

Help Your Members Improve Medication Adherence

Easy and rewarding way to build healthy habits, better understand the potential impact of medications, and identify potential safety risk





Silent Conditions Can Be Easy to Ignore

Heart conditions like high cholesterol and high blood pressure are silent conditions – they usually don't have symptoms you can feel. Because of that, many people don't take the medications they're prescribed to help control the conditions, which isn't surprising.^{1,2} If you don't feel the impact of your medication on your body, it can be easy to forget to take it or even ignore or doubt that you need it.³



50%

of people who need medications for their uncontrolled high blood pressure or high cholesterol **are not taking them.**^{4,5}



What is Medication Adherence?

Medication adherence refers to whether patients take their medications as prescribed and consistently.⁶ Medication nonadherence is a major concern, as it is associated with adverse outcomes and higher costs of care.



1 in 5 new prescriptions in the U.S. are never filled⁷

50% of those actually filled are taken incorrectly⁷

\$100 - 300 Billion is the annual estimated direct healthcare costs associated with nonadherence⁸

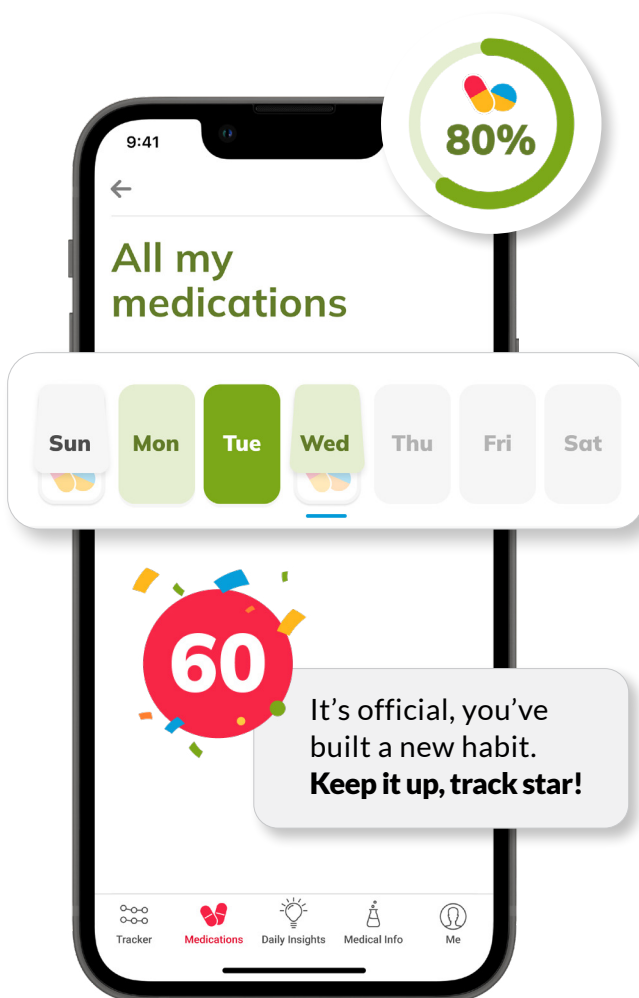
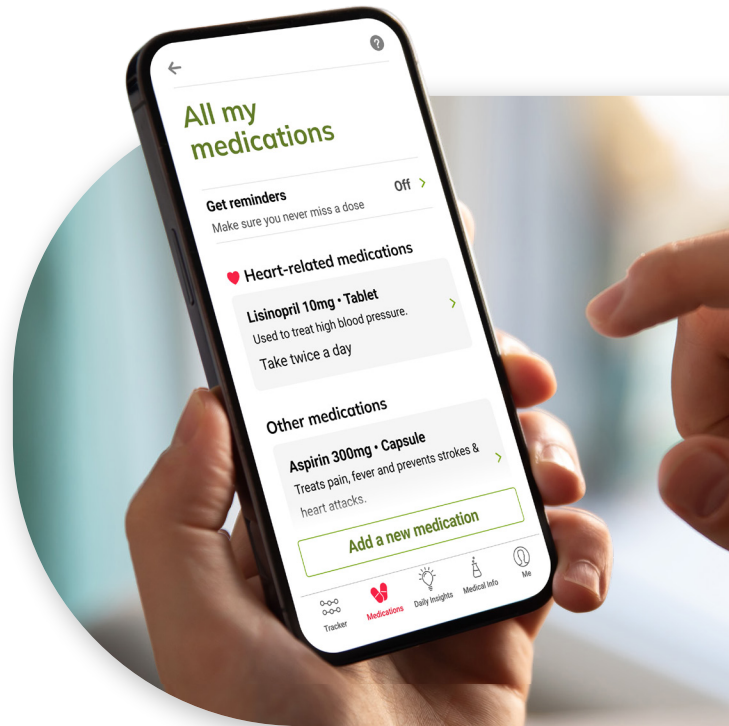
Half of people who need medications for their uncontrolled high blood pressure or high cholesterol are not taking them, and non adherence to antihypertensive medications is the most important cause of uncontrolled blood pressure.^{4,5}





