

# Can a **digital health program** help members understand and manage their heart health?

## High Blood Pressure Can Mean Higher Healthcare Costs

Heart disease is the leading cause of death in the United States and is among the top three insurance claims costs for self-funded, employer-sponsored plans. High blood pressure is a leading risk factor for heart disease.<sup>1</sup>

The market is flooded with digital solutions promising to help people manage chronic conditions and improve their health. But there are very few studies that have measured whether these digital therapeutics actually work.

## Peer-reviewed Clinical Study Shows Hello Heart Users Reduced Blood Pressure

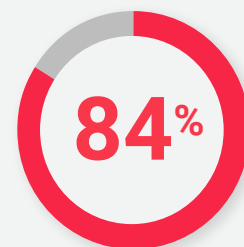
The lead cardiologist on the study was Alexis Beatty, MD, MAS, a cardiologist and health systems researcher at the University of California, San Francisco. The study consisted of 28,189 adults in employer-sponsored health plans who used Hello Heart's digital health solution for up to three years. These findings were published in *JAMA Network Open*, a peer-reviewed journal of the American Medical Association.

This research, the largest and longest peer-reviewed study of a digital therapeutic for high blood pressure, found that members with a baseline blood pressure over 140/90 had a 2x greater improvement in systolic blood pressure than any other digital heart health solution.<sup>2,3</sup>

## Clinical Outcomes

Hello Heart/ UCSF Study Published in *JAMA Network Open*

For members with baseline blood pressure over 140/90:



Reduced blood pressure, sustained up to 3 years<sup>2</sup>



Average reduction in systolic blood pressure over 3 years<sup>2</sup>

## Digital Coaching to Form Healthier Habits

Having hypertension puts you at risk for heart disease, but lifestyle changes and medication can effectively control blood pressure for the majority of patients.<sup>1</sup>

Hello Heart's coaching app empowers people to embrace healthier behavior by providing wellness tips that may help reduce the risk of hypertension. Making small changes and forming healthier habits may help reduce a person's blood pressure, which can reduce their risk for heart disease and death. It is the first digital therapeutic for heart health that is clinically shown to reduce blood pressure in a peer-reviewed study.<sup>2</sup>

The Hello Heart app also helps users catch blood pressure readings that are extremely high and encourages them to talk to their doctor about potential risks.

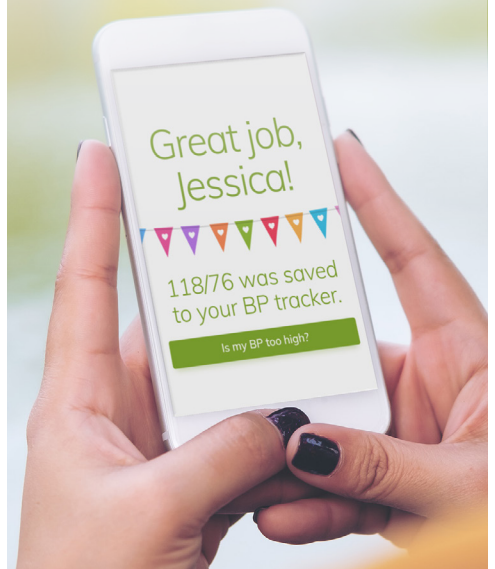
### About Hello Heart

Hello Heart is the only digital therapeutics company to focus exclusively on heart disease, the leading cause of death for U.S. adults. Through a connected device and mobile app that uses AI, behavioral science, and personalized digital coaching to drive lifestyle changes, Hello Heart empowers people to embrace healthier behavior, which can reduce the risks of high blood pressure and heart disease. Validated in peer-reviewed studies and trusted by leading Fortune 500 companies, Hello Heart is easy to use and works alongside an employer's benefits ecosystem. Founded in 2013, Hello Heart is a member of the American Heart Association's Innovators' Network and is part of the CVS Health Point Solutions Management program.

The level of **engagement** is something I have not seen in other digital hypertension management programs. ”



**Alexis Beatty, MD, MAS**  
Associate Professor at UCSF and lead cardiologist on the study



» Visit [helloheart.com](https://helloheart.com) to learn more

<sup>1</sup> Facts About Hypertension. CDC Web site. <https://www.cdc.gov/bloodpressure/facts.htm>. Published September 27, 2021. Accessed May 4, 2022.

<sup>2</sup> Gazit T, Gutman M, Beatty AL. Assessment of Hypertension Control Among Adults Participating in a Mobile Technology Blood Pressure Self-management Program. *JAMA Netw Open*. 2021;4(10):e2127008. <https://doi.org/10.1001/jamanetworkopen.2021.27008>. Accessed May 4, 2022. (Some study authors are employed by Hello Heart. Because of the observational nature of the study, causal conclusions cannot be made. N equates to 108. See additional important study limitations in the publication.)

<sup>3</sup> Livongo Health, Inc. Form S-1 Registration Statement. <https://www.sec.gov/Archives/edgar/data/1639225/000119312519185159/d731249ds1.htm>. Published June 28, 2019. Accessed May 4, 2022. (2x greater improvement based on systolic blood pressure reduction for stage 2 Hello Heart users over 3 years (21 mmHg) compared to Livongo published reduction of 10 mmHg. The Hello Heart study and the Livongo study were separate, and may have been subject to different protocols. This is not a head-to-head comparison.)