



Hello Heart Program Overview

Why does heart health matter?

The impact of poor heart health is staggering



 56%

have high blood pressure
and/or high cholesterol

4 in 5

adults with **uncontrolled** high blood pressure

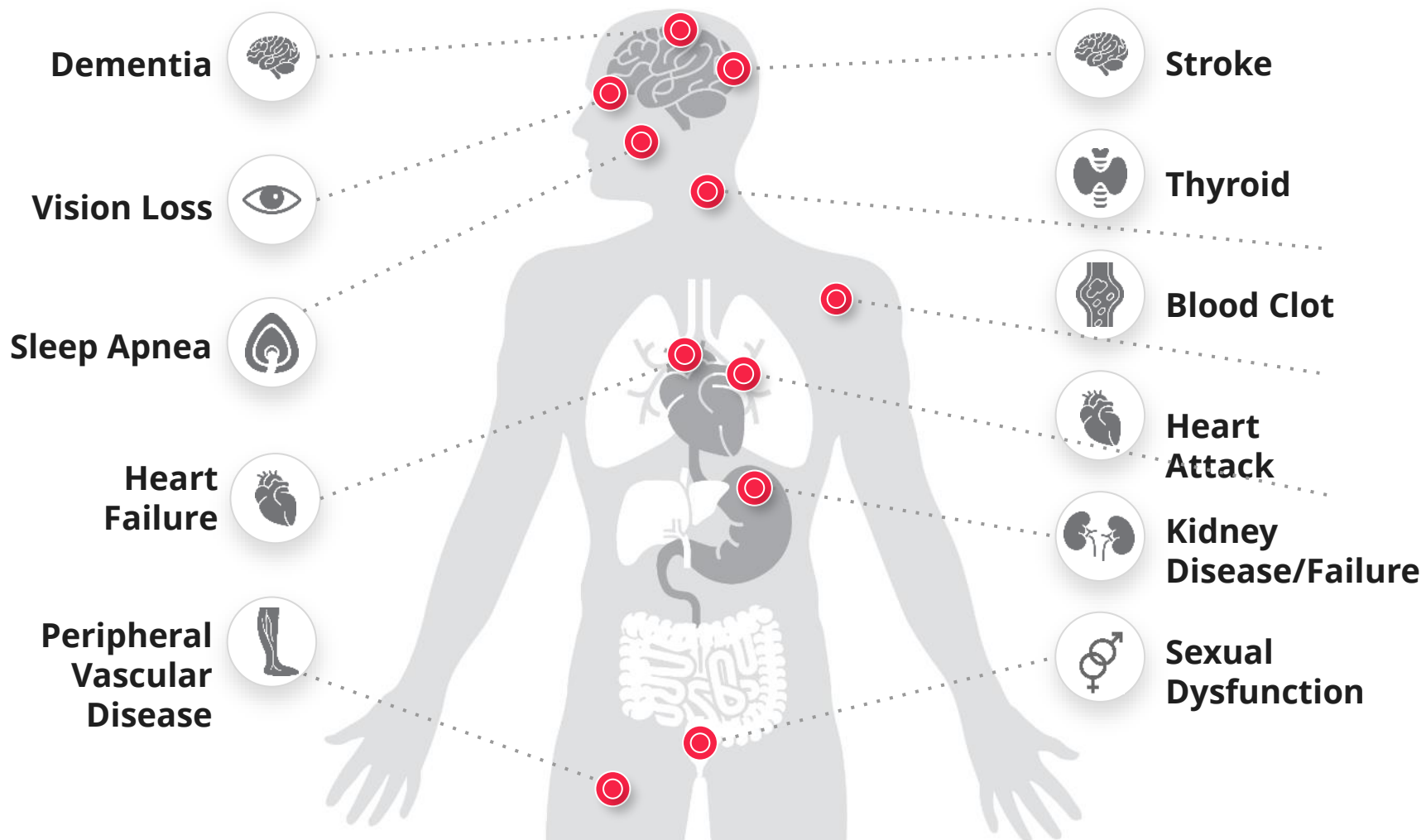
1 in 3

people with **unmanaged** high cholesterol



**Heart disease is
the leading cause of
death in the U.S.**

Heart health impacts more than the cardiovascular system



Hello Heart: a new, easy way to improve your heart health



The Hello Heart app lets you track multiple health stats and easily manage your heart health all in one place.



