

## Start with the Heart

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**Heart Health: Understanding the impact of heart health on your employee population and your health care budget**

**October 21, 2021**

**Virgin Pulse**



# Agenda

- **Hello Heart Introduction**
- Why Should Employers Care About Heart Health?
- Impact on Heart Health
- How To Move the Needle on Heart Population Health

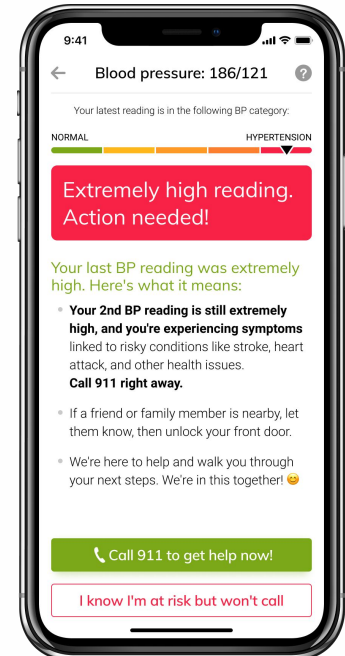
# Digital program to self-manage heart health and prevent serious risk.

Track and empower the user understand all heart health factors

Catch hypertensive crisis and irregular heartbeat in time



Personalized AI digital coaching reduces BP



# Largest, fastest growing digital heart program.

## Preferred by Health Leaders



## More Selected Clients





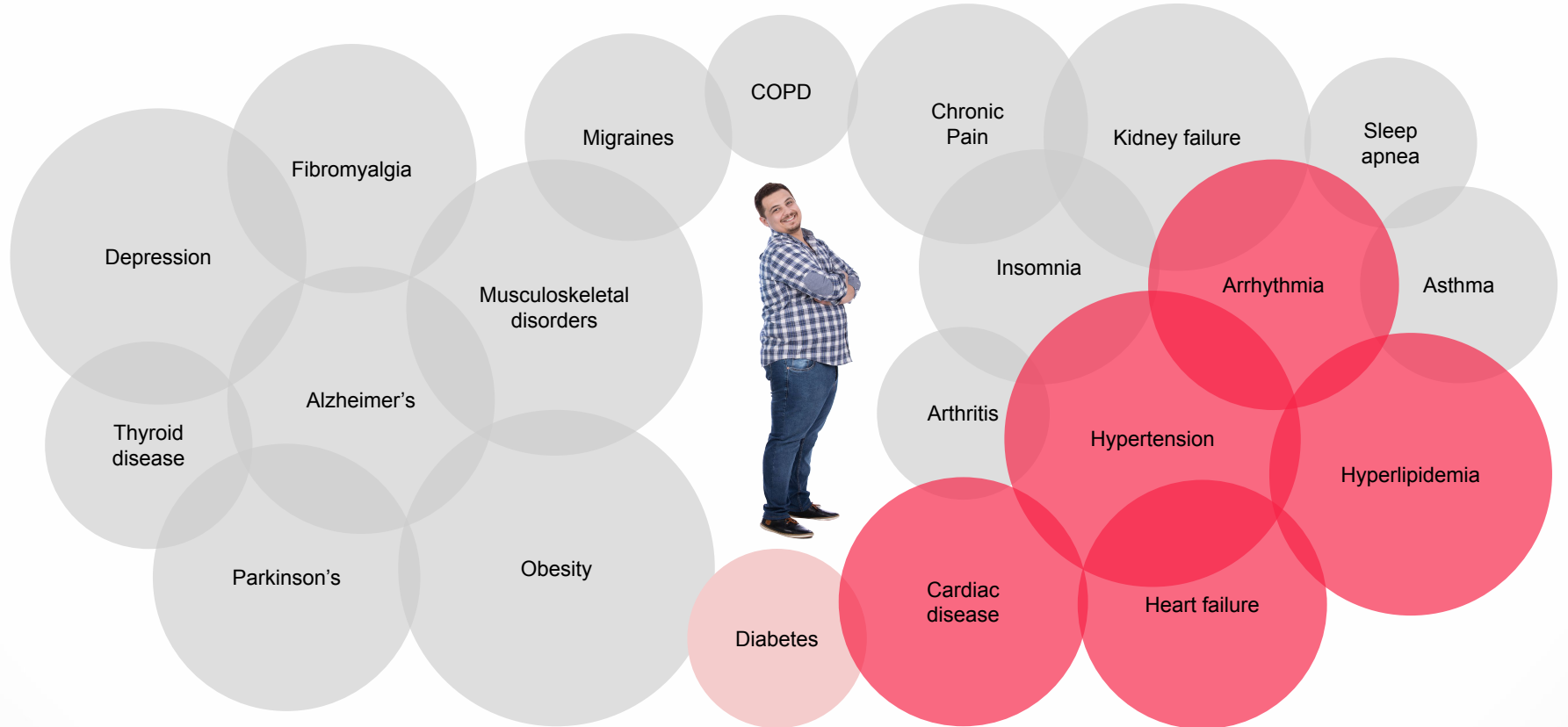
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# What is compelling about controlling blood pressure?

