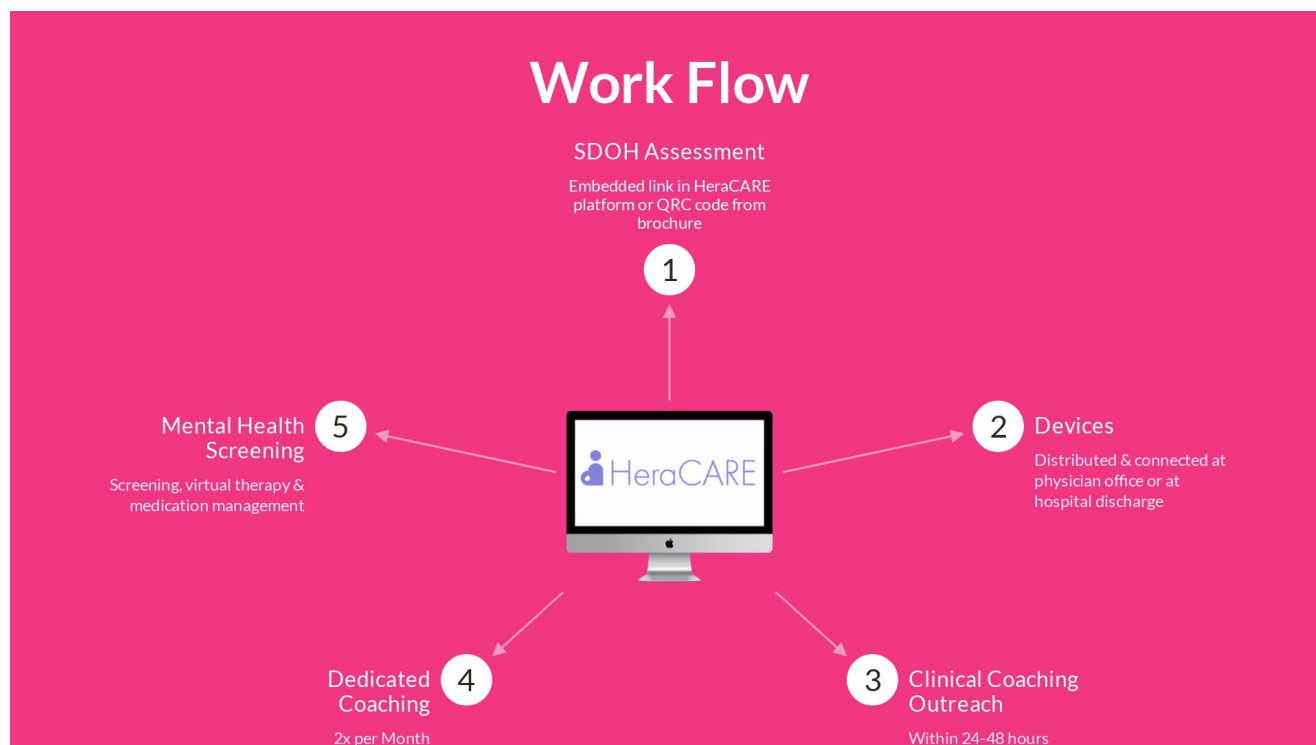
### **About FemBridge**

FemBridge, powered by HeraMED is a complete remote patient monitoring program designed for pregnancy and postpartum care, improving access to quality maternal healthcare and patient outcomes. Patients are provided with condition specific Bluetooth enabled devices for vitals capture from the comfort of their home, enabling providers the ease of managing their patients remotely through the platform. Both maternal and fetal monitoring devices are available, providing earlier care interventions and decreasing hospital readmission rates:

- Social Determinants of Health Screening and Assessment – Resource coordination
- Home Vital Monitoring, Maternal and Fetal
- Personalised care plans and triage escalation
- FemBridge clinical coaching for SDoH and pregnancy related conditions, preconception through postpartum utilising HeraCARE integrated telehealth platform
- Behavioural health screening, assessment, and referral
- Chat and text
- Reminders and notifications
- Education library

FemBridge was founded from a vision and collective passion advocating that healthcare should be a fundamental right, not a privilege. FemBridge believes that birthing individuals deserve access to comprehensive maternal care, irrespective of their socio-economic standing. The core mission centers on

delivering scalable solutions crafted to fortify exceptional maternal care. Their strategies are designed to enrich the availability of high-quality maternal healthcare for preconception through postpartum related health issues and nurturing maternal mental wellbeing. Additionally, FemBridge is steadfast in its commitment to addressing Social Determinants of Health, striving to dismantle barriers to care and rectify disparities.



-ENDS-

This announcement has been authorised by the Board of HeraMED Limited.

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**About HeraMED Limited (ASX:HMD):**

HeraMED is an innovative medical data and technology company leading the digital transformation of maternity care by revolutionising the prenatal and postpartum experience with its hybrid maternity care platform. HeraMED offers a proprietary platform that utilises hardware and software to reshape the Doctor/Patient relationship using its clinically validated in-home foetal and maternal heart rate monitor, HeraBEAT, cloud computing, artificial intelligence, and big data.

The Company's proprietary offering, HeraCARE, has been engineered to offer a fully integrated maternal health ecosystem designed to deliver better care at a lower cost, ensure expectant mothers are engaged, informed and well-supported, allow healthcare professionals to provide the highest quality care and enable early detection and prevention of potential risks.