



Hello Heart & VBA Benefits Corp. Pilot Results

February 1, 2024 - June 30, 2024



**American
Heart
Association®**

Hello Heart is a member of
American Heart Association's
Innovators' Network

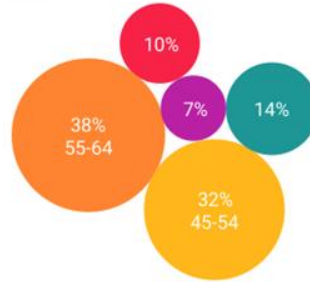
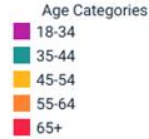
Starting Cardiovascular Health



Your users are embracing the importance of heart health and taking an active role in their wellness. This report examines cardiovascular risks for users at the start of their journey.

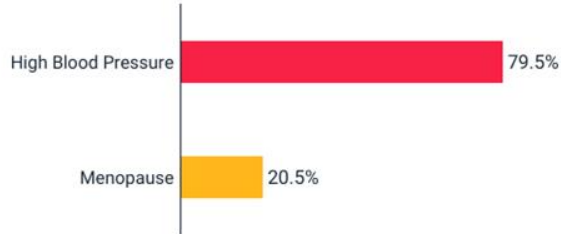


Age Group | Average Age: 53

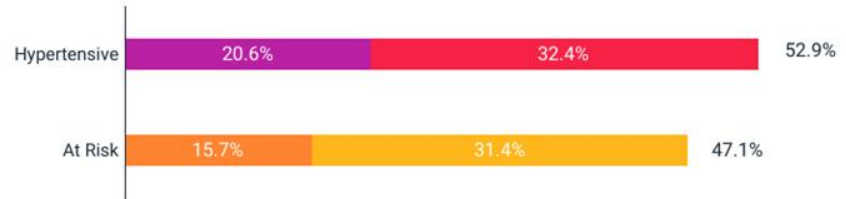


Clinical Enrollment Criteria

25.6% of users selected more than one condition when enrolling.



Percent of Users by Starting Blood Pressure Category



Feature Utilization



Users had an average of **33 feature interactions**
(that's 5.5 per month)



87.2%

Blood pressure tracking

With a total of **3,166 BPs** taken!

(avg. 6 BPs a month / person)



92.3%

Digital Lifestyle Coaching

With a total of **2,393 insights** read!

(avg. 4 insights a month / person)



74.4%

Other Features

Other Feature Utilization Breakout



Blood Pressure Outcomes



A peer-reviewed study¹ shows that the reduction of **10 mmHg systolic** or **5mmHg diastolic** has meaningful medical advantages:

