

We help benefit leaders **get to the heart of member health**

Loved by members of all ages and backgrounds, Hello Heart is the digital leader in preventive heart health. We see best-in-class clinical outcomes, cost savings, and long-term engagement.



We address the leading cause of death and most expensive chronic disease

#1

Cause of death¹



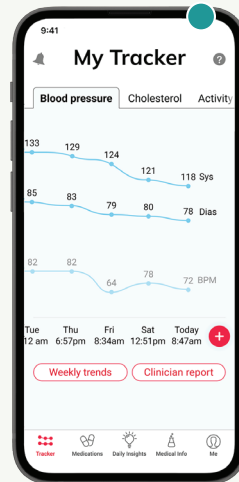
Adults with high blood pressure and/or high cholesterol² – top risk factors for heart disease³

\$12,558

Average total medical spending per year for each individual with CVD⁴

How Hello Heart works:

Members take control of their heart health with Hello Heart's Bluetooth-enabled monitor and easy-to-use mobile app



Personalized, AI-driven coaching helps members understand and manage top heart health factors like:



High blood pressure



High cholesterol



Changes in heart markers that indicate heightened risk



Gender-specific symptoms and clinical ranges

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Financial outcomes

\$2,382

reduction in year 1 total medical costs per participant – a 19% reduction⁵

2:1

minimum return on investment^{6,7}

100%

performance guarantee



Peer Reviewed

- **84%** of members with baseline blood pressure over 140/90 reduced their blood pressure, sustained up to 3 years. The average reduction was 21 mmHg⁸
- **2X** greater improvement than other digital heart health solutions with published data⁹
- Hello Heart users achieve similar health outcomes across social determinants of health, including age, race/ethnicity, gender, primary language, income, and geography^{10, 11}



High enrollment & sustained engagement

- **20%** enrollment rate after the first year⁶
- **60%** of Hello Heart participants continue beyond the first year⁶

Benefitfocus makes purchasing and implementing Hello Heart quick and easy

Easy

Easy contracting and implementation to get you up and running quickly

Preferred Pricing

Competitive price in the market with performance guarantees



Reach out to your **Benefitfocus** team for a customized savings analysis today.

1 Ahmed FB, Anderson RN. The Leading Causes of Death in the US for 2020. *JAMA*. 2021;325(18):1829-1830. <https://jamanetwork.com/journals/jama/fullarticle/2778234>. Accessed October 16, 2023.

2 Figure calculated using 2017-2020 data from the CDC's National Health and Nutrition Examination Survey, CDC Web site. <https://www.cdc.gov/Nchs/Nhanes/>. Accessed April 6, 2023. (NOTE: Individuals with high cholesterol were defined as those with ≥ 240 total cholesterol or self-reported using a cholesterol medication. Individuals with high blood pressure were defined as those with ≥ 130 systolic or ≥ 80 diastolic blood pressure or self-reported using a blood pressure medication.)

3 Know Your Risk for Heart Disease. CDC Web site. https://www.cdc.gov/heartdisease/risk_factors.htm. Published March 21, 2023. Accessed October 16, 2023.

4 Figure calculated as part of Validation Institute's analysis of Hello Heart cost savings. Source: Validation Institute. 2022 Validation Report (Valid Through October 2023). https://validationinstitute.com/mp-files/hello_heart_savings_2022_final.pdf/. Published October 2022. Accessed October 16, 2023. (This analysis was commissioned by Hello Heart, which provided a summary report of self-funded employer client medical claims data for 203 Hello Heart users and 200 non-users from 2017-2020. Findings have not been subjected to peer review.)

5 Validation Institute. 2023 Validation Report (Valid Through October 2024). https://validationinstitute.com/mp-files/hello_heart_savings_2023_final.pdf/. Published October 2023. Accessed November 1, 2023. (This analysis was commissioned by Hello Heart, which provided a summary report of self-funded employer client medical claims data for 203 Hello Heart users and 200 non-users from 2017-2020. Findings have not been subjected to peer review.)

6 Based on 2022 data on file at Hello Heart. Results may differ from employer to employer.

7 Depends on employer size.

8 Gazit T, et al. Assessment of Hypertension Control Among Adults Participating in a Mobile Technology Blood Pressure Self-management Program. *JAMA Netw Open*. 2021;4(10). (Some study authors are employed by Hello Heart. Because of the observational nature of the study, causal conclusions cannot be made. There were 108 participants with baseline blood pressure over 140/90 who had been enrolled in the program for 3 years and had application activity during weeks 148-163. See additional important study limitations in the publication.)

9 Sources: (1) Gazit T, et al. Assessment of Hypertension Control Among Adults Participating in a Mobile Technology Blood Pressure Self-management Program. *JAMA Netw Open*. 2021;4(10). (Some study authors are employed by Hello Heart. Because of the observational nature of the study, causal conclusions cannot be made. There were 108 participants with baseline blood pressure over 140/90 who had been enrolled in the program for 3 years and had application activity during weeks 148-163. See additional important study limitations in the publication.) (2) Livongo Health, Inc. Form S-1 Registration Statement. <https://www.sec.gov/Archives/edgar/data/1639225/000119312519185159/d731249ds1.htm>. Published June 28, 2019. Accessed October 16, 2023. (In a pilot study that lasted six weeks, individuals starting with a blood pressure of greater than 140/90 mmHg, on average, had a 10 mmHg reduction.) NOTE: This comparison is not based on a head-to-head study, and the difference in results may be due in part to different study protocols.

10 Roberts, J, et al. Impact of Social Determinants of Health on Blood Pressure and Cholesterol Control in a Smartphone-Based Cardiovascular Risk Self-Management Program. *Hypertension*. 2022;79:AP302. https://www.ahajournals.org/doi/10.1161/hyp.79.suppl_1.P302. Published September 7, 2022. Accessed December 21, 2023.

11 Pargaonkar V, et al. Impact of Social Determinants of Health on Blood Pressure and Cholesterol Control in a Smartphone-Based Cardiovascular Risk Self-Management Program. *Circulation*. 2023;148:A14088. https://www.ahajournals.org/doi/10.1161/circ.148.suppl_1.14088. Published November 6, 2023. Accessed December 21, 2023.