



Beyond a Promise

Hello Heart achieved Validation Institute's Level 1 - Savings certification by demonstrating a significant reduction in healthcare spend



ValidationInstitute

The High Cost of High Blood Pressure

High blood pressure can damage not only a member's heart, but also an employer's bottom line. The average total medical spending per year for each individual with hypertension is \$9,842.¹ Invasive cardiovascular procedures are expensive. For example, bypass surgery and angioplasty cost over \$150,000 and \$32,000 on average, respectively.^{2,3} Furthermore, according to a recent study in the *The New England Journal of Medicine*, invasive procedures have not been shown to reduce the risk of cardiovascular events or death in patients with stable heart disease compared to conservative medical management.⁴

Looking for an effective tool to control hypertension and their healthcare costs, many companies are turning to digital health, which has gained traction with advances in technology. That growth has accelerated in the last few years in response to the disruptions in traditional, in-person care caused by the pandemic. But in a digital health marketplace full of bold claims about outcomes, how can benefit leaders know if a program will deliver results?

Third-Party Analysis of Cost Savings

Validation Institute is an objective, third-party organization dedicated to providing unbiased, data-driven insights on healthcare solutions and services by validating performance claims made by solution providers.

Offering a coaching app that provides wellness tips that have been clinically shown in a peer-reviewed study published in a top-tier medical journal to lower blood pressure,⁵ Hello Heart submitted data to Validation Institute to determine if the program may also produce significant savings for clients. Validation Institute's population health scientists performed an extensive and independent review of a matched control study based on self-funded employer medical claims data from 2017 to 2020.

Observed Cost Savings



\$1,865

Reduction in Year 1
Total Medical Costs
per Participant⁶

Reduction Breakdown

Reduction includes the following savings by service category, among others:

\$516 Reduction in Year 1 Surgery/
Inpatient Costs per Participant⁶

\$304 Reduction in Year 1
Emergency Room Costs per
Participant⁶

\$878 Reduction in Year 1 Imaging
Diagnostic Costs per Participant⁶



Guaranteed Savings

Based on that analysis, the Hello Heart program achieved a Level 1 validation for Savings, which is awarded if a program can reduce healthcare spending per participant and/or for a client overall. Hello Heart's program reduced year 1 total employer medical spend by an average of \$1,865 per participant – or 19% of total medical claims spending. The savings were largely driven by fewer surgeries and invasive procedures, as well as less imaging.⁶

With this certification, Hello Heart's savings figures are more than just claims. Validation Institute's Credibility Guarantee Program removes the guesswork and diminishes the risk for potential Hello Heart clients by providing up to a \$25,000 guarantee that new customers will achieve similar results.⁷

Other Notable Findings



Hello Heart participants were less likely to be hospitalized, and those that were admitted stayed for three fewer days on average.⁶



Users' claims related to primary care and prevention visits increased by 52%, indicating that the program may encourage users to engage in a more proactive partnership with doctors to manage their condition over time.⁶

About Hello Heart

Hello Heart is the only digital therapeutics company to focus exclusively on heart disease, the leading cause of death for U.S. adults. Through a connected device and mobile app that uses AI, behavioral science, and personalized digital coaching to drive lifestyle changes, Hello Heart empowers people to embrace healthier behavior, which can reduce the risks of high blood pressure and heart disease. It also helps users catch blood pressure readings that are extremely high and encourages them to talk to their doctor to identify potential risk in time. Validated in peer-reviewed studies and trusted by leading Fortune 500 companies, Hello Heart is easy to use and works alongside an employer's benefits ecosystem. Founded in 2013, Hello Heart is a member of the American Heart Association's Innovators' Network and is part of the CVS Health Point Solutions Management program.



Our population health scientists found that Hello Heart users have lower medical claims than matched non-users, driven by lower use of high-intensity care – such as surgery and emergency room visits – and diagnostic services.

-Benny DiCecca Validation Institute CEO & President



¹ Figure calculated as part of Validation Institute's analysis of Hello Heart cost savings. Source: 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 June 22, 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.)

² Giacomino BD, Cram P, Vaughan-Sarrazin M, Zhou Y, Girotra S. Association of Hospital Prices for Coronary Artery Bypass Grafting With Hospital Quality and Reimbursement. *Am J Cardiol*. 2016;117(7):1101-6. <https://doi.org/10.1016/j.amjcard.2016.01.004>. Accessed June 22, 2022.

³ International Federation of Health Plans (iFHP). 2017 Comparative Price Report. https://healthcostinstitute.org/images/pdfs/iFHP_Report_2017_191212.pdf. Published December 2019. Accessed June 22, 2022.

⁴ Maron DJ, Hochman JS, Reynolds HR, Bangalore S, O'Brien SM, Boden WE, Chaitman BR, Senior R, López-Sendón J, Alexander KP, Lopes RD, Shaw LJ, et al. Initial Invasive or Conservative Strategy for Stable Coronary Disease. *N Engl J Med*. 2020;382:1395-1407. <https://doi.org/10.1056/NEJMoa1915922>. Accessed June 22, 2022.

⁵ Gazit T, Gutman M, Beatty AL. Assessment of Hypertension Control Among Adults Participating in a Mobile Technology Blood Pressure Self-management Program. *JAMA Netw Open*. 2021;4(10):e2127008. <https://doi.org/10.1001/jamanetworkopen.2021.27008>. Accessed June 22, 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.)

⁶ 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 June 22, 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.)

⁷ For more information, visit <https://validationinstitute.com/credibility-guarantee/>.