27%

reduction of stroke

28%

reduction of heart failure

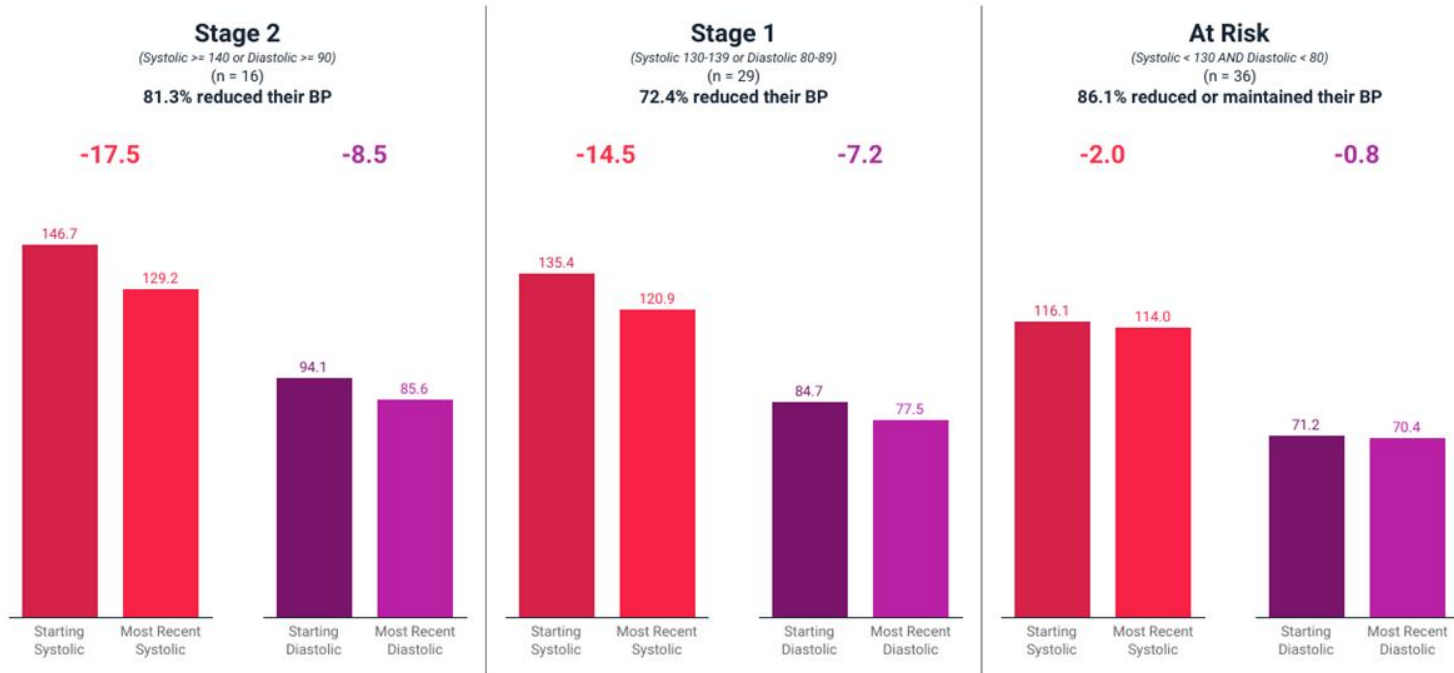
13%

fewer CVD deaths

20%

fewer major CVD events

75.6% of users at high risk have reduced their blood pressure. The graphs demonstrate the change in systolic and diastolic values by comparing the average starting value to the most recent value across users by their starting BP category.



¹ - Blood pressure lowering for prevention of cardiovascular disease and death ... Available at: [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(28\)152001225-9/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(28)152001225-9/fulltext) (Accessed: 07 March 2024).

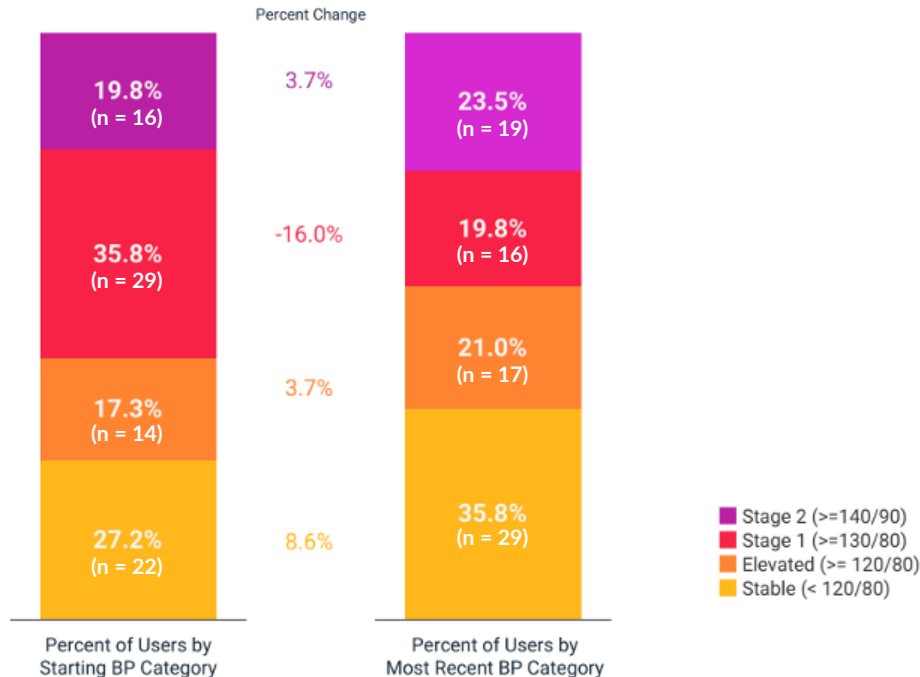
Users by Blood Pressure Category



This visual shows the overall percent of members by blood pressure category based on users' average BP reading in their first week of the program compared to their average BP reading in their last documented week in the program.



12.3% of hypertensive users are now in a controlled risk category.