Improving Outcomes with Medications

Hello Heart's "Medications" is a breakthrough feature that helps people understand how their medication may be influencing their heart health, while making it fun and easy to build the habit of taking medication on time. Connecting the dots in this way puts users in the driver's seat, empowering them with insights they can use to build lasting healthy habits – like medication adherence – while also identifying potential risk in drug interactions, overmedication, and undermedication. These features can help improve health outcomes and reduce healthcare costs.



How Does Medications Work?

Hello Heart provides medication tracking via a virtual pillbox with digital coaching tips and gamification that awards users for medication adherence.

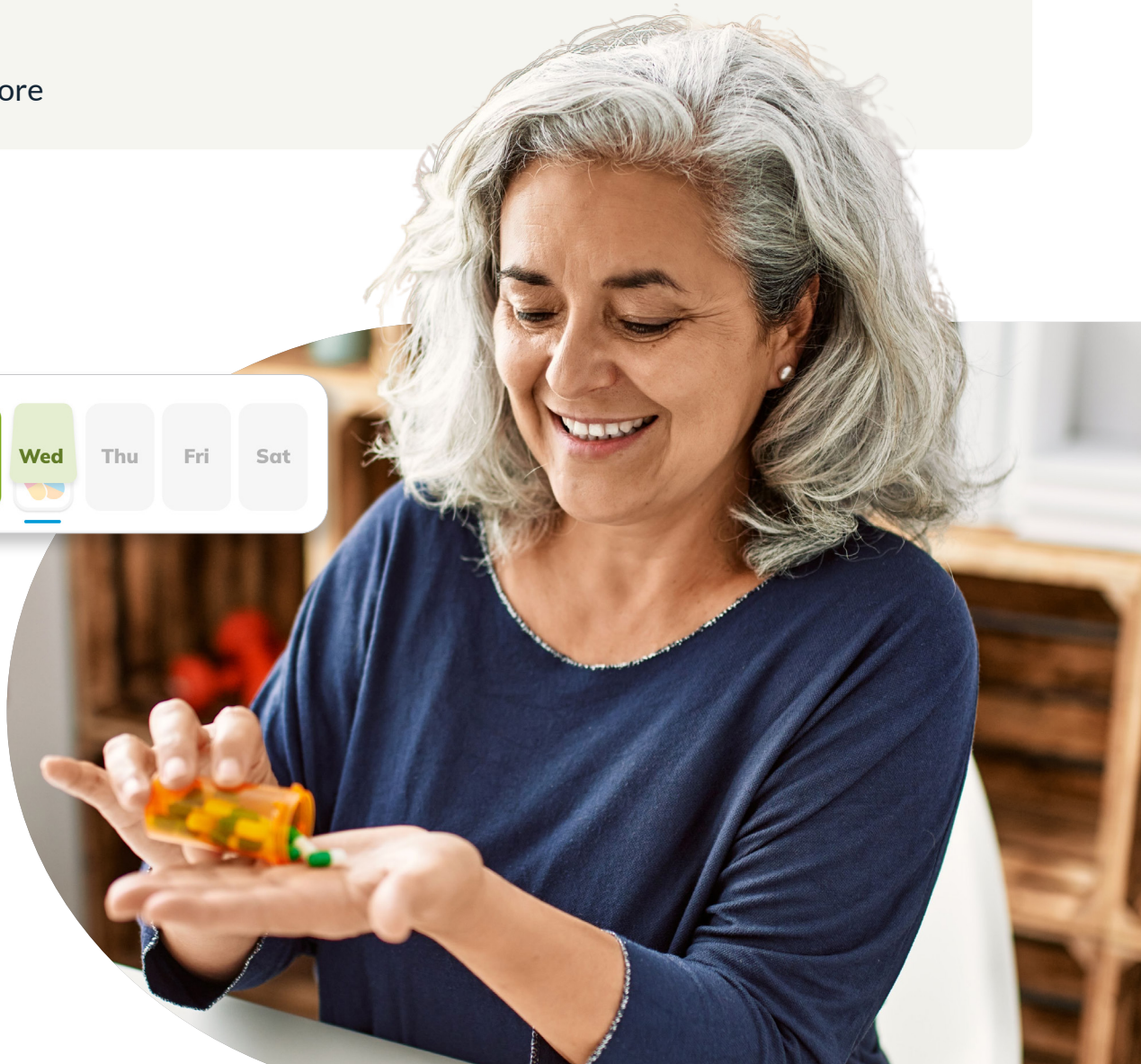
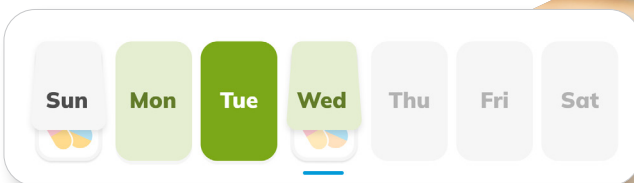
It helps users make clinically supported lifestyle changes⁹ and shows how their behavior related to medications correlates with certain indicators of their heart health, such as blood pressure and cholesterol levels. It also educates users about their medication adherence to help them connect the dots between medications and heart health, as well as keeping them safe by prompting them to consult their doctor about potential risk with regards to their medication.