- Controlling blood pressure
  - Saves lives
  - Reduces complications
  - Lowers costs
  - Reduces health risk
  - Fewer disability claims
  - Less sick days
  - Improved productivity
  - Reduce presenteeism
  - Improve employee job satisfaction
  - Improved moral

# 60% of Americans suffer from chronic conditions, many of them overlap in many patients.



# Hypertension: the driver of heart attack and strokes.

<b>Blood Pressure Category</b>	<b>Systolic mm Hg (upper number)</b>	<b>Diastolic mm Hg (lower Number)</b>
<b>Normal</b>	< 120	< 80
<b>Elevated</b>	120 - 129	< 80
<b>High Blood Pressure (Hypertension) Stage 1</b>	130 - 139	80 - 89
<b>High Blood Pressure (Hypertension) Stage 2</b>	$\geq 140$	$\geq 90$
<b>Hypertensive Crisis</b>	$> 180$	$> 120$



# Hypertension prevalence, treatment\* and control.



**108M**

(47%) US Adults with Hypertension



**82M**

(76%) US Adults with Hypertension have **uncontrolled** blood pressure

**52M**  
of those 82M are receiving treatment but it **isn't sufficient** as they remain **uncontrolled**

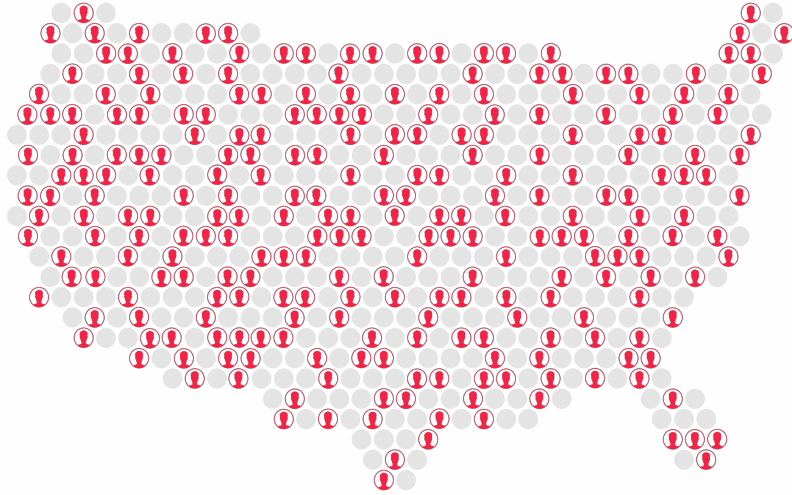
**30M**  
of those 82M are **untreated and uncontrolled**



**26M**

(24%) US Adults have **controlled** BP (using lifestyle modification and medications)

