

Empowering people

to understand and improve their heart health using technology and behavioral science



1.6M+

Covered members¹

97%

Client retention rate¹

Hello Heart is the only digital therapeutics company to focus exclusively on heart health

Built by a team of clinicians, data scientists, and consumer software experts, Hello Heart's coaching app allows users to manage their heart health by providing blood pressure tracking and wellness tips that may help reduce the risks of hypertension and heart disease. Hello Heart is easy to use and works alongside an employer's benefits ecosystem. The program delivers clinical and financial outcomes built on:



- ✓ **High enrollment rates** – nearly 20% after the first year¹
- ✓ **Strong engagement** – more than 60% continue beyond the first year¹
- ✓ **Personalized digital coaching** and insights that drive lifestyle change

Peer-reviewed clinical outcomes:

The largest and longest peer-reviewed study of the efficacy of a digital therapeutic in controlling hypertension shows (for members with baseline blood pressure over 140/90):

21 mmHg

Average reduction in systolic blood pressure over 3 years² – a 2x greater improvement than any other digital heart health solution³

84%

Reduced blood pressure and sustained it up to 3 years²

Financial outcomes:

\$1,865

Reduction in year 1 total medical costs per participant⁴



2:1

Return on investment for Hello Heart clients^{1,5}



We are confident that we are achieving a return on investment in this program and are excited to continue working with Hello Heart.

– Todd Smasal, Talent and Total Rewards | Northwestern Mutual

If I wasn't tracking my blood pressure, I don't know if I would be here today.

– Jimmy R., User Since 2020



¹ Based on data on file at Hello Heart. Results may differ from employer to employer.

² Gazit T, Gutman M, Beatty AL. Assessment of Hypertension Control Among Adults Participating in a Mobile Technology Blood Pressure Self-management Program. *JAMA Network Open*. 2021;4(10):e2127008. <https://doi.org/10.1001/jamanetworkopen.2021.27008>. Accessed April 26, 2022. (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 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.)

³ Sources: (1) Gazit T, Gutman M, Beatty AL. Assessment of Hypertension Control Among Adults Participating in a Mobile Technology Blood Pressure Self-management Program. *JAMA Network Open*. 2021;4(10):e2127008. <https://doi.org/10.1001/jamanetworkopen.2021.27008>. Accessed April 26, 2022. (Some study authors are employed by Hello Heart. Because of the observational nature of the study, causal conclusions cannot be made. See additional important study limitations in the publication. This study showed that 108 participants who had been enrolled in the program for 3 years and had application activity during weeks 148-163 were able to reduce their blood pressure by 21 mmHg using the Hello Heart program.) (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 April 26, 2022. (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.

⁴ Validation Institute. 2021 Validation Report (Valid Through October 2022). https://validationinstitute.com/wp-content/uploads/2021/10/Hello_Heart-Savings-2021-Final.pdf. Published October 2021. Accessed April 26, 2022. (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 Depends on employer size.