Medications Can Help Your Members:

- 1 Create Habits**
Helps users build a habit of taking their medications on time
- 2 Enjoy Tracking**
Makes it fun and rewarding to track medications
- 3 Connect the Dots**
Helps users understand the potential impact of medications they are taking in real-time with Dot-to-Dot
- 4 Identify Risk**
Helps keep users safe by identifying potential safety risk and closing potential gaps in care

▼ Learn More





1

Create Habits

Helps users build a habit of taking their medications on time



Jessica, we found **3 active** prescriptions in your records


One-click prescription importing

It's now easier than ever to pull in medication information from clinical records, with one-click prescription importing.

Digital Coaching

Easy-to-follow digital coaching tips help users build real-world day-to-day healthy habits. The digital coaching includes tips based on clinical guidelines and experiences from other users who succeeded in building strong medication adherence habits – and it gets smarter over time as more users use the app. For example, one successful tip is putting your pillbox where you can't miss it every morning. Medications is focused on what works for real people, consistent with current clinical guidelines.



 **Build a tracking routine!** Try to add your medications to your existing routine, like putting them next to your toothbrush!

Lisinopril

10mg • Tablet

How does it help?

Treats high blood pressure, heart failure, and more. It reduces tightening the blood vessels, so blood flows more smoothly and the heart can pump blood more efficiently.



Dosage

[Edit](#)

Taking since May 25, 2021

- 1 every morning at 7am
- 2 every evening at 8pm



What foods or supplements should I avoid?

- High-potassium salt substitutes
- Potassium supplements



What might I feel?

It's common to feel...

Headache Dizziness Cough
Chest pain [Show more](#)

Reminders and overviews

Medications also provides medication reminders, as well as clear and informative overviews of medications, including potential side effects. These explanations can help make users more likely to take their medication, setting the groundwork for habit creation.