Data Source: National Center for Health Statistics, Center for Disease Control and Prevention. \*treatment is defined as lifestyle modifications plus medication or lifestyle modifications only



**#1 prevalence - 47% of adults have hypertension<sup>1</sup>**



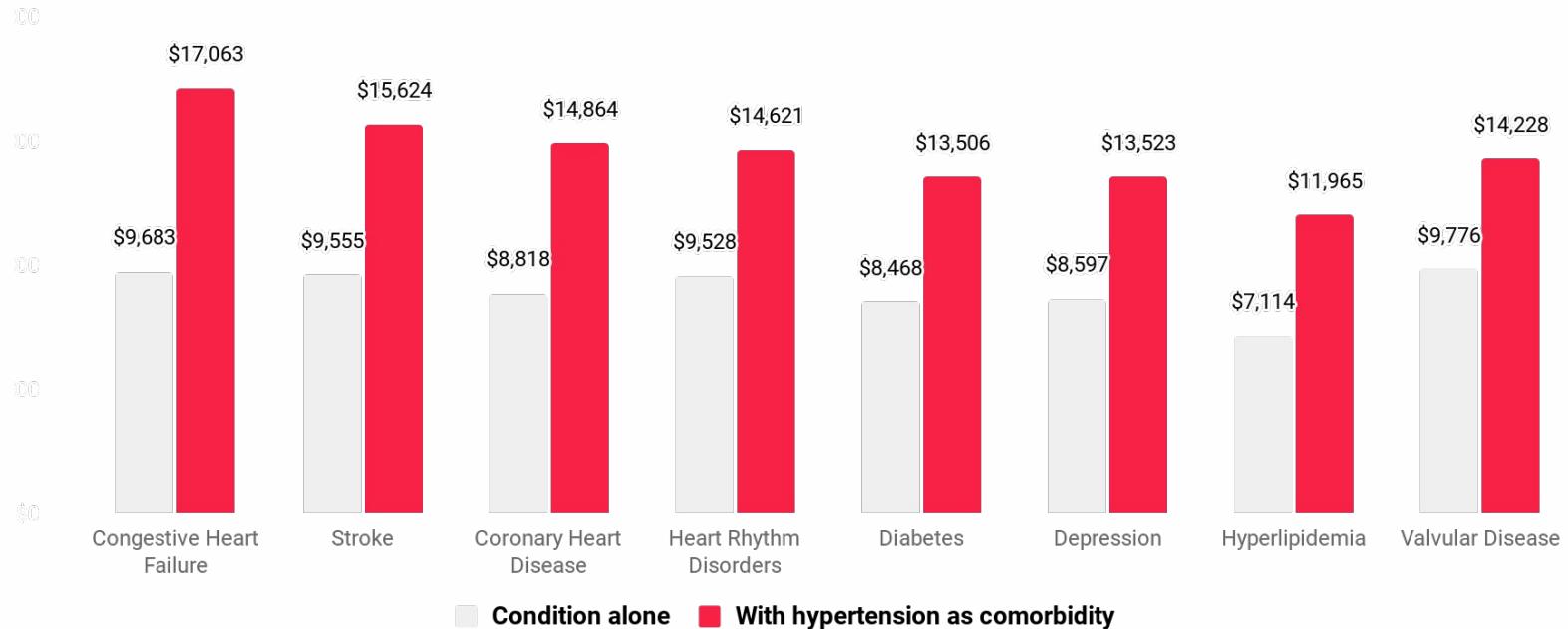
**#1 in unmanaged risk - 75% of patients are not managing it<sup>1</sup>**



