

## HeraMED-Pediatrix Virtual OB Pilot Shows Promising Results for Patients and Providers

### Key Highlights

- A Virtual OB Paid Pilot (“Pilot”) undertaken by US-based Pediatrix® Medical Group, an affiliate of Mednax® Inc, powered by the HeraCARE maternity solution and HeraBEAT smart Fetal HR monitor, delivers promising findings
- Given the promising findings to date, the partnership will continue to offer Virtual OB care as an official program to low-risk maternity patients
- The Pilot provided evidence of early signs of pregnancy complications
- Key findings of the Pilot included:
  - Excellent satisfaction scores
  - Broad patient and provider satisfaction with hybrid maternity care model
  - Reduction of office visits while providing the same or superior-level care
  - Earlier detection of hypertensive pathology in select patients, as early as 25 weeks
  - Early indicators can potentially lead to improved health outcomes and possible reductions to overall cost of care
  - Patients in the Virtual OB Program captured more than 2.5 times as many vital measurements compared to traditional maternity care

**HeraMED Limited (ASX:HMD)** (“HeraMED” or the “Company”), a medical data and technology company leading the digital transformation of maternity care, and US-based Pediatrix Medical Group, *Pediatrix® Medical Group, an affiliate of Mednax®, Inc. and the nation’s leading provider of prenatal, neonatal and pediatric services*, are pleased to announce their joint Virtual OB Pilot has been well-received by patients and providers, reducing office visits while providing the same or superior-level care. Given the promising findings to date, the partnership will continue to offer Virtual OB care as an official program to low-risk maternity patients in San Jose, California (Silicon Valley) and Atlanta, Georgia Pediatrix OBGYN practices on an ongoing basis.

“HeraCARE is what makes Pediatrix’s Virtual OB Program possible,” said Santosh Pandipati, M.D., a Pediatrix-affiliated maternal-fetal medicine specialist and clinical lead for the Virtual OB Program. “This program is all about patient empowerment and improved patient experience of the pregnancy journey. Pregnancy is fundamentally a physiologic process, not a disease process. We need to leverage emerging technologies to better monitor a usually healthy process, but still safely identify developing pathology.”

According to Dr. Pandipati, expectant mums want to take more ownership of their pregnancies and giving them the tools and program infrastructure to do this safely is a first step. “One of the key reasons we chose to pilot with HeraCARE is the connection mothers could have with their babies 24/7 by using the revolutionary HeraBEAT fetal heart rate doppler with AI-driven algorithms for highly accurate and precision acquisition of the fetal heart rate (FHR). The HeraBEAT is FDA-cleared for home use, is very easy to use right out of the box, and is beloved by our patients.”

The Pilot, which took place in Pediatrix's San Jose and Atlanta practices, aimed to shift the care model from the traditional ~12-14 in-office visits to a hybrid model of in-office and telemedicine visits coupled with remote patient monitoring. Goals included evaluating the patient and provider experience, as well as demonstrating non-inferiority of care, and patient and provider willingness to evolve how they receive and provide care. Patients were given access to connected devices, including HeraMED's HeraBEAT fetal doppler, a blood pressure cuff and a scale. Participating patients were tasked to take their vitals, measure their emotional health and read gestational age-specific educational content from the Mayo Clinic. Data was uploaded in real time to the powerful HeraCARE clinician-facing population management dashboard.

"Our expectant mums and their support networks embrace technology and strongly desire self-empowerment over their care," said Dr. Pandipati. "Providers enjoy the safety net of increased data monitoring and the ability to reduce in-office visits. HeraCARE is the way we can fundamentally reimagine how we deliver care. It's safe and enjoyable for providers and for patients, and is a great example of how we can use emerging technology to deliver better quality, safer and more personalized care."

Patients reported excellent satisfaction scores of 4.3 out of 5, while both patients and providers reported satisfaction with the connected care model. Outcomes were equal or superior to standard care model outcomes in preliminary analysis.