All the cool stuff you'll love, including a free Hello Heart monitor that easily connects to your phone



Track your heart trends like your blood pressure, cholesterol, and more



Clear explanations to help you understand what your numbers mean



Personalized tips for maintaining a healthy heart



All your heart readings and trends in one easy-to-understand report that you can **share with your doctor**

Hello Heart's Core Features

Enable participants to manage the top heart disease risk factors



Blood pressure, cholesterol, medication **adherence**, activity, and weight tracking

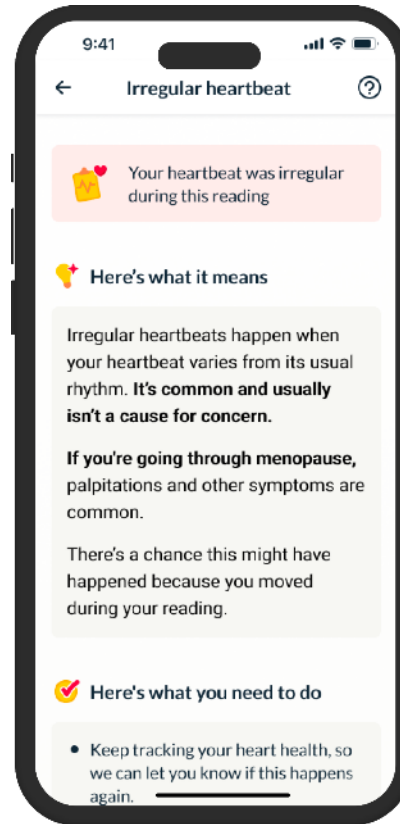
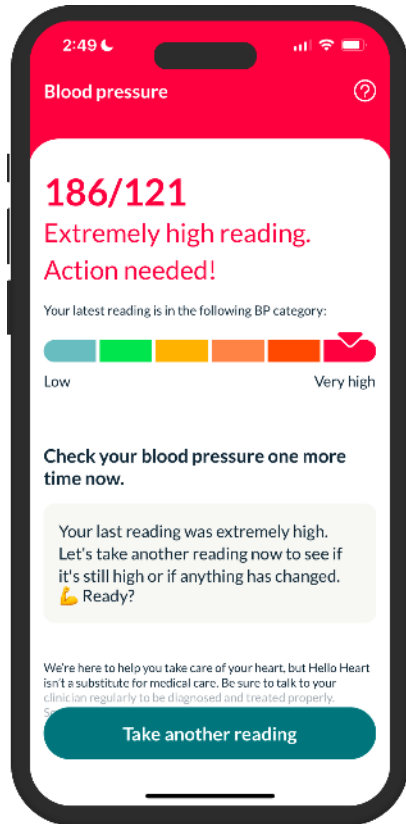


Participants can see trends over time, enabling them to monitor their heart health

Enable participants to manage the top heart disease risk factors



Detection of irregularities in blood pressure and pulse

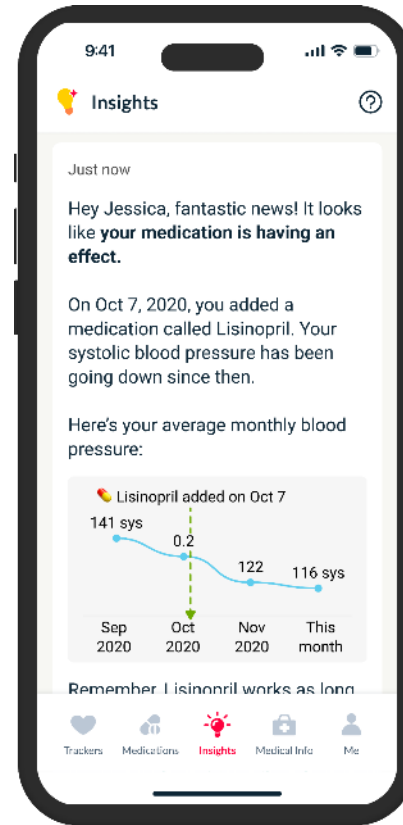
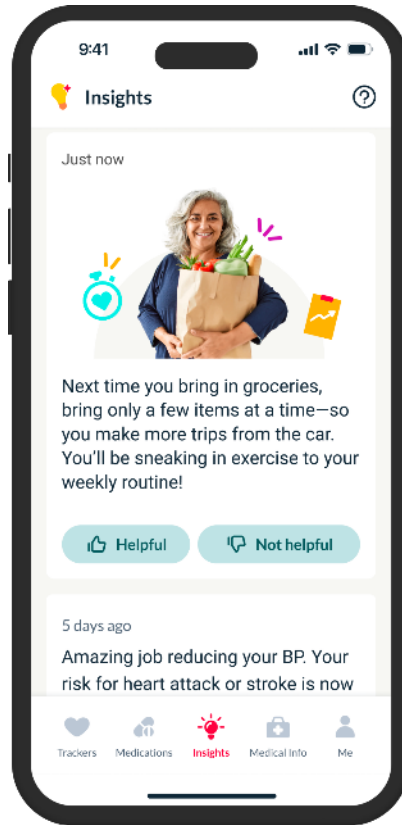