**Heart disease is #1 cause of death<sup>2</sup>**

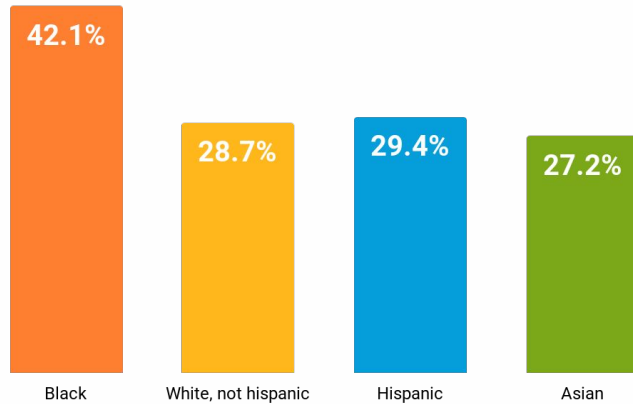
**Top 3 claims cost for most self-funded plans<sup>3</sup>**

# When hypertension is a comorbidity, average annual costs per condition increase exponentially.

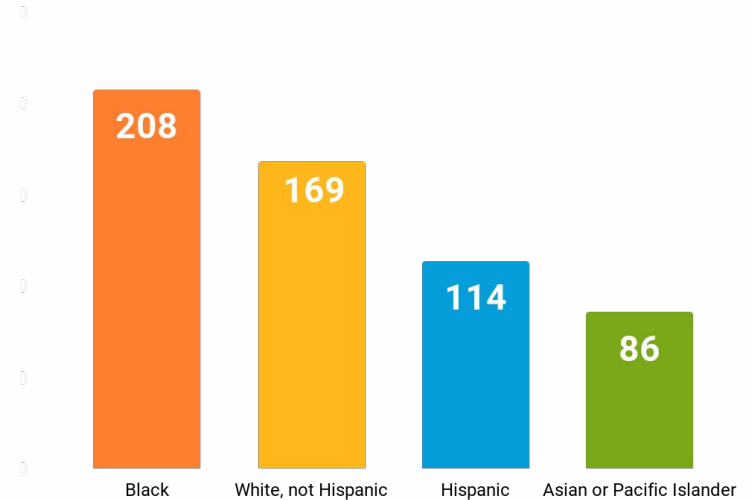


# Heart disease prevalence and deaths by ethnicity.

(per 100,000\*)



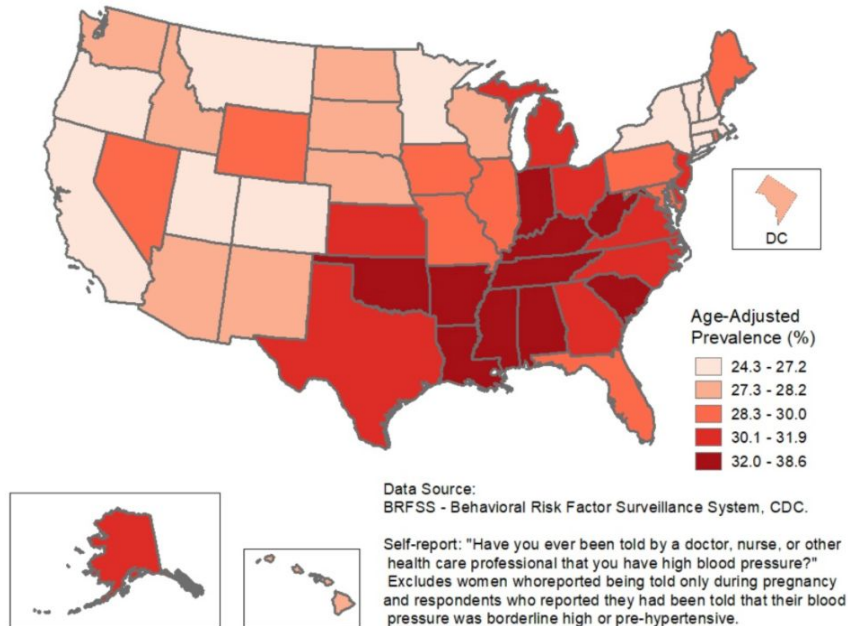
Hypertension prevalence and race  
(age adjusted)\*



Black persons were **MORE THAN TWICE** as likely as Asian or Pacific Islander persons to die of heart disease in 2017

# Prevalence of hypertension, 2017.

U.S. Adults Ages 20 and Older.



