

## USA-based Wingwomen signs MoU and plans to launch new 'Cardio Care' initiative with Doulas

- Wingwomen Inc is a tech-enabled FemHealth company that champions virtual and in-person care for Gynaecology, family planning, health coaching, and doula support;
- The multidisciplinary team comprises Gynaecologists, Nurse Practitioners, Midwives, Doulas, Health Coaches, and Peer Group Facilitators across locations in Massachusetts, and a presence in California, Florida, Georgia, and Louisiana;
- Through an evaluation period of 90 days, Wingwomen will oversee up to 12 pregnant women of colour who are at risk for, or diagnosed with, Gestational Diabetes, Preeclampsia, and Gestational Hypertension, and provide them with HeraCARE and technology to monitor their blood pressure, fetal heart rate (FHR), weight and mood within the 3rd and 4th trimesters;
- As part of the Cardio Care initiative, Wingwomen will pair the patients with a postpartum doula, health coach, cardiovascular health educator and a mental health professional for the duration of the initiative to support and educate the patient;
- The purpose of this evaluation is to assess HeraCARE as part of an improved care model to manage hypertensive conditions in pregnancy. Success will be achieved through the early identification of pregnancy complications ('saves') as well as providing the world's best in class maternal care technology to those who most need it and can benefit from it. Wingwoman sets a new care standard that leverages HeraMED's technology to support the expecting mother.
- Confirmation of billing codes and amounts billed per pregnancy via insurance and Medicaid is also part of the success criteria of this initiative. The Cardio Care initiative will evaluate and assess user experience, clinical outcomes, satisfaction, billing codes amongst 12 patients who are at risk of, or diagnosed with, Preeclampsia or Gestational Hypertension and provide them with the platform and technology to monitor the FHR, blood pressure, mood, and BMI;
- The initiative will launch in January 2024 for the patient identification process as well as the formal set up of processes and procedures, with results expected during the second half of 2024;
- Both parties anticipate signing a commercial agreement on successful completion of the Evaluation of this Cardio initiative; the HeraCARE bundle to include a HeraBEAT device, HeraCARE software license, BT Blood Pressure cuff, BT Scale, and designer diaper backpack.

**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 signed an agreement with Wingwomen, a virtual and in-person Femhealth startup, to undertake a 90-day evaluation.

The Cardio Initiative is scheduled to begin in January 2024 to support pregnant women in their third and

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fourth trimesters. HeraMED will support Wingwomen with setup, design, training, and ongoing support during the evaluation period.

The Cardio initiative is designed to capture, and provide detailed feedback on the use of the system to include user experience, clinical outcomes, and 'saves' (early detection of complications), satisfaction surveys, ease of use, general observations of the system, confirmation of billing codes and amounts billed per pregnancy.

Wingwomen will evaluate up to 12 patients across a range of those who are at risk for, or diagnosed with, Preeclampsia, and Gestational Hypertension to join the evaluation initiative. They will be provided with the platform and technology to monitor their blood pressure, FHR, BMI, and mood in the 3rd-4th trimester. Wingwomen will pair the patients with a postpartum doula, health coach, cardiovascular health educator and a mental health professional for the duration of the initiative to support and educate the patient.

The specific intention of this evaluation is to assess hypertensive related high risk pregnancies and define a new, first of its kind, care model using HeraCARE to manage these types of pregnant conditions. Hypertensive related pregnancies are rising globally but particularly in the US with these conditions a key factor in the rise of morbidity and mortality in pregnancy.

Both parties anticipate signing a commercial agreement on successful completion of the Evaluation of this Cardio initiative. It is anticipated Wingwomen would begin a phased deployment of HeraCARE initially starting with one clinic, anticipated managing 10-20 deliveries per month, and then potentially expanding further to their other clinics once the care model has been successfully evaluated.

**HeraMED President North America, Keith Koby** said: "Wingwomen represents an excellent partner for HeraMED, and I am excited to work with Adonica on forming this new innovative care model leveraging the wisdom of her doula team. I am confident that this evaluation will demonstrate HeraCARE's potential to improve maternity care, which is so desperately needed to address the challenges faced, particularly by those who lack access to care and by women of colour in the USA.

"The challenges associated with maternity care are well documented, with rising mortality rates, shortages of obstetricians, gynaecologists, and midwives, as well as a care model that is unchanged since the 1930s.

"Wingwomen, is embracing our one-of-a-kind technology and this dedicated evaluation and associated data will prove extremely valuable as we continue to commercialise HeraCARE in the USA where there are so many clinics and hospitals facing maternity crises."

**Wingwomen Founder and CEO, Adonica Shaw** said: "As a Preeclampsia Survivor, I understand firsthand how an intervention with a doula and a tech enabled solution could have been beneficial to monitor my blood pressure during the third trimester and fourth trimesters.

"At a time when the maternal mortality crisis is top of mind for so many people in the United States, I believe this unique collaboration stands to improve outcomes for families needing lifesaving solutions."

### **About Wingwomen**

Wingwomen offers nonclinical virtual and in-person health coaching and doula support to women in California and clinical services to women in Boston Massachusetts. Wingwomen includes an online platform that provides access to peer support and health advice as well as in clinics.

Wingwomen's value-based approach to reproductive health care and fertility education addresses knowledge and care gaps for women in the patient populations it serves. The Massachusetts-based Femhealth company is on a mission to improve reproductive health outcomes and reduce the time to diagnosis for conditions like Endometriosis and Polycystic Ovary Syndrome.

Wingwomen has expanded its service list to include an array of gynaecological services ranging from infertility counselling to screenings for Endometriosis, Uterine Fibroids, and Polycystic Ovary Syndrome (PCOS). The new service list provides access to virtual and in-person care for Gynaecology, Family Planning, postoperative Pelvic Floor therapy, and Health Coaching for teens and women from preconception to perimenopause. The decision to include a bricks-and-mortar location was made after consistent public outcry from women who have vocalised their frustration with lengthy diagnosis timelines, and the declining faith in healthcare providers to believe women when they report pain associated with their reproductive health.

-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.

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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