

## Partnership signed with eCare21 and functional integration completed

- **Partnership agreement executed with eCare21 enabling the HeraCARE platform and HeraBEAT device to be offered as part of the eCare21 platform**
- **eCare21 is a leading telehealth and remote monitoring platform, marketed in collaboration with and powered by Dell Technologies**
- **Partnership is expected to accelerate awareness and take-up of HeraCARE and HeraBEAT in the US**
- **Integration of HeraCARE into the eCare21 platform is already significantly advanced, basic functionality has been proven with final feature optimisation expected to be completed by the end of December 2020**
- **Execution of agreement allows eCare21 and HeraMED to immediately pursue engagement with an established pipeline of healthcare providers**
- **Adoption of eCare21 solution to be validated through pilots then leading to broader rollout**
- **Partnership complements existing direct B2B strategy of driving adoption through clinical validation and endorsement by key opinion leaders**

**HeraMED Limited (ASX:HMD)** (“HeraMED” or the “Company”), a medical data and technology company leading the digital transformation of maternity care with its proprietary in-home maternity care platform, is pleased to announce it has executed its partnership agreement with leading provider of virtual care, eCare21, Inc., to integrate its technology into the eCare21 platform. On 16 September 2020, HeraMED announced that it had signed a letter of intent with eCare21.

The immediate benefit of this agreement allows for the HeraMED solution to be marketed to eCare21’s broad customer base of healthcare providers. Furthermore, this partnership will enable both parties to approach medical organisations, healthcare providers and doctors’ clinics to accelerate awareness of HeraCARE and HeraBEAT in US. Commercial rollout is expected to follow a similar strategy of paid pilots before broader commercial rollout of the combined telehealth offering within a particular healthcare provider.

eCare21 is an established, US-based, virtual care platform that combines telehealth and remote patient monitoring into an integrated SaaS solution, enabling an end-to-end solution for virtual care. eCare21, powered by Dell Technologies ensures providers can give patients access to remote care and analyze patient data, enabling better patient care and improved outcomes. eCare21 allows providers to manage chronic conditions remotely and streamlines provider and patient communications to help avert acute medical events.

eCare21 has an established customer base of healthcare providers, focusing on patients with chronic conditions, who subscribe to its virtual care platform. This partnership with HeraMED reflects eCare21’s intention to strengthen its platform with the addition of a maternal health monitoring solution. eCare21’s Community of Care features will enable family members to remotely engage in the care of the mother and baby throughout the pregnancy and beyond.

As part of this partnership, HeraMED's HeraCARE platform, including its clinically validated in-home foetal and maternal heart rate monitor HeraBEAT, will be fully integrated into the eCare21 platform. The integrated solution which is expected to simplify the deployment of virtual care for maternal health patients and providers is expected to be available by the end of 2020.

**HeraMED CEO and Co-founder, Mr David Groberman**, said: "We are excited to have finalised our agreement with eCare21 who represent a credible and well-established virtual care operator. The integration of the HeraCARE platform into the eCare21 platform is expected to be completed in the coming weeks enabling us to begin marketing to an established pipeline of potential customers. We continue to believe this partnership will enable a rapid take up of HeraCARE across healthcare providers."

**eCare21's Founder and CEO, Vadim Cherdak, PhD**, said: "We are delighted with the progress we have made to integrate the HeraCARE solution into the eCare21 platform and we look forward to showcasing the platform to our existing clients as this represents the first virtual care platform for maternity care."

#### **About the eCare21 Agreement**

The key terms of the agreement which has an initial term of three years are as follows:

- Both eCare21 and HeraMED to market and deliver the HeraCARE platform as a Software as a Service (SaaS) solution via the eCare21 platform
- HeraCARE subscriptions via eCare21 to be offered on similar commercial terms as if sold direct by HeraMED
- Healthcare providers to pay an upfront establishment fee and a monthly per user subscription fee

The integration work is already well progressed and expected to be completed by the end of December 2020, ensuring both parties can commence pilots for the existing pipeline of potential customers. This pipeline includes several eCare21 customers that are already using their virtual care platform for other areas of healthcare including primary care, cardiovascular care, diabetes management and senior care.

The focus now, is on finalising the joint marketing, training, and onboarding materials for the imminent launch.

#### **About HeraMED's commercialisation strategy**

The eCare21 collaboration represents progress in HeraMED's execution of its well-defined commercialisation strategy in the USA, providing HeraMED access to a large number of healthcare providers that have experience using remote monitoring services. This partnership complements HeraMED's existing strategy of obtaining clinical validation and endorsement by key opinion leaders, to support adoption of the HeraCARE platform by globally recognised healthcare providers.

The onset of COVID-19 has presented a unique opportunity to fast-track the adoption of digital health in maternity care. HeraMED is well-placed to deliver high-quality, prenatal, and postpartum care to improve the safety, efficiency, and cost of maternal healthcare. HeraMED continues to receive significant interest from prospects from around the world and is well-placed to capitalise on these opportunities.

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 device 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, big data and a digital social networking dashboard.

#### **About HeraCARE**

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.

#### **About eCare21**

eCare21, Inc. (eCare21.com) is a patient-centric Virtual Care Platform that combines Telehealth and Remote Patient Monitoring into a unified SaaS solution across the entire continuum of care. eCare21 is the first end-to-end solution for Virtual Care that creates a seamless workflow for delivering healthcare in the home to improve patient outcomes and automatically translates the patient encounter into a billable event for the provider. For more details on the eCare21 Virtual Care Solution Powered by Dell Technologies please visit the following website for a short video:

<https://www.delltechnologies.com/en-us/events/himss20/index.htm?dgc=SM&cid=25271&lid=spr3282103901&linkId=86709812#scroll=off&tab0=1&video-overlay=6147450660001&accordion0&accordion1&accordion2&accordion3>