

HERAMED SUCCESSFULLY COMPLETES PHASE 1 PILOT WITH LEE HEALTH

HIGHLIGHTS

- HeraMED successfully completes Phase 1 pilot with Lee Health evaluating the HeraCARE platform as part of a digital-first pregnancy care model
- Six-month pilot assessed a hybrid obstetrics (OB) care pathway combining virtual visits, remote patient monitoring, fetal doppler and blood pressure monitoring
- Phase 1 results indicate strong patient adoption and engagement, prenatal care can be delivered using fewer in-person visits at the same level of care as current model.
- Pilot recorded 44 patients who completed virtual prenatal visits, supporting the potential to reduce reliance on in-person visits and free clinic capacity
- Patient feedback was exceedingly positive, including 92% virtual adoption, 100% likelihood to recommend, program NPS of 60 and RPM device NPS of 75
- Modelled outcomes indicate the pathway may free 3-5 prenatal appointment slots per patient, supporting improved access and operational efficiency, creating 32 additional prenatal slots
- HeraMED and Lee Health are progressing final internal sign-off for Phase 2, with a decision targeted in the coming weeks
- Lee Health is a non-profit health care provider with the largest network of medical care facilities in Southwest Florida, delivering 8,000 babies annually

HeraMED Limited (ASX:HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity and women's care, is pleased to announce the successful completion of Phase 1 of its Digital Pregnancy Journey pilot with Lee Health in the United States.

The Phase 1 pilot evaluated HeraMED's HeraCARE platform as part of a hybrid obstetrics (OB) care model Lee Health is assessing for deployment. The digital care model is designed to reduce reliance on in-person visits, improve patient access and convenience, and create additional clinic capacity through virtual visits and remote patient monitoring. This pilot forms part of a wider digital transformation that Lee Health has undertaken over recent years.

Lee Health is a non-profit health care system with four acute care hospitals, two specialty hospitals and more than 1,100 physicians on staff. It offers the largest network of medical care facilities in Southwest Florida, while being highly respected for its expertise, innovation and quality of care. Lee Health's hospitals consistently ranking in the top 1% for overall care in the USA, as well as ranking among the best in the nation for eight specialties including maternity care and women's health delivering 8,000 babies annually.

The six-month pilot was designed as a feasibility and business case evaluation. It assessed a digital-first pregnancy care pathway combining virtual visits, HeraCARE engagement tools, fetal doppler and blood pressure monitoring, with a focus on patient adoption, engagement, access, experience and modelled operational value.

Dr Rachel Wykes, Lee Health, said:

“The Digital Pregnancy Journey pilot was not simply a technology project, it was an opportunity to rethink how prenatal care can be delivered. The pilot showed that patients can become more active participants in their care, supported by stronger engagement, more meaningful clinical data and greater use of virtual care.

Most importantly, it demonstrated that better care does not always require more in-person visits. By reducing unnecessary office visits while maintaining patient connection, this model has the potential to improve the pregnancy care experience and create meaningful additional capacity. **The next step is to move from pilot to practice, not just to expand a program, but to redefine prenatal care at Lee Health.”**

HeraMED Managing Director and CEO, Anoushka Gungadin, said:

“This is a significant milestone for HeraMED to partner with a nationally recognized major US healthcare provider. The pilot with Lee Health has been co-designed and engaged our teams across clinical, technical, research and executive leadership as a true partnership. It has been great to see the enthusiasm in this process with a mutual goal of validating HeraCARE's capability to enhance patient engagement and connected digital maternity as a new model of care. Through this deployment, HeraMED included considerations across clinical outcomes, health economics and operational-workflow efficiencies, setting the stage for future scalability and expanded deployment.”

Phase 1 Results

The positive Phase 1 results indicate this innovative hybrid maternity care model is feasible, well accepted by patients and capable of supporting a more efficient pregnancy care pathway.

Patient Adoption, Engagement and Experience

Key patient outcomes from the pilot included:

- **92% virtual adoption, 100% likelihood to recommend**, supporting strong patient acceptance of the digital pregnancy care model
- **Program** Net Promoter Score (NPS) of **60**, indicating very high patient willingness to recommend the overall Digital Pregnancy Journey program; **RPM device** NPS of **75**, indicating exceptionally strong patient feedback for the remote patient monitoring device component
- More than **80% of patients agreed** the App/RPM model enhanced access to information
- Patients identified both the HeraCARE app and RPM device as differentiators of the Lee Health prenatal care experience
- Patients highlighted key benefits including convenience, time and cost savings, reduced travel burden and lower stress, particularly for patients with children

Net Promoter Score, or NPS, is a widely used measure of patient and customer advocacy. It ranges from **-100 to +100**, with higher scores indicating stronger willingness to recommend a service, product or care model.

The pilot cohort was primarily made up of working patients with dependents, many of whom faced practical barriers to in-person care including time away from work, travel time, distance, wait times, childcare requirements and cost impacts.

Operational and Financial Indicators

Key operational and modelled financial indicators from the pilot included:

- The digital pregnancy pathway was designed around **11 visits**, compared with approximately **15 in-person visits** in a traditional pregnancy care model
- The 11-visit pathway may free **3–5 prenatal appointment slots per pregnancy**, while maintaining patient engagement
- Modelled outcomes indicate approximately **32 additional prenatal visit slots** may be created through the care model
- Patient travel burden was reduced, with approximately **74 travel miles avoided per patient**
- Patient out-of-pocket travel costs were reduced, with **travel costs avoided per patient**

The findings support the feasibility of the Digital Pregnancy Journey model and provide evidence of patient value, operational efficiency and potential healthcare economics.

Pathway to Phase 2

HeraMED is now working with Lee Health as it progresses to final internal sign-off for scale-up of the Digital Pregnancy Journey program. HeraMED expects to provide a further update to shareholders once the Phase 2 approval process has been finalised in the very near term.

This announcement has been authorised by the Chairman and Managing Director & CEO 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 and women's care, starting by revolutionising the prenatal and postpartum experience. 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, personalised care plans, 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.