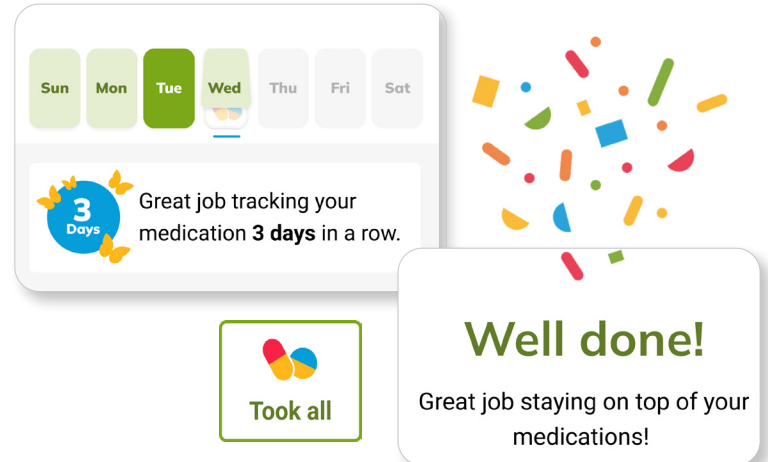


2

Enjoy Tracking

Makes it fun and rewarding to track medications

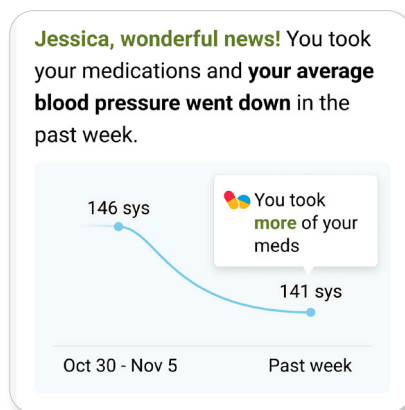
Medications incorporates gamification that makes it fun and rewarding for users to track their medications in a digital medicine cabinet, while leveraging the Hook Model to drive engagement and long-term behavior change.



3

Connect the Dots

Helps users understand the potential impact of medications they are taking in real-time with Dot-to-Dot



Daily reports help users create positive feedback loops and understand the potential impact of their medications on their heart health by visually showing correlations between medication use and blood pressure and/or cholesterol. When users see that taking their cholesterol meds is correlated with reductions in their own cholesterol visually, it reinforces positive behavior.



4

Identify Risk

Helps keep users safe by identifying potential safety risk and closing potential gaps in care

Medication adjustment

Medications notifies users who might potentially be overmedicated or undermedicated, based on the correlations between their medication tracking and their blood pressure or cholesterol and encourages them to consult their doctor on potentially adjusting their meds. For example, overmedication of blood pressure medication could cause your blood pressure to drop to unsafe levels and result in fainting or falls.¹⁰ Medications does not encourage users to make adjustments to their meds without talking to a doctor first.



Your blood pressure has **been over 130 systolic** this past week. Consider calling your doctor to adjust your medication.

[Talk to a clinician](#)[Dismiss](#)

Looks like 2 of your medications may **interact and cause issues**:

Hydrochlorothiazide, and
Levothyroxine Sodium.

Consider talking to your doctor about this.

[Talk to a clinician](#)[Dismiss](#)

Medication interaction

Some doctors may forget to mention interactions that may conflict with their medication, or the user may simply forget. For example, grapefruit juice may enhance drug toxicity for antiarrhythmic agents and certain congestive heart failure drugs.¹¹ Hello Heart's algorithms search for drug interactions and will alert users if their prescribed drugs or supplements might interact with another drug, supplement, or food and prompt them to talk to their doctor about potential risk.





Hello Heart users who listed their meds showed 2x greater improvement on key cholesterol outcomes

Many people have their phone on them at all times, so using it to remind you to take your meds can be very effective. When we look at user data on medication listing (a prerequisite for medication tracking) and its relationship to clinical outcomes, the results are very promising.