*Users with at least one reading in two different weeks are included in this analysis



Risk Detection | Irregular Heartbeats

An **irregular heartbeat**, or "arrhythmia", refers to any change from the normal sequence of electrical impulses in the heart. While this can be benign, it can also be an indicator of something more serious. When the heart doesn't beat properly, it cannot pump blood effectively throughout the body resulting in not enough blood flow to the lungs, brain and other organs. These can then shut down or be damaged. One or two irregular heartbeat detections could be an anomaly, but if a user has 5 or more, there is higher chance of it being a consistent issue the user should discuss with their provider.



77.8%

of users who had an irregular heartbeat detected indicated that it was new.



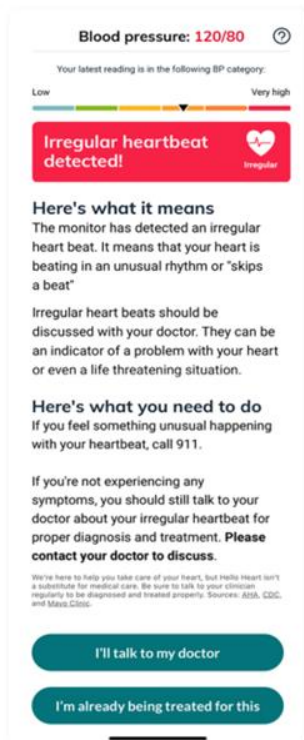
13 (12.7%)

users had 5 or more irregular heartbeat detected while taking a BP reading.

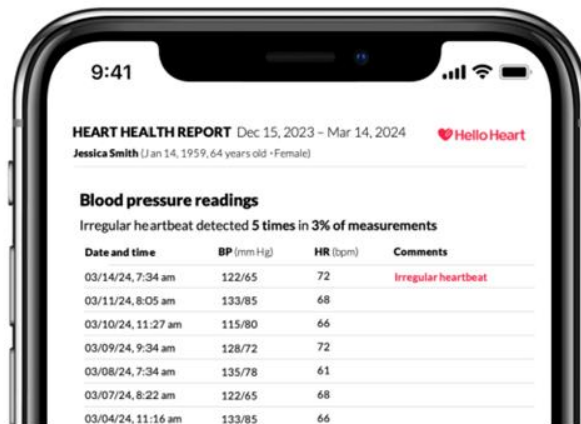


84.6%

of users with 5 or more irregular heartbeat detections used the clinician report.



A history of their irregular heartbeat detections are available in the clinician report so they can easily share their trends.



Risk Detection | Critically High Reading



A **critically high reading** is a severe and sustained increase in blood pressure greater than or equal to 180/120. This can lead to serious consequences like heart attack, stroke or other cardiovascular events.



3 users
(2.9%)

had a critically high reading and were guided to the appropriate care based on what they were experiencing.

The member experience when a critically high readings is detected

We ask if user is experiencing symptoms (customized for males/females).

← ⓘ

181/136 was recorded in your second reading.

Are you feeling any of the following?

Choose as many as you need

Dizzy or lightheaded Blurry vision

Headache Nausea Heartburn

Chest pain Neck pain Jaw pain

Back pain Arm or hand pain

Shortness of breath Palpitations

None of these

Continue

If symptoms are present, lead the user to immediately call 911

186/121

Extremely high reading. Action needed!

You latest reading is in the following BP category:

Normal Hypertension

Your last blood pressure reading was **extremely high. Here's what it means:**

- Your 2nd BP reading is still **extremely high**, and you're experiencing symptoms linked to risky conditions like stroke, heart attack, and other health issues. The AHA recommends you **call 911 right away.**
- Here's your [doctor's blood pressure report](#) in case you're asked for it.
- If a friend or family member is nearby, let them know, then unlock your front door.
- We're here to help and walk you through your next steps. We're in this together!

Sources: AHA, CDC, and Mayo Clinic.

Call 911 to get help now

If no symptoms, we guide user to connect with the appropriate care.

186/121

Extremely high reading. Please read carefully.

You latest reading is in the following BP category:

Normal Hypertension

Your 2nd reading is still high and you're not experiencing symptoms.

You need to be seen by a doctor or clinician **immediately** to make sure you're OK.

We're here to help and walk you through your next steps. We're in this together

Choose what to do next

I'll call my doctor >

I forgot to take my BP meds, and will take them now >

I'll call the nurse line >

Our user spotlight goes to...



A **61-year-old female** who enrolled in February. She started the program in the **elevated blood pressure category** and has lowered her systolic blood pressure by **13 points**, putting her most recent reading in the **normal** category!