"We have seen incredible patient and provider satisfaction ratings through the pilot, including extra high marks from providers in the patient safety category," said Dr. Pandipati. "We're really proud and excited about that. Thanks to HeraCARE, patients in the Virtual OB Program captured more than 2.5 times as many vital measurements compared to patients who participated in traditional maternity care. In several cases, and very exciting to me, is that we were actually able to detect early signs of impending preeclampsia, both antenatally and postnatally, before the care teams made official diagnoses."

Additional early signs of pregnancy complications have been analysed retrospectively, and HeraMED believes they will be able to provide substantial benefit to expectant mothers and providers as the program scales. For example, preliminary analysis showed earlier detection of hypertensive pathology in select patients (both prenatal and postpartum), as early as 25 weeks.

"Early indicators like these can potentially lead to significant improvement in the wellbeing of the baby and mother, and potentially lead to improved health outcomes and possible reductions to overall cost of care," said Dr. Pandipati.

HeraCARE prenatal and postpartum care plans were collaboratively designed by Dr. Pandipati and HeraMED engineers to reflect the latest American College of Obstetrics and Gynecology (ACOG) guidelines. Patients and care teams were immediately notified by HeraCARE's smart messaging system if any measurement fell outside the "normal" range and were given tangible actions to take.

Patients reported feeling "very cared for" and "connected," and appreciated the follow-up and accountability put in place by the program. One patient said, "I love that I can hear my baby's heartbeat whenever I want; it gives me peace of mind. The program is really convenient, and I appreciate that I don't have to go into the office for all appointments." Another spoke of her history of hypertension saying, "being able to monitor my blood pressure and other vitals [from home] has really helped me feel calm in my pregnancy." Many others reported cost savings in childcare, gas and time spent away from home and work.

"We have so enjoyed bringing this program to life with the Pediatrix team," said David Groberman, CEO and cofounder of HeraMED. "We believe care provider partners like Pediatrix are instrumental in shifting the prenatal care model. We look forward to continuing to grow this relationship and to deliver this innovative care model to more and more expectant mothers."

The collaboration plans to enhance the program with additional personalized care plans, including one for postpartum care, which launched in January. Patients who recently gave birth have transitioned to the postpartum model, which focuses on blood pressure monitoring, mental health, and timely educational content.

Plans are also in discussion to decrease appointments by making select visits optional or removing them altogether due to the quality of the remote monitoring data. This approach to care has been clinically validated and published, and is in line with recent efforts by ACOG, the Kaiser Family Foundation, The Mayo Clinic, and others to re-think the traditional prenatal care model. With more frequent remote measurements and monitoring plus smart messages, patients do not need all 12-14 visits. This shift will save the patient and provider time and costs, as well as increase satisfaction. Enhancements like this support the shared vision to continue to evolve and enhance maternity care delivery.

For more on Pediatrix's Virtual OB program, powered by HeraCARE, visit the website. For more about HeraCARE, visit the website. For more on HeraMED, visit the website.

-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.

**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 Mednax**

Mednax, Inc. is a national medical group comprised of the nation's leading providers of physician services practicing under the Pediatrix® brand. Pediatrix-affiliated clinicians are committed to providing coordinated, compassionate and clinically excellent services to women, babies and children across the continuum of care, both in hospital settings and office-based practices. Specialties include obstetrics, maternal-foetal medicine and neonatology complemented by 18 pediatric subspecialties, as well as a newly expanded area of primary and urgent care clinics. The group's high-quality, evidence-based care is bolstered by investments in research, education, quality-improvement and safety initiatives. The company was founded in 1979 as a single

affiliated neonatology practice and today provides its highly focused and often critical care services through more than 4,700 affiliated physicians and other clinicians in 38 states and Puerto Rico. To learn more about Pediatrix, visit [www.pediatrix.com](http://www.pediatrix.com) or follow them on [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) and the [Pediatrix blog](#). Mednax investment information can be found at [www.mednax.com/investors](http://www.mednax.com/investors).

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