

How did one of the largest retailers reduce healthcare costs?

They started by asking: What healthcare cost factors do we face? They analyzed their claims costs and found heart disease and high blood pressure are by far the most expensive. In fact, the average large employer spends over \$35 million, each year on this disease alone.¹ One of the largest retailers in the US set out to reduce this cost and chose Hello Heart's program as their solution. **They chose Hello Heart because it's the only smartphone solution with a peer-reviewed clinical study on hypertension, and it has the best clinical outcomes on the market.** The retailer identified their call centers as the sites with the highest prevalence of claims cost surrounding hypertension and cardiovascular disease. They decided to address this issue by putting cutting-edge technology in the hands of their employees, empowering them to understand and improve their heart health. 55% of participants reduced blood pressure and heart risk in just 12 months.² This document gives an overview of the program and its final results.



84%

of employees enrolled in the first 8 weeks



55%

reduced blood pressure and heart risk in 12 months



68%

Engagement rate throughout program



\$2,020

Annual savings on healthcare cost per participant at risk

Source: % of users that completed 8/8 of first weeks and are still engaged²

The Solution

The smartphone solution was built by a team of psychologists, doctors, and engineers and is the only smartphone solution with a peer-reviewed clinical study on hypertension. Every participant receives a wireless blood pressure monitor and real-time personalized tips via their smartphone. The solution is easy to use and helps participants improve their heart health in a fun and engaging way.





CASE STUDY

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Enrollment

The Hello Heart enrollment team was on-site at the company's various call centers across the U.S. to distribute devices, enroll users, and answer questions. Employees were told they had the opportunity to get their own free blood pressure monitor and access to cutting-edge technology that would help them track, understand, and improve their heart health. For the official enrollment, employees texted a code and received a link to download the Hello Heart app. The app then instructed the user to connect their blood pressure monitor to their smartphone via Bluetooth. In the end, 84% of at-risk participants downloaded the app and collected their wireless blood pressure monitor.² On average, Disease Management Programs enroll just 8% of the targeted population. Hello Heart's enrollment rates based on our Book of Business, are at least 5 to 6 times greater than the industry standard.³



84%
ENROLLED

84% of the group accepted the invitation and came to collect their wireless BP monitor and download the app.²

On-site Enrollments with the Benefits Team and Wellness Champions

The benefits team flew in for several enrollments at the call centers to see the roll-out of the Hello Heart program. They also invited the American Heart Association and representatives from the retailer's health plan to participate in spreading the word about Hello Heart. The wellness champions, including the American Heart Association, reinforced the healthy principles learned from the Hello Heart app by sharing information on heart health and handing out reading materials. Additionally, the benefit's team provided health-conscious prizes for Hello Heart to raffle to the active participants in the program, further incentivizing



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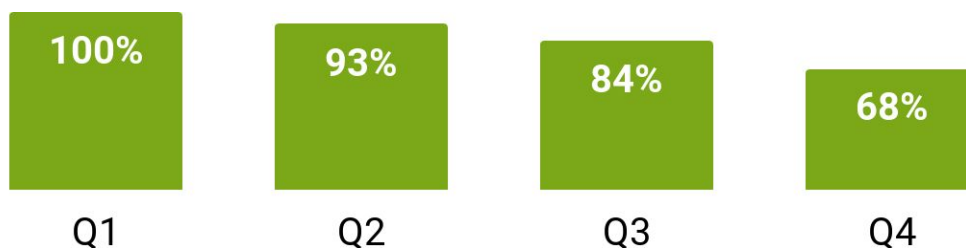
the tracking of blood pressure. 68% of participants remained engaged in the program after 1 year.²

Personalized Digital Coaching

Personalized digital coaching is the most effective method for addressing high blood pressure. Personalized digital coaching is a more welcomed approach since it's entirely private and safe. Users feel secure knowing that they can interact with their health data from the privacy of their own phone. The Hello Heart solution has two channels of digital coaching: personalized daily insights and educational emails. This private and personal approach keeps users engaged long-term.

In fact, Hello Heart's enrollment and participation rates were **10X better** than the industry standard for wellness programs!³

Participant engagement remained high over 12 months

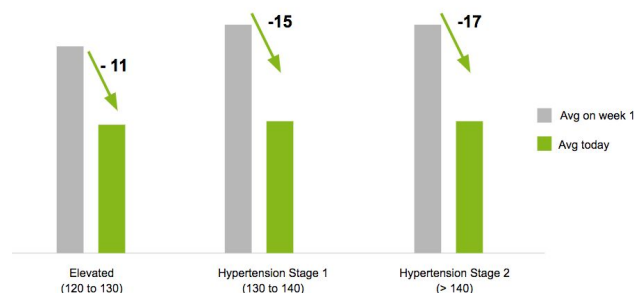


Results

High Enrollment Rate ▶ High Engagement Rate ▶ High Success Rate

55% of participants reduced blood pressure and heart risk.²

Participants dropped **14 mmHg** on average in 12 months.² This number is significant because research shows a ten-point decrease in blood pressure cuts the risk of heart attack in half.⁴





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Healthcare Savings

Before Hello Heart, the large retailer was paying an average of \$2,194 per call center claimant related to cardiovascular disease and hypertension in their call centers.

	% Population with Hypertension	Avg. Cost Per Claimant Related to CVD and Hypertension in 2016
Overall Population	45%	\$1,396
Average in Call Centers	63%	\$2,194

70% of heart disease cost comes from in-patient care and professional services. Smartphone solutions greatly reduce these costs by getting people enrolled and engaged quickly. This allows users to identify risky situations and avoid serious medical events by taking the right medications or changing their behavior.

Estimated cost savings for this project was \$2,020 per participant at risk per year. This ROI model is based on Hello Heart’s Book of Business data. The retail company chose to offer the solution to their call-center employees because this population was at highest risk - 64% of whom had hypertension. Based on these statistics, the large retailer saved over \$700,000 by offering Hello Heart to their highest-risk population.²

Clear ROI in 1 year:

25	X	\$30k	=	\$750k
Members had a hypertensive crisis and returned into the normal range		Cost of a cardiovascular event based on Claims Data		Yearly cost savings from avoidance of catastrophic incidents alone

References

1. Population Management Journal “Measuring Health-Related Productivity Loss” Rebecca J. Mitchell, 2011. Costs are indexed according to the Milliman Medical Index for 2015, and are projected for an average Fortune 500 employer (50,000 employees).
2. Large Retailer Data 2018
3. Jiff wellness solutions research (Industry enrollment rate norm is 1-8%).
4. UCSF Medical Center "Understanding Your Risk for Heart Disease." (2015)