Source: [Behavioral Risk Factor Surveillance System](#)

# Reduction of systolic BP by 10 mmHg is associated with:



**20%**

Reduction of major cardiovascular disease events



**17%**

Reduction in coronary heart disease



**17%**

Reduction in strokes



**18%**

Reduction in heart failure



**13%**

Reduction in all-cause mortality



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# The pandemic's impact on heart health.

81% have uncontrolled hypertension now.

Patients with hypertension have a 60% higher risk for COVID complications.

In some states, we've seen a 398% rise in heart disease deaths.<sup>1</sup>





# Heart health in women: closing gaps in awareness and care.

## 37 minutes longer

Women wait 37 min longer to call for help. Symptoms of heart attack in women are unknown in the general public and are identified as anxiety in many cases.

## 2X-3X mortality

Once women get to the hospital their mortality rate are 2X due to delays in calling help or being taken to the wrong hospital. Women die 3x more of heart attack because they are unaware of their unique symptoms.

## Only 13% are worried

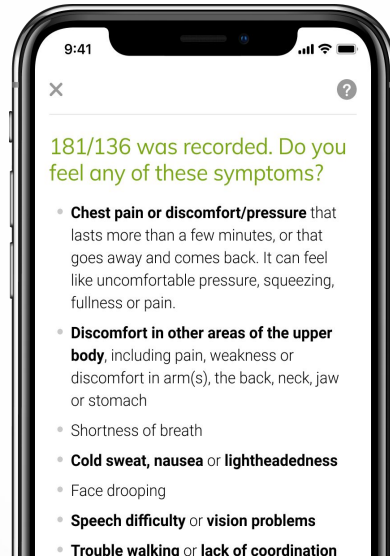
Only 13% of women worry about heart disease although it's the #1 cause of death and is 6X more likely to kill them vs breast cancer.

# Gender-specific algorithm saves lives - they have 3x potential mortality prevention impact for women.

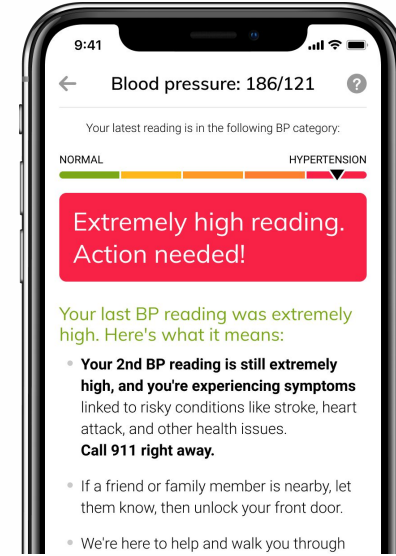
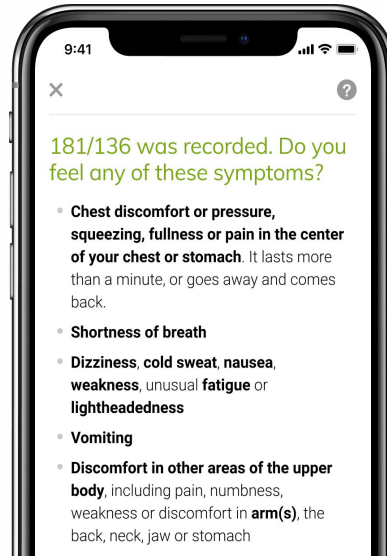
Your solution should be able to differentiate and customize symptoms **for males and females**. Women die 3x more of heart attack because they are unaware of their unique symptoms.

If in immediate risk, **call 911 directly from the app** or health plan preferred clinician.

