

Broward Health in Florida signs a two-year agreement for a controlled rollout of HeraCARE

- Broward Health is one of the 10 largest public healthcare systems in the US and includes five hospitals, across more than 50 locations and offices, and a team of over 1,800 nationally recognised doctors;
- Broward Health has signed a two-year agreement for adoption of the HeraCARE platform, beginning with 700 HeraCARE licenses and 200 bundles of hardware (including HeraBEAT devices), representing the largest deployment in USA to date;
- Broward Health will pay HeraMED US\$99,600 up front for 200 bundles (each bundle to include a HeraBEAT, Blood Pressure Cuff, Bluetooth Scales, and a co-branded Diaper bags);
- Broward Health will also pay US\$100,400 in advance in each of the next two years, for up to 700 active licenses;
- There is an option for Broward to purchase another 200 bundles for US\$99,600 at any point during the two years; and
- If Broward exercise this option, then the total consideration would be approximately US\$400,000 over the two years representing.

HeraMED Limited (ASX:HMD) (“HeraMED” or the “Company”), a medical data and technology company leading the digital transformation of maternity care, has signed a two-year agreement with Broward Health in Florida for a controlled rollout of the HeraCARE platform and HeraBEAT devices.

The implementation will begin immediately and will scale to support 700 pregnancies. In addition, the agreement allows for 200 HeraCARE kits to be deployed with each kit including a HeraBEAT device, software and other value adding connected devices to provide and enhanced level of care. Pregnancies will be monitored via telehealth appointments through post-partum.

There has been significant work undertaken by all parties, to reach this point, including the approval of HeraCARE as the ‘sole source provider’ for remote monitoring solutions for pregnancy within Broward Health.

HeraMED Executive Chairman, Ron Weinberger, said: “Broward Health is a highly regarded health system that is leading change in maternal care, supported by a leadership team that is focused on delivering the highest level of patient care and patient experience.

“I am delighted that Broward Health has chosen HeraCARE as a potential solution to help reduce the disproportionate impact of the maternal mortality crisis on women of colour and women living in rural areas.

“This agreement represents the largest deployment in the U.S. to date, and I am confident it will lead to a positive difference in improving the health of expecting mothers during and after pregnancy, especially for the underserved portions of our communities,” he said.

Rose McKelvie, Broward Health’s associate vice president of women’s and children’s service line, said: “The current maternal mortality crisis in the U.S. will not be solved unless we change the care model and HeraCARE offers us a chance to do that in a meaningful way, while also improving maternity care access issues that we experience every day.”

About Broward Health

Broward Health, founded in 1938 and headquartered in Fort Lauderdale, Florida, ranks among the 10 largest public healthcare systems in the United States. Nationally recognized for its focus on high-quality care for the residents of Broward County and beyond, Broward Health boasts five hospitals, two trauma centers, a dynamic academic partnership with Florida Atlantic University, was the county’s first statutory teaching hospital and has an ever-growing graduate medical education program. It includes more than 50 health centers and physician practices covering virtually every healthcare specialty.

Broward Health never stops working toward its mission of Exceptional Care, Extraordinary Compassion and Everyday Excellence. Driven by more than 11,000 talented employees and physicians who deliver care to all patients, regardless of their ability to pay, Broward Health is one of the largest employers in Broward County with an operating budget of \$1.6 billion, and annually provides almost \$225 million of charity and uncompensated care.

For more information about Broward Health, visit BrowardHealth.org.

About the Agreement

- Broward Health has signed a two-year agreement (Initial Term) for the adoption of the HeraCARE platform, beginning with 200 bundles (including HeraBEAT devices) and 700 HeraCARE licenses;
- Broward Health will purchase 200 HeraCARE bundles for US\$99,600 to be paid up front in advance;
- Broward Health will pay HeraMED US\$100,400 annually in advance in each of the next two years, for up to 700 active licenses;
- At any time during the two-year period, Broward has the option to purchase a further 200 HeraCARE bundles for a further US\$99,600; and
- This agreement can be terminated without cause with 30 days’ notice.

About the US Maternal Mortality Crisis

The maternal mortality rate in the United States has for many years exceeded that of other high-income countries. Data from the Organisation for Economic Co-operation and Development and the Centers for Disease Control and Prevention show rates worsening around the world in recent years, as well as a widening gap between the U.S. and its peer nations. International data, published in October 2022, shows the maternal mortality rate in the U.S. continues to exceed the rate in other high-income countries. In 2020, the maternal mortality rate in the U.S. was 24 deaths per 100,000 live births — more than three times the rate in most other high-income countries. The U.S. maternal mortality rate is exceptionally high for Black women. It is more than double the average rate and nearly three times higher than the rate for white women.

-ENDS-

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

HeraMED Limited

Executive Chairman
Dr Ron Weinberger
M: +61 406 384 189
E: ron@hera-med.com

Company Secretary

Jonathan Hart
E: Jonathan@hera-med.com

Investor Relations

Tim Chapman
T: +61 419 897 062
E: tchapman@claritycap.com.au

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.