

## HeraCARE pilot agreement signed with US-based Obstetrix Medical Group; leaders in women's and children's health care

- Pilot agreement signed with Obstetrix Medical Group, one of the largest clinical services providers specializing in women's and children's care in the U.S.
- Obstetrix Medical Group and affiliates partner with hospitals, health systems and health care facilities to offer care across more than 24 women's and children's specialties and represent a great partner for HeraMED
- Initial part of the agreement includes a paid pilot to involve 100 expectant mothers
- Obstetrix Medical Group agrees to license the hardware and software from HeraMED on a SaaS-based per user per month model for the pilot
- Pilot forms part of a potential rollout of the HeraCARE technology as a standard service for wider deployment and scaled commercial implementation
- Follows 22 April announcement of the agreement with Joondalup Health Campus in WA

**HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care, is pleased to announce a pilot agreement with Obstetrix Medical Group, an affiliate of Mednax. Listed on the NYSE, with a market capitalisation of over US\$2.2 billion, Mednax is one of the largest providers of women's and children's physician services in the U.S. via its network of over 2,300 physicians in 39 states and Puerto Rico. Mednax-affiliated clinicians and their practices provide vital care or diagnostics to 1 in 4 babies born in the U.S. Mednax companies and solutions include Pediatrix Medical Group, the nation's leading provider of maternal-fetal, newborn and pediatric subspecialty services and Obstetrix Medical Group, a provider of obstetric and maternal-fetal services.

Mednax is a physician-led health care organization partnering with hospitals, health systems and health care facilities to offer clinical services spanning the women's and children's continuum of care. Mednax physicians and advanced practitioners are reshaping the delivery of care within their specialties and subspecialties, using evidence-based tools, continuous quality initiatives, clinical research and telehealth programs to enhance patient outcomes and provide high-quality, cost-effective care.

The initial part of the agreement includes a paid pilot to include the purchase of 100 licenses to the HeraCARE software and devices. The paid pilot will evaluate the functionality and suitability of the technology of the HeraCARE platform. Upon completion of the pilot, both Obstetrix Medical Group and HeraMED will seek to enter into a comprehensive agreement for wider deployment and scaled commercial implementation of the technology.

**HeraMED CEO and Co-founder, Mr. David Groberman said:** "We are delighted to have signed our first pilot agreement in the U.S. with a company of such significant status and scale. As a physician-led national medical group that partners with hospitals, health systems and health care facilities, focused exclusively on women's and children's care, Obstetrix Medical Group is a highly relevant partner and very well placed to support our commercialisation strategy."

This agreement represents the second commercial agreement for the full-blown HeraCARE platform on a Software as a Service basis and the first in the U.S., representing an important target market.

“Our focus remains on progressing the growing pipeline of potential partnerships, and HeraMED is well placed to capitalise on these opportunities and will update the market at the appropriate time,” he said.

Santosh Pandipati, M.D., maternal-fetal medicine specialist at Obstetrix Medical Group of San Jose, said: “We are looking forward to incorporating the HeraCARE platform into our health care management programs for pregnant women. The launch of this pilot program will determine the feasibility of implementing a new pregnancy care delivery ecosystem centered around pregnancy wellness and patient empowerment. By applying the lessons learned from the COVID-19 pandemic through the integration of Obstetrix Medical Group’s clinical services with HeraMED’s pregnancy monitoring systems, together we aim to innovate the prenatal care landscape by fundamentally changing the care delivery paradigm for prenatal patients.”

### **About the Agreement with Obstetrix Medical Group**

The key terms of the agreement are as follows:

- The initial paid pilot will include up to 100 expectant mothers
- For the pilot phase, Obstetrix Medical Group has agreed to license the hardware and software from HeraMED
  - Hardware will include the HeraBEAT and a blood pressure monitor, plus optional weighing scales
  - Software will include the HeraCARE platform
  - Prices for the pilot include a one off hardware licence fee of approx A\$180-200 per device as well as a monthly software licence fee of approx A\$50-60 per user
- On completion of the pilot, both parties will seek to enter into a comprehensive collaboration agreement allowing a full roll-out of HeraMED’s technology for wider deployment and scaled commercial implementation

### **About Obstetrix Medical Group**

Obstetrix Medical Group, a Mednax affiliate, is a provider of obstetric and maternal-fetal services, dedicated to improving patient outcomes. Hospitals and clinicians partner with us to collaborate in the care of pregnant and laboring women through office and hospital based maternal-fetal services and OB/GYN hospitalist programs.

As a national, multi-specialty medical group, our clinicians collaborate across the care continuum, from conception to birth and beyond, to deliver high-quality, evidence-based, cost-effective care. Our specialty-driven education and clinical programs support clinicians and hospitals in achieving better maternal and fetal outcomes while reducing care costs.

### **About Mednax**

Mednax, Inc. is a national medical group comprised of the nation’s leading providers of physician services. Physicians and advanced practitioners practicing as part of Mednax are reshaping the delivery of care within their specialties and subspecialties, using evidence-based tools, continuous quality initiatives, clinical research and telehealth programs to enhance patient outcomes and provide high-quality, cost-

effective care. The Company was founded in 1979, and today, through its affiliated professional entities, Mednax provides services through a network of more than 2,300 physicians in 39 states and Puerto Rico. Additional information is available at [www.mednax.com](http://www.mednax.com).

-ENDS-

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

**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, 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.