## Male



## Female



# Largest and Longest Digital Therapeutics Clinical Study

JAMA Network | **Open**™

 **Hello Heart**

**Alexis Beatty, MD**

**UCSF**

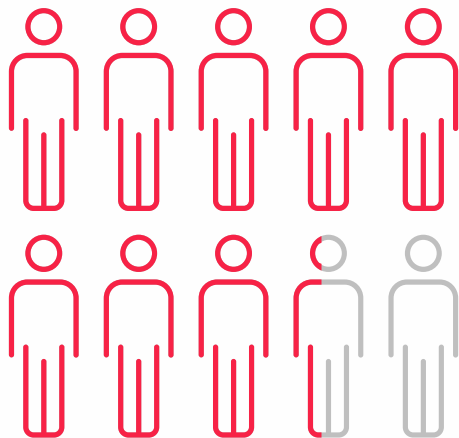
**28,189**  
adults



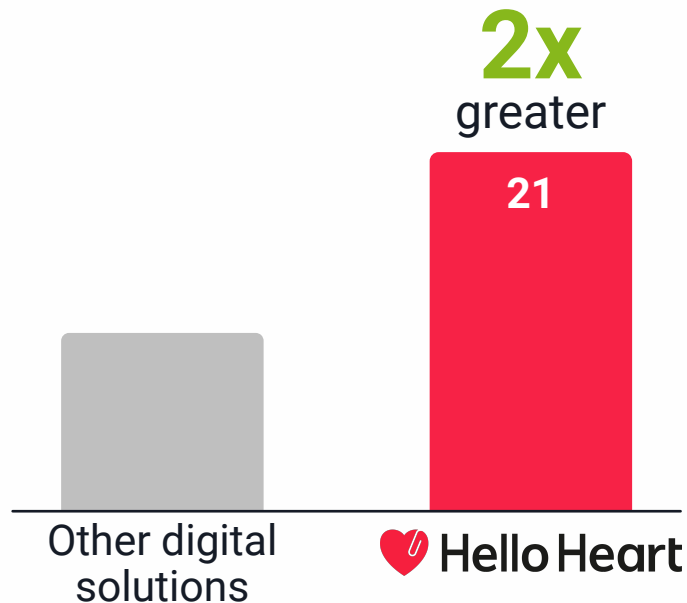
**3 years**

# 84%

**reduced** their blood pressure  
and **sustained** it over 3 years



## Systolic BP reduction (mmHg)



**\$1,865 (19%) PMPY savings**

# Health Behavior Change: Why Hello Heart's digital coaching works.

- Lifestyle choices impact 80% of the costs of chronic conditions
- Lifestyle changes to improve cardiovascular conditions are the same: move more, eat better, reduce stress and risky behaviors like nicotine and alcohol
- If people are willing to make 1 behavior change they can do more than one successfully
- Stages of Change, Transtheoretical Model (TTM) of behavior change
- Meet people where they are at, and when they are ready
- Why people change
- Value of 24/7/365 digital coaching

# Why this matters to employers.

- Medical Plan Costs
- Pharmacy Plan Costs
- Occupational Health Costs
- Disability Costs
- Absenteeism/Presenteeism
- Healthier companies have better S&P financial performance
- Employer of choice



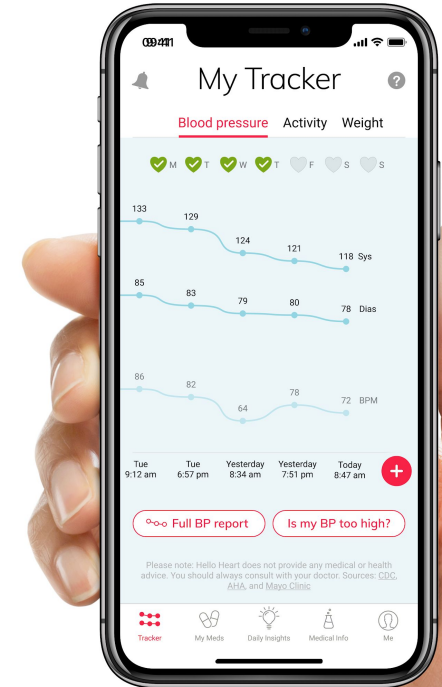
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# How can employers improve heart health?

