Hello Heart:
Let's take amazing care of our hearts

August 5, 2025

Hello Heart

Why does VBA make heart health a priority?

Heart disease is a leading chronic condition in cost and prevalence

#1
in prevalence & cause of death nationally

56%
of U.S. adults have hypertension and/or hyperlipidemia

~2x
Greater spend per year for hypertensive members vs. non-hypertensives

Hello Heart's Mission
Help people take control of their heart health using technology and behavioral science

Hello Heart is a simple, digital hub to improve heart health

Driving behavior change to lower blood pressure and other CVD risk factors

Tracking
blood pressure, cholesterol, medication, activity, and weight

Detecting
irregularities in blood pressure and pulse readings

Health equity
and women's heart health

Digital coaching
personalized with AI

Reporting
shareable with physicians and care managers

Our preventive approach leads to amazing results & savings

Our impact on 7,112 users across 14 clients

18%
lower medical spending for Hello Heart users

$1,709
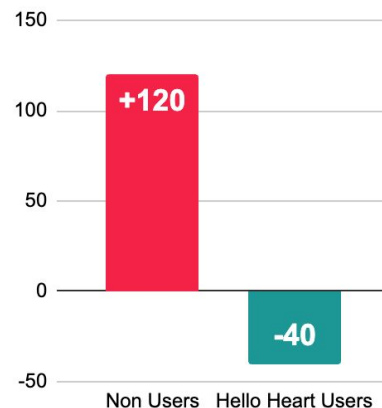reduction in medical costs per participant per year

>2:1
return-on-investment driven by fewer inpatient days

Published in Value in Health | ISPOR
Improving healthcare decisions

Cost savings driven by fewer hospital days

Non Users	+120
Hello Heart Users	-40

Inpatient days per 1,000 members

Source: Roberts W, et al. Cost savings and improved clinical outcomes from a mobile health cardiovascular disease self-management program. *Value Health*. Feb. 2025. Accessed March 7, 2025.

VBA Program Highlights

With your support, VBA has helped engage high-risk members with Hello Heart.

1,057

enrolled members

Health Risk

86%

Have **hypertension**

14%

Are going through **menopause**

which triples the risk of cardiovascular events

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

Systolic Reduction

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

16.8 mmHg

avg. reduction in systolic BP for Stage 2 users

Risk Detection

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

16

users had a critically high reading (180/120+) and were guided to appropriate care.

Let's keep up the engagement!

Eligibility

VBA Benefits Corp. Anthem medical plan members with one or more of the following risks

High blood pressure

Menopause

Enroll

Visit join.helloheart.com/VBA
to create an account.

Q&A