5

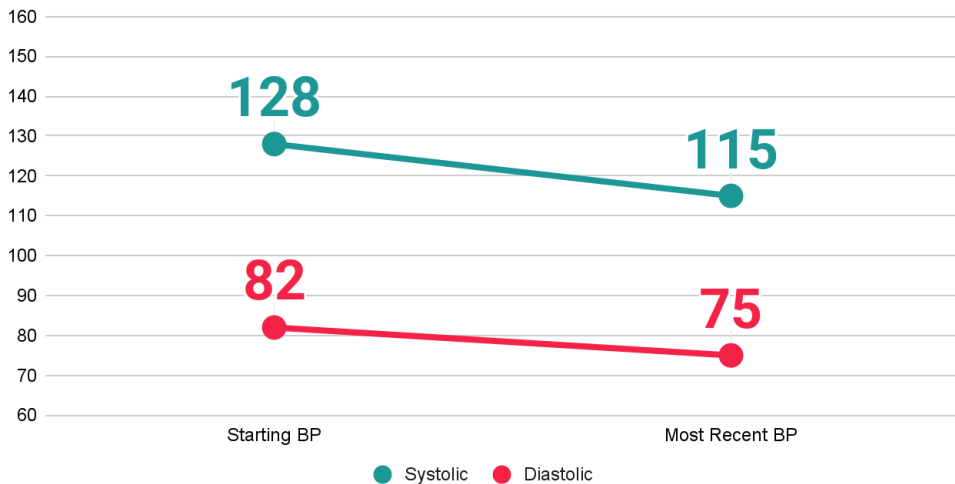
Months in program

7

Average monthly app visits

25

BP readings a month



— “ —

“I’m finding this app to be very useful. I like the tips and suggestions.”

-VBA
Hello Heart User



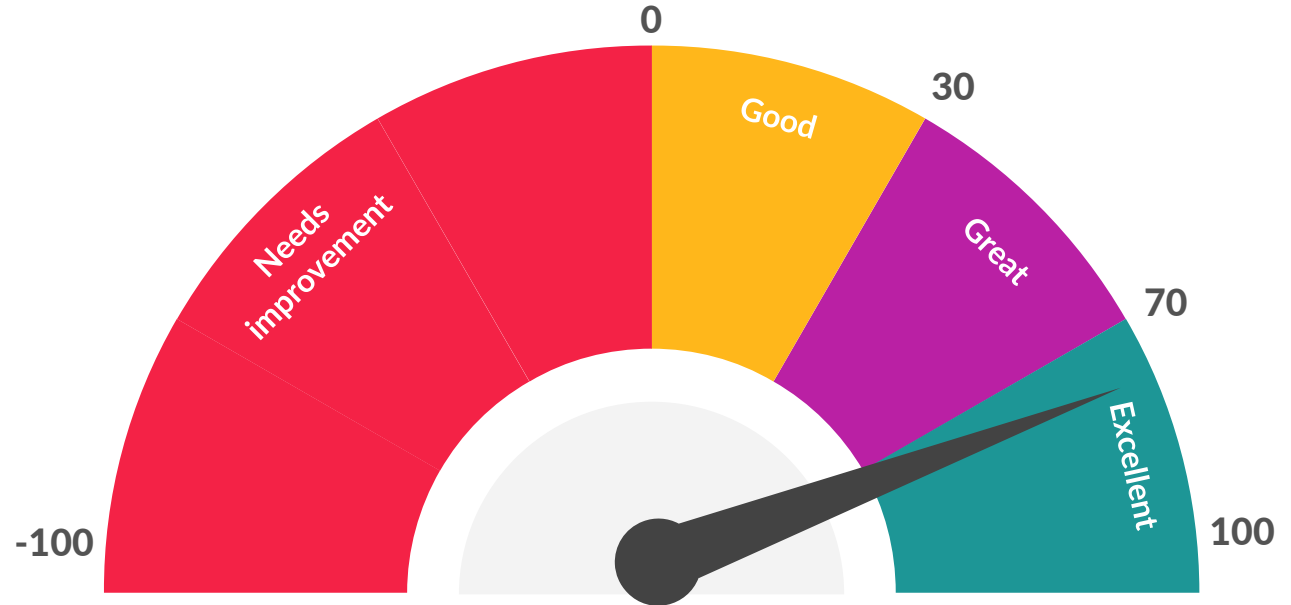
VBA's Net Promoter Score



Net promoter score (NPS) is a widely used market research metric that takes the form of a single survey question asking respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague.



based on 8 responses



VBA's NPS

Thank You

