

Outline

- **Dr. Morgan & Matt:** Intros and background
- **Dr. Morgan:** Heart Health 101 + Hello Heart Overview
- **Matt:** Hello Heart x NALC Programmatic Outcomes & Overview

NALC 2025 HBP Seminar

November 4, 2025



Meet your speakers.



Jayne Morgan, M.D.
Vice President, Medical Affairs



Matt Clarke
Director,
Client Success & Strategy



What percentage of people with high blood pressure don't know they have it?

A

21%

B

44%

C

58%





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Heart disease: A leading chronic condition in cost and prevalence



#1

in prevalence & cause of death nationally

56%

of U.S. adults have high blood pressure and/or high cholesterol

~2x

Greater spend per year for hypertensive members vs. non-hypertensives

The good news is that...



Hello Heart's Mission

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



Enable users to manage the top heart disease risk factors



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

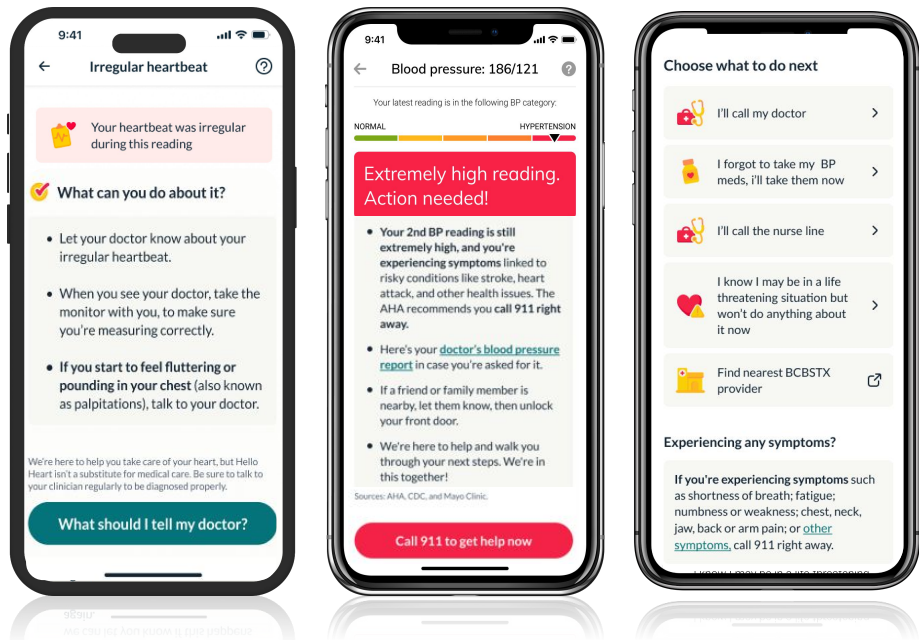


Users can see trends over time, enabling them to monitor and gain control of their heart health

Enable users to manage the top heart disease risk factors



Detection of irregularities in blood pressure and pulse

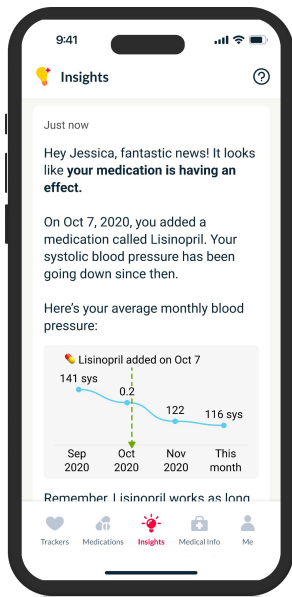
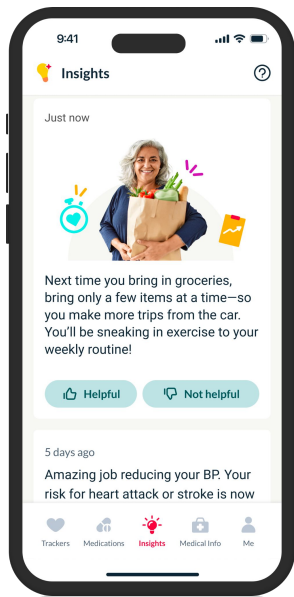


Users can catch abnormal heart markers, understand what they mean, and decide what to do next

