

HeraMED, Mayo Clinic, team up to lead the digital transformation of prenatal care

Developing a digitally enhanced platform that will transform pregnancy homecare

Medical technology company, HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company") is joining forces with Mayo Clinic to co-develop a new platform based on Mayo Clinic successful OB Nest project.

OB Nest is a service model that was designed in collaboration with Mayo Clinic Department of Obstetrics and Gynaecology, and the Centre for The Science of Health Care Delivery.

The program offers a tailored approach to in-home monitoring of patients leveraging technology and providers expertise. The concept will deploy AI powered algorithm and a combination of a digital platform and smart connected devices to assist expecting mothers as well as healthcare professionals in better managing pregnancy care, with a focus on personalized, continuous and proactive home-oriented solution.

The HeraCARE Platform

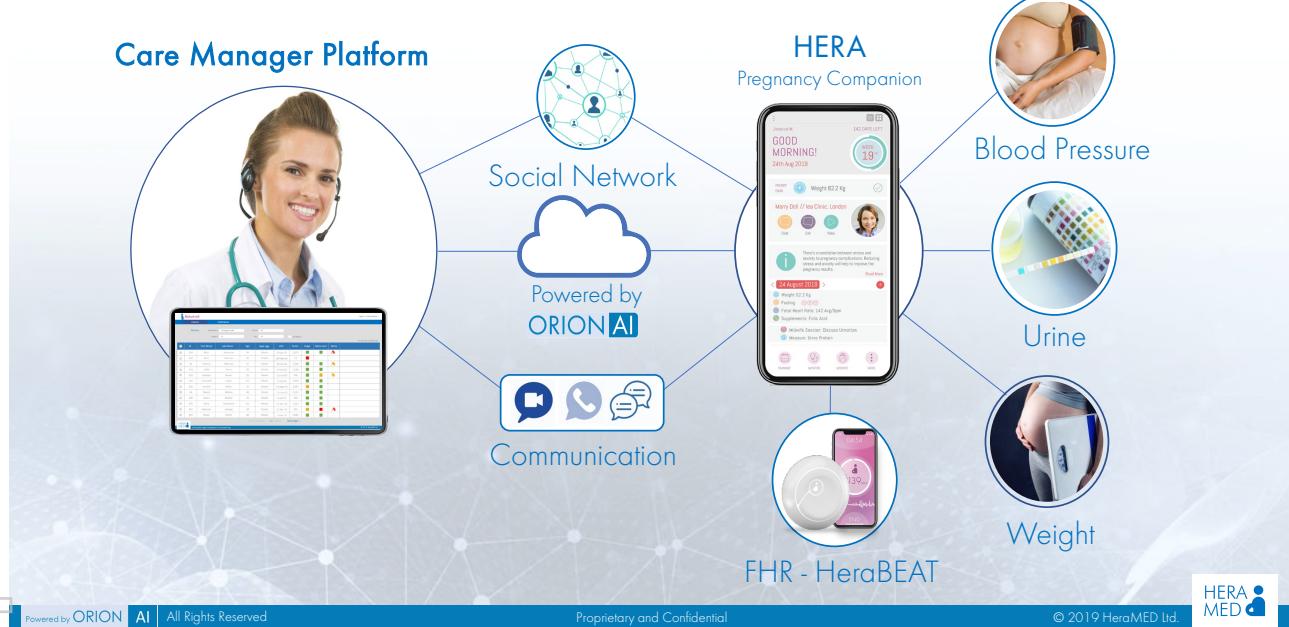


Image one: Proposed HeraCARE platform and functionality

The teams plan to build a comprehensive pregnancy App leveraging machine learning-based algorithm that will potentially enable better management of diversified pregnancy situations, allowing better care at a lower cost.

David Groberman HeraMED Co-Founder and CEO described this new initiative as an important strategic step in HeraMED's vision to lead the digital transformation of prenatal care, as well as strengthening the alliance with Mayo Clinic and its OB Nest revolutionary project and pregnancy de-medicalised approach. David further clarified that the project is still under development and the plan is to piloting the solution during the second half of next year.

The solution will further include a professional 24/7-support service (based on the OB Nest concept) in which the crucial human interaction and intervention is optimised and personalised according to best practice and the specific physiological and emotional status of each expected mother.

-ENDS-

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About the Mayo Clinic:

The Mayo Clinic is an American non-profit academic medical centre, based in Rochester, Minnesota. Mayo clinic is ranked **No 1 hospital in the world** three years in a row by U.S news and world report. The organisation is focused on integrated clinical practice, education and research. The Mayo Clinic has provided Americans with comprehensive medical services for over 150 years. It employs more than 4,500 physicians and scientists, along with 54,000 administrative and allied health staff across 19 hospitals in five US states. The group services 1.3 million people annually and specialises in treating difficult cases through tertiary care and destination medicine. The organisation spends over \$660 million per annum on research and boasts over 3,000 research personnel, employed through 57 research centres.

About HeraCARE:

HeraCARE is HeraMED's Digital Pregnancy Monitoring, software-as-a-service (SaaS) platform that is being co-developed with the Mayo clinic for both home and professional use.

Primary features:

- Continuous home measurements and self-monitoring **improving pregnancy care**.
- Personalised pregnancy education **creating awareness and mother empowerment** in preparation for childbirth.
- Pregnancy lifestyle guidance **promoting healthy nutrition and exercise**.
- 24/7 midwifery consultancy answering any concerns and enabling **early detection of pregnancy complications**.
- Online social support **reducing stress** and sharing experiences between expecting mothers.



Pregnancy
management tools



Self
Monitoring



24/7 Midwife
Consultancy



Pregnancy
Education



Community
Support

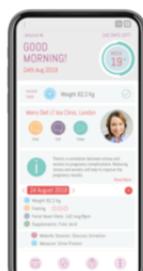




Image two: Proposed HeraCARE smartphone app and features

About HeraMED Limited (ASX:HMD):

HeraMED is an innovative medical Data and Technology company leading the digital transformation of prenatal care. HeraMED utilizes the digital health ecosystem including clinical home monitoring devices, cloud computing, artificial intelligence, big data and digital social networking to reshape the Doctor/Patient relationship. The company is revolutionizing the pregnancy experience by empowering personalized, continuous and proactive home monitoring, to deliver better care at a lower cost. Keeping pregnant mothers engaged, informed and well-supported provides reassurance and peace of mind while allowing the healthcare providers to work at their highest levels of ability and enabling early detection of potential risks.