

## Joondalup Health Campus enters an agreement for full commercial rollout of HeraCARE

- Joondalup Health Campus (JHC) has entered into a full-scale long-term commercial agreement with medical data and technology company HeraMED (ASX:HMD) to adopt the complete HeraCARE solution as the primary standard of care offered for their audience of expecting mothers
- Commercial terms reached under the paid pilot agreement, including the SaaS fees, will extend for 12 months, with both parties exploring extension of the contract for a further three years
- The contract value for the first 12 months is expected to be approximately A\$220,000
- HMD will progressively deliver HeraCARE SaaS licences (including the HeraBEAT smart foetal monitors) to support JHC's services expansion
- This is the first major Healthcare group to adopt the comprehensive HeraCARE virtual and remote monitoring solution as part of their innovative care model for pregnant mothers
- This agreement validates HeraMED's commercialisation strategy undertaking clinical trials leading to paid pilots and then ultimately full commercial deployment within a leading hospital group
- JHC (part of Ramsay Health Care) is one of Western Australia's largest hospitals, a leading medical institution, and a maternity care service provider to an average of 3,000 expectant mothers annually

**HeraMED Limited (ASX:HMD)**, a leader in the digital transformation of maternity care, is delighted to announce it has entered into a commercial agreement with Joondalup Health Campus (JHC) for JHC to offer the HeraCARE solution as the primary standard of care for their entire audience of expecting mothers. This is a major milestone for HeraMED, as it is the first full-scale commercial roll-out of the technology as a standard service to be offered to all suitable pregnant mothers by a hospital.

**HeraMED CEO and Co-founder Mr. David Groberman** said: "This is a truly significant milestone for HeraMED. I am delighted we have reached this agreement with JHC as it demonstrates that our strategy of delivering clinical validation of the HeraCARE platform, which led to a successful paid pilot, provided the correct foundation for broader commercial rollout of HeraCARE within the hospital. 2022 will be a transformative year for HeraMED as we work towards delivering similar deployments with other key partners.

At this point, I want to give sincere thanks to Joondalup Health Campus' executive team for their support and foresight and for being the first hospital in the world to offer HeraCARE to their wide cohort of pregnant mothers. As part of Australia's largest private hospital operator, Ramsay Health Care, JHC is well regarded as an adopter of new technologies in obstetrics. I am proud JHC is the first hospital to adopt our technology at such a scale."

**JHC Acting Chief Executive Benjamin Irish** said: "Having the ability to provide an option for expectant mothers to have telehealth appointments using this remote monitoring solution will be particularly beneficial during 2022 with the spread of Omicron. It reduces the need for women to attend antenatal appointments in person so frequently, unless any complication is detected. This allows us to continue providing the highest quality care antenatally with the added benefits and convenience of reducing the need to come into hospital unless necessary.

The use of this technology provides obstetricians and midwives important clinical data so they are informed and can provide immediate real-time advice using telehealth appointments.”

HeraMED began working collaboratively with JHC in 2020 through a clinical trial that delivered clinical and functional validation of the HeraBEAT device which forms the backbone of the HeraCARE solution. The accuracy of the HeraBEAT device was found to be excellent when compared to the industry gold standard CTG (Phillips Avalon) machine. The Foetal Heart Rate (FHR) was detected on 100% of occasions by clinicians, and importantly, the FHR was detected on 100% of occasions by the expectant mothers when using the device without assistance.

On completion of the clinical trial and publication of the results in the globally renowned ‘Green Journal’, the leading scientific journal for gynaecology and obstetrics, HeraMED and JHC undertook a paid pilot of the HeraCARE platform.

The pilot focused on ensuring the HeraCARE platform was fully integrated with the existing workflows and clinical pathways. Parties focused on configuring and optimising the platform to accommodate JHC’s requirements, as well as providing training to key stakeholders in the pilots, including midwives, clinicians, obstetricians, and expecting mothers. The paid pilot represented the last stage of the collaboration to incorporate the HeraCARE platform to introduce remote monitoring and care management for pregnant women. Interim results of this pilot were released in early December 2021 and were very positive. The pilot had demonstrated exceptional user satisfaction from expectant mothers as well as midwives and clinicians, with stakeholders endorsing this remote monitoring solution as part of a new standard of care for pregnancy. The interim results provided confidence for JHC and HMD to reach a commercial agreement of a full rollout of the HeraCARE solution within JHC.

#### **About the Commercial Agreement with JHC**

The key terms of the agreement are as follows:

- The commercial agreement is a 12-month extension of the commercial terms agreed under the paid pilot.
- HMD and JHC will continue discussions to extend this agreement for an additional three years
- HeraMED will gradually supply JHC with licences and equipment at a pace of approximately 400 licences each quarter to support JHC’s requirements to offer the new connected maternity care model to their audience of pregnancies
- Total estimated HeraCARE licenses fee for year number one based on the accumulated licenses as described is approximately A\$ 220,000

#### **Investor Update Webinar**

HeraMED CEO and Cofounder Mr David Groberman will host a Zoom meeting today to discuss the JHC agreement.

**Friday 21 January 2022 at 10:30am AEST (10:30am Sydney/Melbourne and 7:30am Perth)**

Zoom Link: [https://us02web.zoom.us/webinar/register/WN\\_jNtc9YsISt-JmfQzCg7NAQ](https://us02web.zoom.us/webinar/register/WN_jNtc9YsISt-JmfQzCg7NAQ)

## About Joondalup Health Campus (JHC)



The JHC campus is in Western Australia and provides specialist services for the entire family from birth through to old age. The campus is comprised of a standalone 146-bed Joondalup Private Hospital and a co-located public hospital that provides public patient services. JHC is managed by Australia's largest private hospital operator, Ramsay Health Care.

Caring for both public and private patients and with a total of 732 licensed beds and bays, JHC is one of the largest hospitals in Western Australia, treating more than 73,000 inpatients annually. JHC offers a range of medical and surgical services, including maternity, neonatal and paediatric services and aged care and rehabilitation.

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

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## About HeraMED Limited (ASX:HMD)

HeraMED is a leader in 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.