Enable users to manage the top heart disease risk factors



Personalized digital coaching

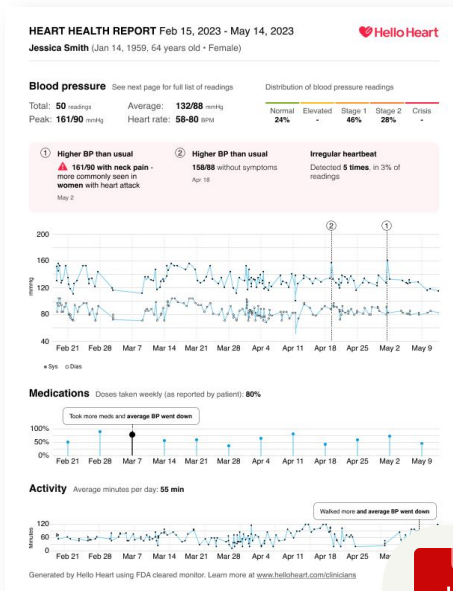
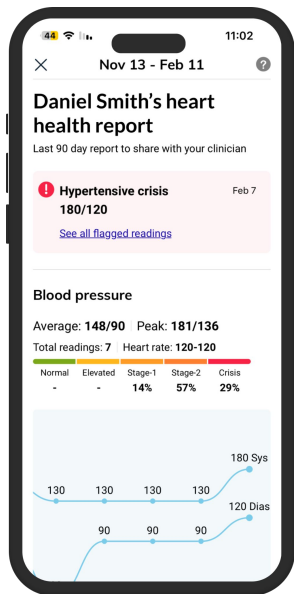


We create tailored recommendations and insights for each user to drive industry-leading engagement and long-lasting improvements on your Heart health.

Enable users to manage the top heart disease risk factors



Shareable physician reports



pdf

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



**Cardiovascular and hypertensive conditions
account for 1 in 4 maternal deaths**

TRUE

FALSE





**Cardiovascular and hypertensive conditions
account for 1 in 4 maternal deaths**

TRUE

FALSE



The U.S. has one of the highest rates of maternal mortality among high income countries

The federal government has developed strategies to address that inequity



Expand coverage & services in support of prenatal and postpartum care including... **self-measured blood pressure monitoring for individuals with hypertension.**



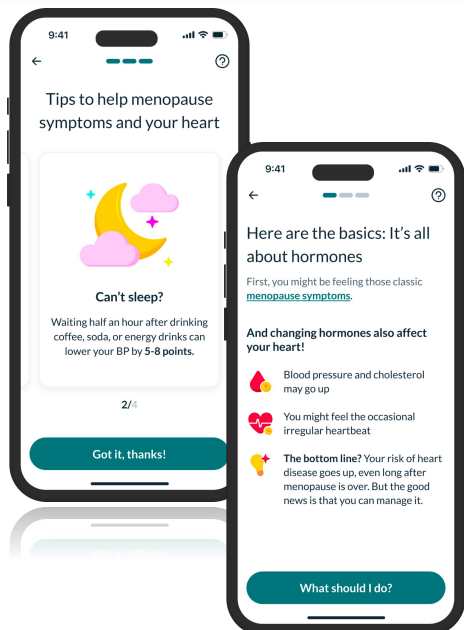
U.S. Office of
Personnel Management

Enable users to manage the top heart disease risk factors

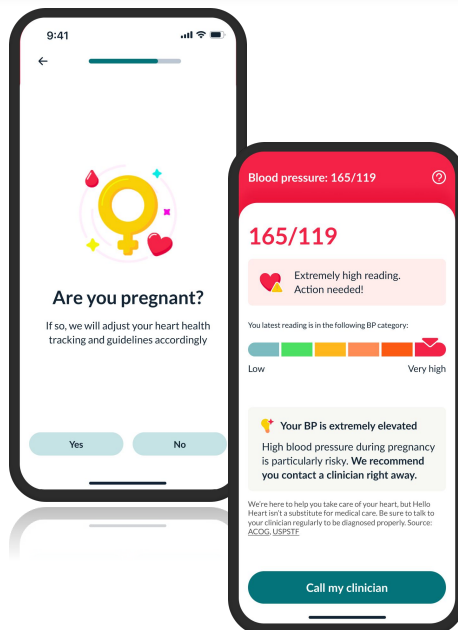


Women's heart health

Menopause insights



Pregnancy mode



Providing tailored guidance for women during key life milestones

These features lead to meaningful clinical outcomes – peer-reviewed studies show:



Blood pressure

↓ **21** mmHg

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

STUDY
PUBLISHED IN:

JAMA
Network | **Open**™

Cholesterol

↓ **67** mg/dL

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

STUDY
PUBLISHED IN:

JAHA 
Journal of the American Heart Association

Obesity

↓ **12** lb

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

STUDY
PUBLISHED IN:

JAHA 
Journal of the American Heart Association

Total sample = 102,475

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. *Not shown:* Of 3,037 participants with baseline systolic BP of ≥ 140 mmHg who remained in the program at 2 years, 2,471 reduced median systolic BP, with a mean reduction of 19 mmHg.)



