



Why Heart Health Matters

Addressing Heart Health in Unions





Edo Paz, M.D.
SVP, Medical Affairs

Our Mission

Help people take control of their heart health using technology and behavioral science





Hello Heart makes it simple to build a lasting heart habit

**Best-in-class digital solution
100% focused on heart health.**



- ✓ **Tracking** of blood pressure, cholesterol, medication, activity, and weight
- ✓ **Detection** of irregularities in blood pressure and pulse
- ✓ **Digital Coaching** personalized with AI
- ✓ **Reporting** shareable with physicians
- ✓ **Health equity** and women's heart health

The impact of poor heart health is staggering



56%

have high blood pressure
and/or high cholesterol

690,000

deaths caused by
heart disease per year

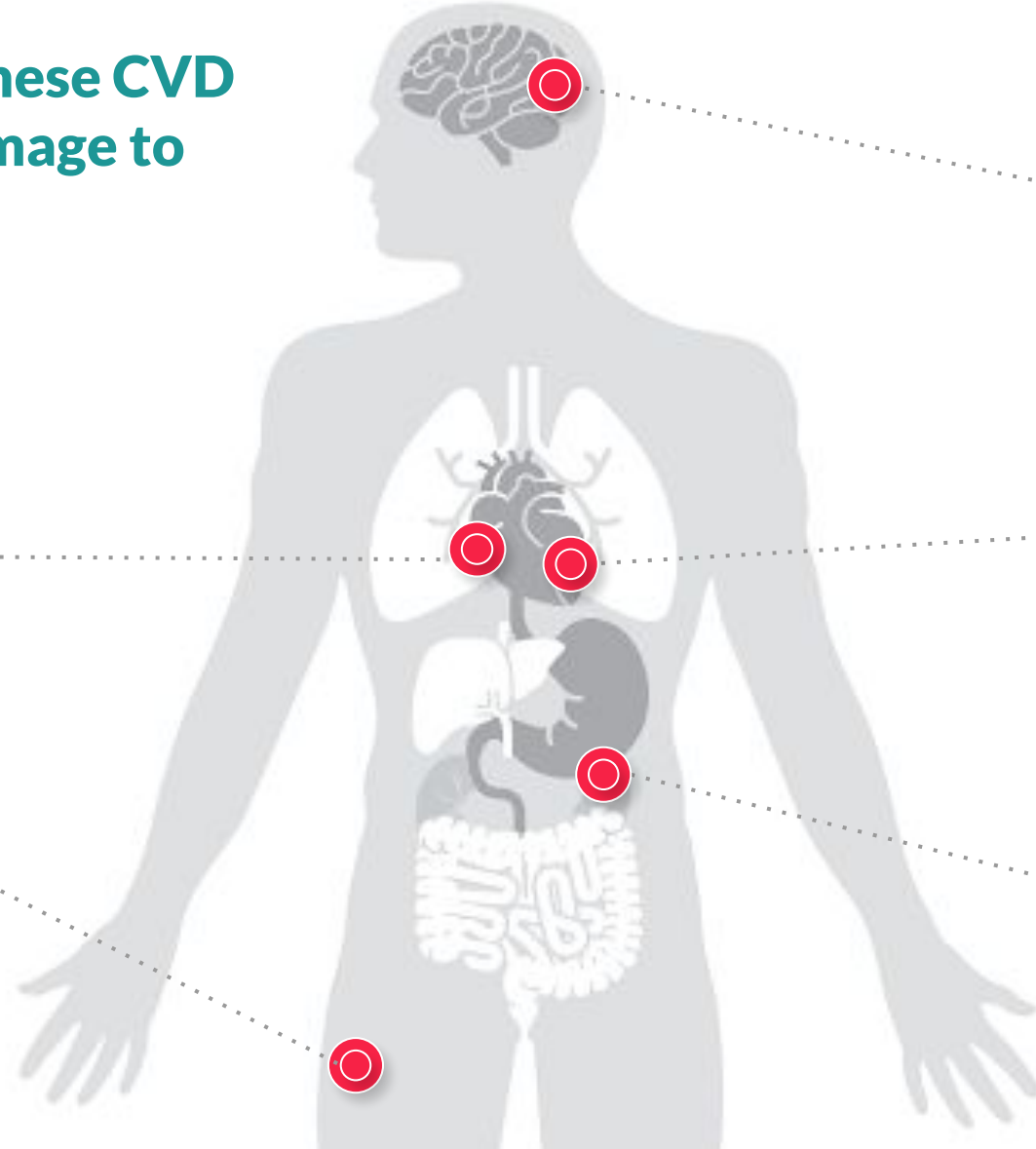


in **prevalence**
&
cause of **death**

Hypertension and high cholesterol have devastating effects



When left uncontrolled, these CVD risk factors accelerate damage to almost every vital organ.