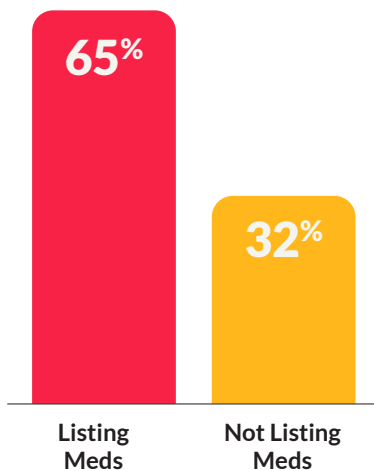
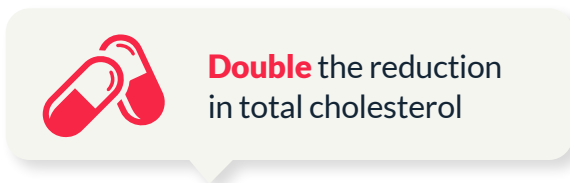


Figure 1. Reduction in total cholesterol for users with high cholesterol baseline

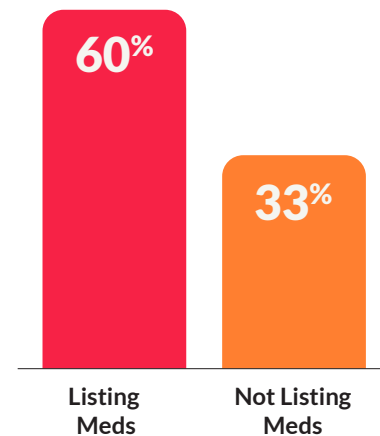
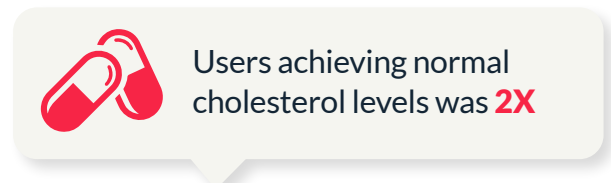


Figure 2. Percentage of users with high cholesterol achieving normal levels

Users with high total cholesterol levels (defined as ≥ 240 mg/dl) at the time of joining Hello Heart and who listed their medication in Hello Heart were able to reduce their total cholesterol level by more than 2x able to reduce their blood cholesterol level to normal levels (defined as < 200 mg/dl) compared to 33% of other users.¹²



Going beyond medication tracking to drive meaningful clinical results

Hello Heart's Medications feature not only helps users track their medication, but also provides relevant information and feedback on the potential impact of taking medication on their clinical outcomes.

Until now, users could not easily see how their medication adherence relates to their blood pressure or cholesterol, or identify whether they may need to talk to their doctor about a medication adjustment. Using AI-driven advanced technology, Hello Heart can help people understand how their medications correlate with their health by connecting the dots between trends in medication and heart health metrics.

Armed with these tools and insights, it can make it easier for users to build healthy medication habits. The feature also enables them to work with their healthcare provider to make informed decisions regarding their medication and their health. Ultimately, this may result in improved clinical outcomes and reduction in healthcare related costs for organizations.

Heart disease is the leading cause of death and costs the United States about \$219 billion each year. We need to use every tool in our arsenal to treat it. At Hello Heart, we don't just use technology to improve the delivery of care. The technology, itself, is the care. The digital coaching includes advanced medication tracking, actionable insights, and shareable physician reports, all in a personalized, easy, and fun to use platform that is highly engaging – a huge step in the right direction.

Edo Paz

SVP of Medical Affairs,
Hello Heart



User engagement with Medications

65% increase in the number of users adding medications¹²

81% of the above users started tracking their medication adherence the next day.¹²





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 delivers heart health management. The program empowers people to embrace healthier behavior, which can reduce the risks of high blood pressure, high cholesterol, and heart disease. It also helps users catch blood pressure readings that are extremely high, as well as irregular heartbeat, encouraging 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.

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