## #1 Preventable risk factor for cardiovascular disease

- Guidelines recommend out-of-office measurements
- Team approach:
  - Provider
  - Incorporating Telehealth or clinic counseling
  - Individual taking ownership of their BP readings
  - Community/Family/Employer
  - Provide digital tools to self manage heart health and catch risk in time





# Design guidelines: Make it accessible.

## Digital vs. in-person/static programs

- Everybody is super busy these days
- Employee privacy is critical for participation
- Need to allow ongoing in-home monitoring

## Smartphone vs. Web programs

- Estimations of smartphone owners within the working population surpassed 90%
- 10% of Americans own a smartphone **and have no other form of high-speed internet access at home**
- Americans spend over 5 hours a day on their smartphones on average

## English as well as other languages

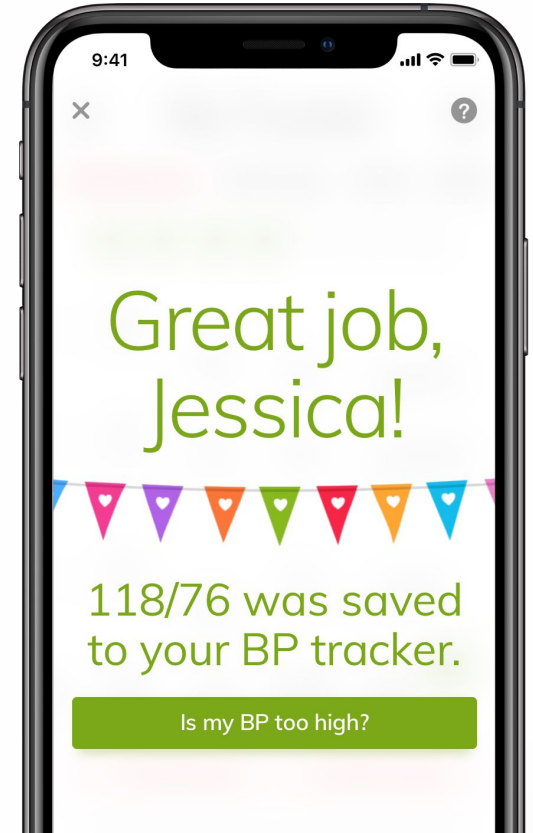


# Design guidelines: Make it fun and positive.

- People with hypertension (the silent killer), don't acknowledge they have a condition (60% don't take their medication)
- Effective programs bring a positive standpoint (keep a healthy heart!) and not a negative approach (manage your disease)
- Make it fun!

## Provide value to the employee over time.

- Most people are not actively engaged in their health. Supply an incentive to create interest.
- Need to provide value (preferably emotional value) to get employees to use a program over time - worry less, sense of control, gamification.



# Design guidelines: Ensure you can measure clear clinical results from different programs.

## Heart risk reduced

✓ 45%

## Total Enrolled

Q4 - 211 Now - 291

## Demographics

51 yrs.

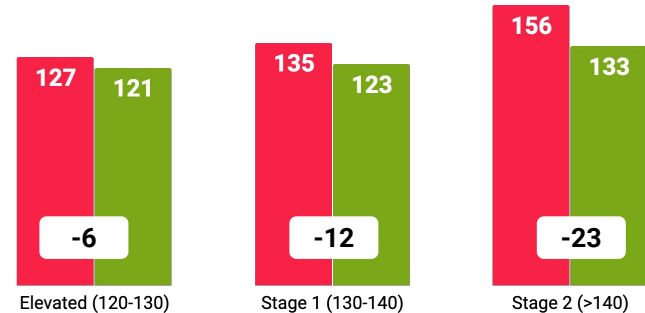
58% Male  
42% Female

## Engagement

Q4 - 17%  
Now - 42%

12 meaningful  
visits/quarter on avg.