Stroke

Prevalence: 3%
\$87k per case



Heart Attack

Prevalence: 3%
\$113k per case



Chronic Kidney Disease

Prevalence: 15%
\$22K per person per year

Heart Failure

Prevalence: 3%
\$30k per person per year



Peripheral Artery Disease

Prevalence: 10%
\$12K per person per year



There is no health equity without heart health equity



Women

2X more likely than men to die after a heart attack



Black Americans

>2X as likely to die from CVD as white Americans



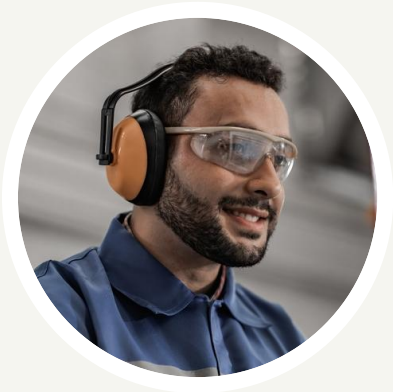
Latino/a Americans

Significantly higher risk of heart failure than white Americans

Many Taft-Hartley Fund members are at increased risk



Occupations at Higher Risk for CVD



Plant and machine
operators and
assemblers



Professional
drivers



First responders



Food and drink
preparatory
workers



Cargo workers

The costs of heart disease add up



\$12.6k/year

total medical cost
per individual with CVD

1 in 7

stents are unnecessary

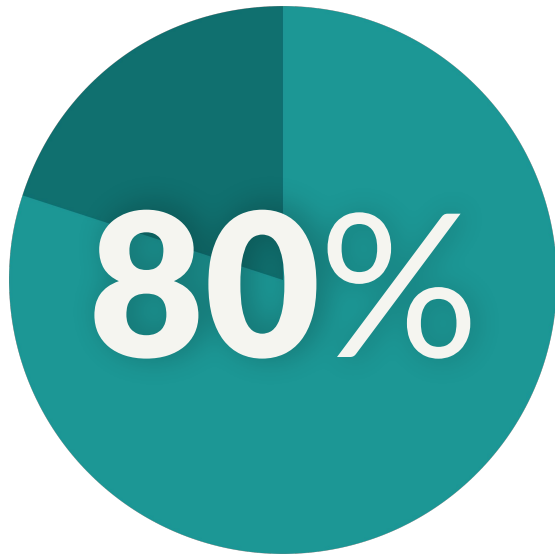


most **expensive**
chronic disease

You can make a massive impact on health



The reality is that



of CVD cases are preventable.

Which means:
**So are many of the costs
to your people and
to your organization.**

Our labor clients see significant savings



CASE STUDY

Taft-Hartley fund based in the Mid-Atlantic



\$1,935

estimated savings per
Hello Heart user after year 1
compared to similar nonusers¹

2.2-to-1

Return on investment²



70% Average
engagement rate³

↓ 16
mmHG Reduction in systolic
blood pressure for
stage 2 participants³

75% Stage 2 participants
who reduced their
heart risk³

¹ Based on the union's year 1 enrollment and claims data supplied to Hello Heart for approximately 6,825 members with cardiovascular disease, spanning January 1, 2020, through July 25, 2023. Claims were reviewed for 322 Hello Heart users and 319 nonusers who all had cardiovascular disease-related medical spending in the 1 year prior to Hello Heart's launch.

² NOTE: Our return on investment calculation is the ratio of gross savings to total costs.

³ Based on data on file at Hello Heart. Results may vary from employer to employer. Based on a comparison of users' average blood pressure level in their first week in the program compared to their most recent week in the program. There were 231 participants with baseline blood pressure greater than or equal to 140/90 who enrolled in the program in year one and recorded blood pressure readings across multiple weeks. Stage 2 hypertension is defined as blood pressure equal to or above 140/90. "Reduced heart risk" is defined as a reduction in blood pressure.

**Improve heart health
while decreasing costs
with a digital
therapeutic**



Select a vendor that can deliver results



Peer-reviewed
clinical outcomes



Demonstrated
cost savings



Contribution to
health equity



Clinical
Outcomes

Lower blood pressure, cholesterol, and weight



Blood pressure

↓ **21**
mmHg

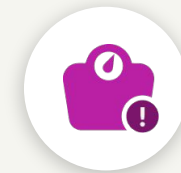
avg. reduction in
systolic BP over 3
years for members
with baseline over
140/90¹



Cholesterol

↓ **67**
mg/dL

avg. reduction in LDL
over 13 months for
members with
baseline high LDL²



Obesity

↓ **12**
lbs

avg. reduction in
weight over 7.2
months for members
with baseline obese
BMI²

1. Gazit T, et al. *JAMA Netw Open*. 2021; 4(10). (Some study authors are employed by Hello Heart. Due to study design, causal conclusions cannot be made. 108 participants with baseline blood pressure over 140/90 were enrolled in program for 3 years and had application activity during weeks 148-163. Mean BP reduction reported was seen in the 84% of those who had any reduction at all. See additional study limitations in the publication.)

2. Based on internal data analyzed by Hello Heart. Not yet subject to peer review. Due to study design, causal conclusions cannot be drawn. (NOTE: Decrease in LDL seen in 80% of elevated LDL group (LDL ≥ 160 mg/dL). Weight loss seen in 64% of sample with obese BMI (BMI ≥ 30 kg/m²) who lost weight.)



Cost
Savings

Report found 19% per member savings



\$2,382
year 1 total medical
costs reduction per
participant¹



ER visits



**Hospital days
and admissions**



High-cost imaging



**Primary Care
Visits**



Health
Equity

Our approach leads to equitable outcomes



American
Heart
Association.

Two studies published in the
**American Heart Association's
*Hypertension*** (2022) and ***Circulation***
(2023) Journals

These studies showed that Hello Heart users achieve similar health outcomes across several social determinants of health, including:

Age

Race/Ethnicity

Geography

Primary Language

Income

Gender

Select a vendor that can deliver results



Peer-reviewed
clinical outcomes



Demonstrated
cost savings



Contribution to
health equity



Our labor clients



KENTUCKY LABORER'S
HEALTH AND WELFARE FUND



District 8
MT, ID, WY, UT,
CO



Cleveland
Bakers



Indiana
Council



Local 440



Join us in improving heart health

Contact:

Frank Carti

VP, Labor Sales

frank.carti@helloheart.com



American
Heart
Association®

Hello Heart is a member of the American Heart Association's Innovators' Network and the Strategic Alliances program from the Blue Cross Blue Shield National Labor Office



National
LABOR OFFICE