Participants can **recognize** abnormal heart markers, understand what they mean, and decide what to do next

Enable participants to manage the top heart disease risk factors



Personalized digital coaching



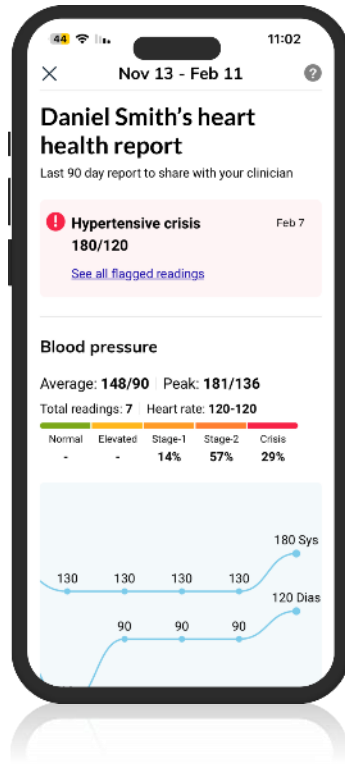
Using the latest technology, we create tailored recommendations and insights for each participant to drive industry-leading engagement and long-term behavior change

Enable participants to manage the top heart disease risk factors

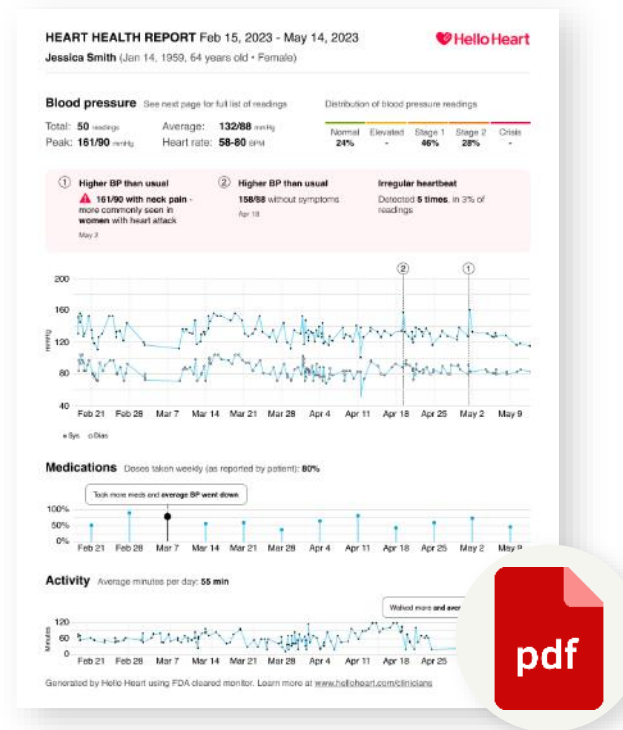


Shareable reports

Provide participants with a better picture of their heart health



Improve conversations with doctors



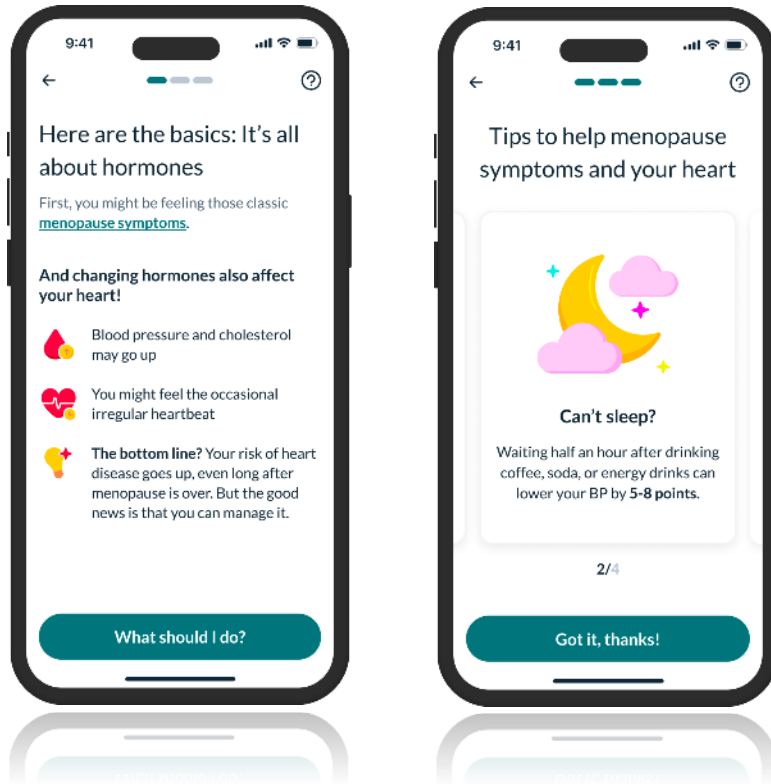
Connect participants – and their clinicians – to heart health data to enable better care

Enable participants to manage the top heart disease risk factors



Women's health care

Menopause and heart health



Empower women to address one of their deadliest gaps in care

Hello Heart works! Clinical outcomes published in a-peer-reviewed studies show:



Blood pressure

↓ **21** mmHg

Average reduction in systolic BP over 3 years by members with baseline over 140/90¹

Cholesterol

↓ **67** mg/dL

Average reduction in LDL over 13 months by members with baseline high LDL²

Obesity

↓ **12** lbs

Average reduction in weight over 7.2 months by members with baseline obese BMI²

Total sample = 102,475

STUDY PUBLISHED IN: JAMA Network | **Open**™

STUDY PUBLISHED IN: JAHA 
Journal of the American Heart Association

STUDY PUBLISHED IN: JAHA 
Journal of the American Heart Association

¹ Gazit T, et al. *JAMA Netw Open*. 2021;4(10). (There were 108 participants with baseline blood pressure over 140/90 enrolled for 3 years with application activity during weeks 148-163. 84% lowered their SBP.)