## Avg. BP drop per category



■ Avg. BP in week 1 of program ■ Avg. BP in last documented week

# Resources: Contact us!

support@helloheart.com

## What's this mirror cling for?

At Hello Heart, our job is to make it easier for you to take care of your heart health. We know life can get busy, and it's hard to remember to do all the things you need to do—even the most important things (like taking care of yourself)! This handy reminder will help you make a habit of tracking your blood pressure—so you won't forget this important daily task.

## Where should I place it?

To start building a daily BP-tracking habit, place this cling on your bathroom mirror. It will remind you when you go to the bathroom each morning and night to always check your blood pressure.\* So, you'll always know how your heart is doing.

\*To get the most accurate BP reading, we recommend waiting 30 minutes from the time you wake up.

## How do I apply the mirror cling?

- 1 Wet the area of the mirror where the cling will go, then remove the backing paper from the cling and smooth the cling over the wet glass.
- 2 Adjust the cling to the desired position, then use a squeegee (or the edge of a credit card) to press the water from beneath it, working from the center outward.

## How do I remove it?

Simply peel it off from the corner. You can remove the cling easily, without leaving any residue.

Hello Heart

## Your new mirror cling just arrived! Enjoy!

Is there anything else that would help you remember to track your blood pressure? We'd love to hear your ideas! Share them with us at [ideas@helloheart.com](mailto:ideas@helloheart.com)



Need help?

support@helloheart.com (800) 767-3471

Hello Heart

## Did you know?

Women are 2x more likely to die from a heart attack because their symptoms go undetected!

Most common symptoms in women:

Cold sweat, dizziness, and/or extreme fatigue (tiredness)

Shortness of breath

Pain or discomfort in either arm, back, neck, jaw, and/or throat

Nausea

Most common symptoms in men:

Cold sweat and/or lightheadedness

Shortness of breath

Chest pain

Pain or discomfort in left arm, back, neck, and/or jaw

Nausea or discomfort in the stomach



Hello Heart

## CONNECT THE MONITOR NOW!

- 1 Insert the batteries in the back of the monitor, then plug in the air hose on the left side.
- 2 Open the Hello Heart app on your phone and log in with your email and password.
- 3 Click on "Connect the BP monitor now!" and follow the instructions provided.

Read some FAQs on the back of this card.

Need support? We're here for you!  
support@helloheart.com (800) 767-3471



## You're not alone!

Managing high blood pressure can seem overwhelming, but it doesn't have to be!

Hello Heart makes it simple and fun to manage your blood pressure. (Yes, fun—we're not kidding!)

Read what other Hello Heart members are saying!

Hello Heart has helped the Doctor & keeps me informed! Help to live better!

Read me!

Español en el interior



I really think this is a fantastic program... so easy to use and the information is so helpful. I have told so many of my coworkers about it!

I love the app and it has certainly made me more aware of my blood pressure. I've been getting some pretty bad readings.

with someone you go undiagnosed!

Hello Heart

## It's time to put heart health first!

Start by knowing and sharing the truth about heart disease.

- There's nothing I can do about it.
- Heart disease is largely preventable by making healthy choices.<sup>1</sup>
- If I can't feel it, it can't be that bad...
- High blood pressure usually doesn't have symptoms!<sup>2</sup>
- Why would I have high blood pressure?
- Over 46% of adults in the U.S. have high blood pressure.<sup>3</sup>
- Heart disease is really rare...
- Heart disease is the leading cause of death in the United States for both men and women.<sup>4</sup>
- To get healthy, I have to do things I don't enjoy...
- There are simple steps you can take, such as tracking your blood pressure.



Learn how to start taking action at [helloheart.com](http://helloheart.com)

Try it out? Text Evaluation3 to 75706

# Thank you!

“ Hello Heart warned me that I was in hypertensive crisis and helped me catch a life threatening risk in time. ”

— James Metcalf. 51 years old



For more information, contact:  
[terri.bogen@helloheart.com](mailto:terri.bogen@helloheart.com)