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

NALC HBP Program Highlights





With targeted communications, Hello Heart and NALC were able to reach members effectively.





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WWW.HALOHEALTH.COM

Check in daily, prioritize your heart.


Halo Heart makes it easy to check in with your blood pressure every day and take control of your heart health.


- Track your blood pressure with a **free monitor**.
- Get insights by tracking your cholesterol, medication, and activity.
- Share private reports with your doctor.





Get started in two simple steps.



- Scan the QR code or text "HALOHEART" to 737636 to create an account.


- Download the Halo Health app and log in to get your first monitor. The new Halo Heart is on its way to you in seconds.



Mailers to eligible population





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Check in daily, prioritize your heart.


Hella Heart makes it easy to check in with your blood pressure every day and take control of your heart health.



- Track your blood pressure with a **free monitor**.
- Get insights by tracking your cholesterol, medication, and activity.
- Share private reports with your doctor.



Get started in two simple steps.

- Scan the QR code or text!**
 Text **HELLOCH to 73396** to create an account.
- Download the Hella Heart app**
 and log in to get your free monitor. The app is also available in Spanish.



Supplemental assets

Together, Hello Heart and NALC have helped ~30k Members reduce heart disease risk since 2023.



~30K
total users



Engagement since 2023

2.1M

blood pressure
readings taken

968K

digital insights
read

72%

users starting in
Stage 2 now in a
better category

We're already seeing major risk reduction in NALC HBP's highest-risk* members and guiding them to care.



NALC HBP's highest-risk participants* see significant blood pressure drops, reducing major cardiovascular risk.

Systolic Reduction

18.6 mmHg

avg. reduction in systolic
BP for Stage 2 users



The program flags critical readings and guides users to prompt care, helping prevent serious complications.

Risk Detection

930

unique participants had a critically high reading (180/120+) and were guided to appropriate care (e.g., calling their doctor, contacting CareAllies 24/7 Nurse Line, or finding a nearby provider)

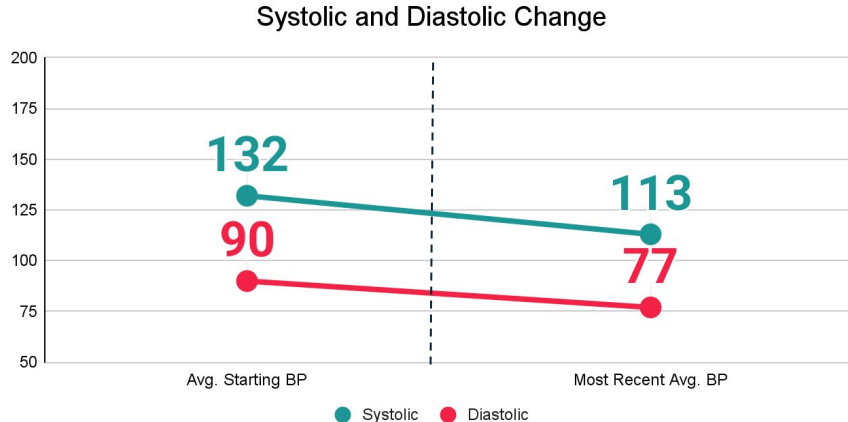


Your members are enjoying Hello Heart and actively managing their cardiovascular risk.

61 Years old

15 BP readings per-month

-19 Reduction in systolic BP!



“By monitoring my blood pressure with Hello Heart I learned things that triggered a spike in my numbers such as high sodium foods, stress and certain medication. I was able to make changes in these areas and develop a consistent schedule for taking my readings and medication that have helped me reduce my blood pressure successfully.”

NALC Hello Heart user

Let's keep up the engagement!



Enroll in Hello Heart today

Visit join.helloheart.com/nalc
to get started today!

Or scan the QR code below and
search for NALC



Highlight the program during a webinar

Hello Heart can join a
webinar to give an
overview of Hello Heart
and app walkthrough.

Reach out to your Hello
Heart Team to schedule!



Help keep your members engaged

Great content & toolkits can be
found on the **American Heart
Association** website.

Remind them of the available
heart health benefit, and
encourage them to check if
they're eligible!

helloheart.com/nalc

**Thank
you**