² Paz E, et al. *J Am Heart Assoc*. 2024;13(10). (There were 99 participants with baseline LDL-C ≥ 160mg/dL, 80% of whom reduced LDL-C at an average of 13 mos.; and 5,188 participants with baseline BMI ≥ 30, 64% of whom lost weight at an average of 7 mos.)

*Note: Some study authors are employed by Hello Heart. Due to study design, causal conclusions cannot be made.

How to Connect Participants with Hello Heart

Who is eligible?



HealthSelect of Texas[®] medical plan participants who are age 18 and older living in the United States, including those enrolled in Consumer Directed HealthSelectSM, are eligible to enroll.



Eligibility requirements:

Participants must also have one or more of the following clinical conditions to be eligible to participate:

- blood pressure readings of 130/80 mmHg or higher,
- currently taking medication for treatment of cardiovascular disease, including but not limited to blood pressure and/or cholesterol medication,
- increased risk for cardiovascular disease (CVD), such as family history and/or,
- a woman age 52 and older who is going through or has gone through menopause.

Enrolling participants is easy



Participants should be on the lookout for a home mailer



Resources for Coordinators



Hello Heart can support on-site events



Minimum of 200 attending participants required. We will ship material if attendee count is below 200.

Disclosures

Hello Heart is an independent company that has contracted with Blue Cross and Blue Shield of Texas to provide online tools and programs for cardiovascular health support. Blue Cross and Blue Shield of Texas is not the administrator of pharmacy benefits.

Blue Cross and Blue Shield of Texas is the third-party administrator for HealthSelect of Texas® and Consumer Directed HealthSelect™

Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation,
a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association