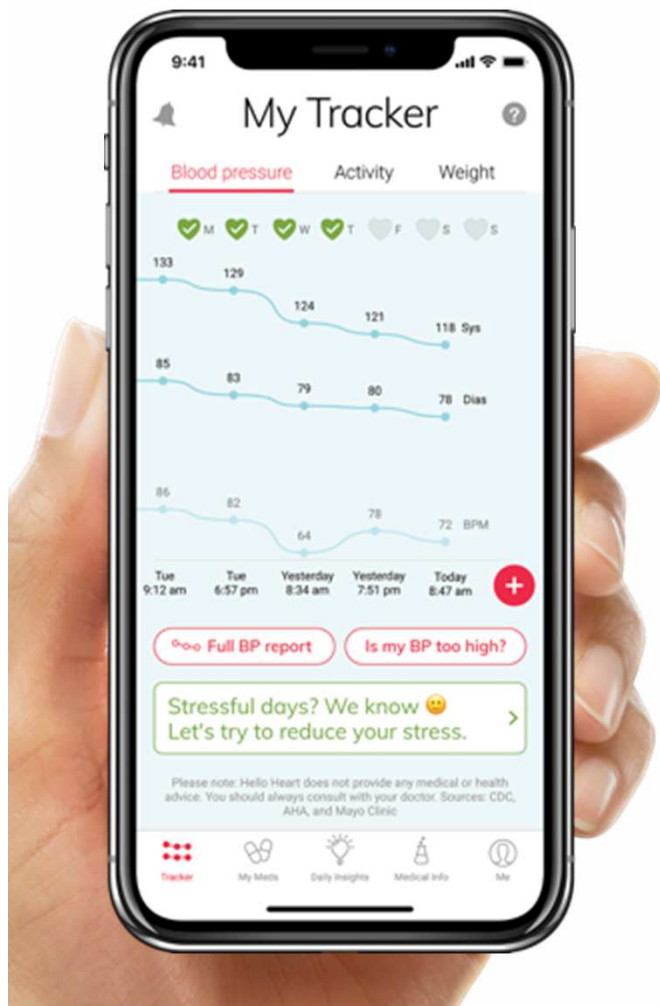




Hello Heart

County of El Paso Opportunity Analysis

March 29, 2022

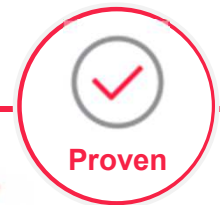
**Hello Heart is the
industry-leading
solution focused
exclusively on
heart health**

- ✓ Blood pressure and medication tracking
- ✓ Hypertensive crisis and arrhythmia detection
- ✓ Personalized AI digital coaching
- ✓ Shareable physician reports
- ✓ Spanish language version available
- ✓ Designed to support SDH

We help save lives by catching serious risk in time



Proven clinical outcomes and validated cost savings



Clinical Study

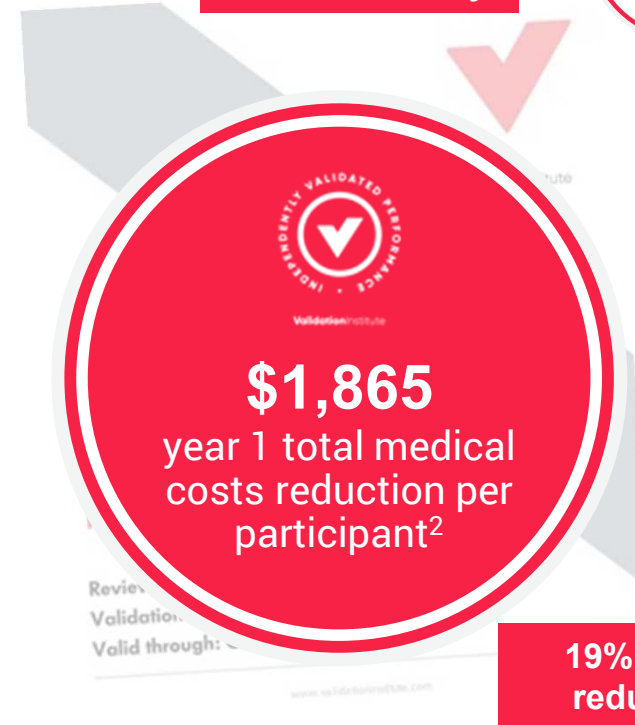


Hello Heart/UCSF Study Published in
JAMA Network Open:
3-year peer-reviewed study; 28,189 participants

84% of members with baseline blood pressure over 140/90 reduced blood pressure, sustained up to 3 years¹

2x as effective: 21 mmHg average reduction in systolic blood pressure over 3 years for members with baseline blood pressure over 140/90¹

Financial Study



19% claims reduction²

¹ 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 February 15, 2022.

² Validation Institute. 2021 Validation Report: Savings. https://validationinstitute.com/wp-content/uploads/2021/10/Hello_Heart-Savings-2021-Final.pdf. Published October 2021. Accessed February 15, 2022.

County of El Paso : Cardiovascular Profile

Covered Adult Members	4,375	<i>Provided by CVS</i>
Estimated Members with Hypertension¹	1,750	<i>CDC estimates ~40% of US workers has HTN</i>
Members Identified²	968	<i>From CVS CVD claims data</i>
Year 1 Estimated Enrollment³	194	<i>20% of identified population</i>

¹ Percentage of U.S. workers with hypertension based on data from the CDC's [National Health and Nutrition Examination Survey](#).

² Total cardiovascular (hypertension included) drug utilizers.

³ 20% Y1 enrollment rate of at-risk members based on Hello Heart book of business.

County of El Paso: Program Cost & Savings Guidance

Medical Plan Costs PMPY for Hypertensives <i>(BoB estimate¹)</i>	\$10,000
Current Total Medical Claims Costs for Hypertensives <i>(968 members * \$10,000)</i>	\$9,680,000
Savings from Hello Heart if 100% of Hypertensives Enroll <i>(19% of Total Medical Claims Costs for Hypertensives²)</i>	\$1,839,200

**Independently
Certified**

19%

**Reduction in total
medical costs per
participant year one**

Hello Heart Program Year 1 Estimates	
Year 1 Estimated Enrollment <i>(From Previous Slide)</i>	194
Estimated Cost Savings² <i>(19% of Medical Plan Costs PMPY)</i>	\$254,003 (net of fees)
Hello Heart Fees³ <i>(\$49 PPPM)</i>	\$113,837
Projected ROI <i>(Net of Fees)</i>	2.23:1



¹ BoB Range \$8K-\$12K.

² Claims savings certified by [Validation Institute](https://www.validationinstitute.com).

³ PPPM pricing valid through 01/31/2023.

Easy to buy.

Best pricing on the market guaranteed through CVS.

- CVS selected Hello Heart as their point solution for heart health
- Contracting and billing is done via CVS Caremark and Aetna IBU - Processed as a PBM claim
- Pay \$49¹ PPPM for enrolled users, over time you only pay for users that continue to engage
- 50% performance guarantee on clinical outcomes
- 90 day implementation



¹PPPM pricing valid through 01/31/2023.

Largest, fastest growing digital heart program.

CVS Point Solution Management Clients



2 years results working with PSM: Approaching 1M covered lives across 30+ clients