

SOFT LAUNCH OF HERACARE BY TELSTRA HEALTH UNDERWAY

HIGHLIGHTS

- HeraCARE will soon be available to medical practices using Telstra Health's MedicalDirector patient management software;
- In November 2023, HeraMED initially announced its partnership with Telstra Health's MedicalDirector platform servicing GP and healthcare professionals.¹ HeraCARE is the first remote maternity solution to join the Telstra Health digital ecosystem;
- A soft launch was recently announced by Telstra Health at the Royal Australian College of General Practitioners (RACGP) Practice Owners Conference held in Cairns, Australia²;
- This initial step in the commercial rollout will be focussing on recruiting 5-10 GP clinics ('early adopters') as part of the integration of HeraCARE into MedicalDirector, GP workflows, while optimising care models, and commercial models;
- On completion of the soft launch, HeraMED is targeting the onboarding of mums through Telstra Health's extensive GP customer base by the end of calendar year 2024;
- HeraCARE, through MedicalDirector, will now be available within Telstra Health's recently launched Smart Connected Care ecosystem which integrate into Telstra Health's core platforms; and
- This partnership with Telstra Health supports HeraMED's commercialisation strategy to target the GP vertical which plays a significant role in maternity, both prenatal and postpartum, to enhance the user's maternity experience.

HeraMED Limited (ASX:HMD) ("HeraMED" or the "Company"), a medical data and technology company leading the digital transformation of maternity care, today announces the soft launch of HeraCARE within the Telstra Health ecosystem through targeted GP clinics.

In November 2023, HeraMED announced its partnership with Telstra Health's MedicalDirector platform servicing GP and healthcare professionals and is the first remote maternity solution to join the Telstra Health digital ecosystem. The soft launch of HeraCARE into Telstra Health's Smart Connected Care was recently announced at the RACGP Practice Owners Conference in Cairns, Australia.

The initial step in the commercial rollout will be focussing on recruiting the first group of GP clinics (or 'early adopters') as part of the integration of HeraCARE into MedicalDirector, GP workflows, while optimising care models, and commercial models while gathering overall feedback from the Beta Program before a full launch to the larger network. On completion of the soft launch, HeraMED anticipates marketing to entire GP clinic customer base and onboarding of mums through Telstra Health's GP clinics practices by the end of calendar year 2024.

HeraMED and Telstra Health will also jointly promote the integration of HeraMED into the Smart Connected Care ecosystem through education and marketing to existing and prospective users as part of the Smart Partner Marketing Plan.

¹ ASX Release, [Signed Partner Agreement with Australia's largest e-health provider, Telstra Health](#), 21 November 2023.

² Royal Australian College of General Practitioners (RACGP) Practice Owners Conference, 24-26 May 2024.

In 2022-2023, there were around 166 million GP patient encounters in Australia.³ According to the RACGP, pregnancy-related problems account for 2.7% of all GP-patient encounters, and of these encounters, 89.8% are for pregnancy or antenatal care.⁴

This partnership with Telstra Health supports HeraMED's four-point plan and links both to the commercialisation and strategic partnership strategies to target the GP vertical which plays a significant role in maternity both in prenatal and postpartum to enhance the user's maternity experience.

HeraMED CEO Anoushka Gungadin confirmed, "HeraCARE is a mum-centric solution and the partnership with Telstra Health allows us to expand access to care for many more mums, given the significant role GPs play in maternity, pregnancy and postpartum care. Following integration and commercial rollout within this new ecosystem, we are targeting the onboarding of mums through GP practices by the end of calendar year 2024. This aligns with the four-point plan both for commercialisation and strategic partnership while redefining how maternity care is delivered and experienced."



HeraCARE-Telstra Health Smart Connected Care enhanced partnership soft launch at the RACGP Practice Owners Conference, 24-26 May 2024, with Anya Rao, Telstra Health Senior Manager Ecosystem Strategic Partnerships (left) and Anoushka Gungadin, HeraMED Managing Director & CEO (right).

ENDS

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

³ RACGP position statement, [Maternity care in general practice](#), May 2021.

⁴ Australian Institute of Health and Welfare (AIHW) article, [General practice, allied health, and other primary care services](#), 7 March 2024.

HeraMED Limited
Managing Director & CEO
Anoushka Gungadin
M: +61 431 131 649
E: anoushka@hera-med.com

Company Secretary
Cameron Jones
T: +61 400 086 399
E: cameron.jones@bio101.com

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

Investor & Media Relations
Jane Morgan
M: +61 405 555 618
E: jm@janemorganmanagement.com.au

About Telstra Health

At Telstra Health, we work to improve lives through digitally-enabled care for our community.

Our vision drives us as we strive to realise a connected and improved digital health experience for all. 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.

We work with care providers in the hospital, health service, general practice, pharmacy, and aged care 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.

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.

For personal use only