

Signed Partner Agreement with Australia's largest e-health provider, Telstra Health

- Agreement allows for HeraCARE to join Telstra Health's Smart Marketplace of approved partners. Telstra Health is Australia's largest provider of digital solutions and services to healthcare providers and governments across the care continuum;
- Telstra Health has over a decade of experience implementing and scaling virtual care solutions across Australia;
- HeraCARE is the first remote maternity solution to join Telstra Health's Smart Marketplace;
- Intention is to initially offer HeraCARE to its GP customer base through an integration with MedicalDirector Clinical by Telstra Health, which is a leading clinical and practice management software used by Australian GPs;
- Under this agreement Telstra Health and HeraMED will jointly be educating and marketing HeraCARE to its vast network of GPs who manage their clinics through MedicalDirector Clinical by Telstra Health;
- Integration of HeraCARE is underway with an expected launch of HeraCARE to GP customers of MedicalDirector Clinical by Telstra Health in Q1 CY2024;
- Agreement is very aligned with HeraMED's commercialisation strategy to target more private clinics and this platform provides access to GP clinics in Australia;
- Represents an exciting milestone for HeraMED to be partnering with such a prestigious global digital health provider.

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care, today announced that it had entered into a Partner Agreement with Telstra Health.

Under this Partner Agreement it is intended for HeraCARE to initially be integrated into MedicalDirector Clinical by Telstra Health which services the large GP customer base that manages their clinics through Telstra Health software. MedicalDirector is a leading clinical and practice management software solution designed to enable better, safe and more efficient provision of care for GPs, specialists, nurses or other healthcare professionals.

Currently Telstra Health doesn't offer a remote pregnancy solution with HeraCARE aiming to fill that provision of care for its primary care customers. This is an ideal strategic fit for HeraMED as it aims to onboard more private clinics, particularly rural and regional GPs, as part of the next stage of its commercial plan and Telstra Health offers access to a large audience of GPs.

Under the agreement Telstra Health will jointly provide education and marketing for its GP customer base in the benefits of HeraCARE. Integration into MedicalDirector Clinical is now underway, with education and

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marketing strategies and campaign to start being developed shortly. The intention is to launch HeraCARE to Telstra Health customers in Q1 CY2024.

Telstra Health, General Manager Ecosystem Louise Ryves said, “After passing a rigorous assessment we are pleased to welcome HeraCARE to Telstra Health’s Smart Marketplace, enabling our primary care providers to provide prenatal healthcare through its remote monitoring and maternity care platform, helping improve the patient and clinician experience.”

HeraMED Executive Vice-President ANZ, Anoushka Gungadin said: “I am delighted to have signed this agreement with Telstra Health, a global leader in digital health and solutions for connected healthcare. This is the result of months of work behind the scene and more to come as we bring care to mums and value to GPs in their care delivery. GPs play a key role in the pregnancy journey in the Australian model of care.”

HeraMED Executive Chairman Ron Weinberger said: “This Partner Agreement represents validation of our technology from one of the leading digital health operators globally, and I take this opportunity to congratulate the entire HeraMED team on reaching this important milestone.”

-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, 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.

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About Telstra Health

At Telstra Health, we work to improve lives through digitally-enabled care for our community. Our purpose drives us as we strive to realise a connected and improved digital health experience for all, delivering value to patients and providers.

We have established a unique footprint, both locally in Australia and internationally, and we have deep experience and expertise across the entire spectrum of health, aged care and social services.

By providing software products, solutions and platforms, we work with care providers in the hospital, health service, general practice, pharmacy, and aged care and disability support sectors to connect health information, clinicians and consumers. We also partner with industry-leading specialist organisations to successfully deliver critical national services.

Our clinical and administrative systems, population health solutions, and information exchange platforms help providers and government organisations to improve the quality, safety and efficiency of the healthcare they deliver. We also help enable clinicians to deliver care in new ways through our virtual care and consumer solutions. We support healthcare organisations to make better informed decisions through our advisory services and end-to-end analytics and Artificial Intelligence solutions. Collectively, our digital health solutions help to solve some of the biggest challenges facing the health and aged care sectors and represent an important element in delivering outcomes that matter to patients and clinicians.

Telstra Health – In summary

