

Tips to help
menopause
symptoms
and your heart!

Managing Heart Health Through Menopause

Break menopause stigma and empower women in your workforce to advocate for themselves with critical heart health information



Menopause and Heart Health Risk

2x more likely to die than men¹

Women are up to two times more likely to die from complications of a heart attack than men.¹ In addition, once women reach the age of 45 – the age when women may start perimenopause on average – their risk for heart disease increases dramatically.²

3x greater risk of heart health issues³

Menopause sharply reduces estrogen levels in women, which can increase their risk. Women in menopause are at nearly 3 times greater risk of cardiovascular health issues, including heart attacks, than premenopausal women of the same age.³



While symptoms like hot flashes and night sweats are widely recognized, the cardiovascular risks for women entering menopause often can't be seen or felt, and many women aren't even aware of them.

To help women understand their risk, we need to normalize the practice of tracking heart health for women entering menopause, similar to the push for women to start having mammograms when they hit 40 years old to screen for breast cancer.



Challenges for Women's Heart Health

Women face a myriad of challenges in finding and receiving adequate care for heart health issues during menopause. There is a general lack of awareness related to women's heart risk, and clear and quality information on menopause and its effects on heart health can be difficult for women to easily access. In addition to the stigma or embarrassment that can be associated with menopause, many women face inadequate treatment for heart attacks.

[Learn More](#)



Improving Outcomes for Women in Menopause

Hello Heart's menopause feature

empowers women going through menopause to take control of their heart health. By receiving real-time data about their own health, women going through menopause will be armed with credible information to better understand their heart health and the hormonal changes that can contribute to increased heart risk.

The feature provides actionable insights focused on managing symptoms and reducing heart risk, as well as resources to help women advocate for adequate care and have meaningful discussions with their providers.

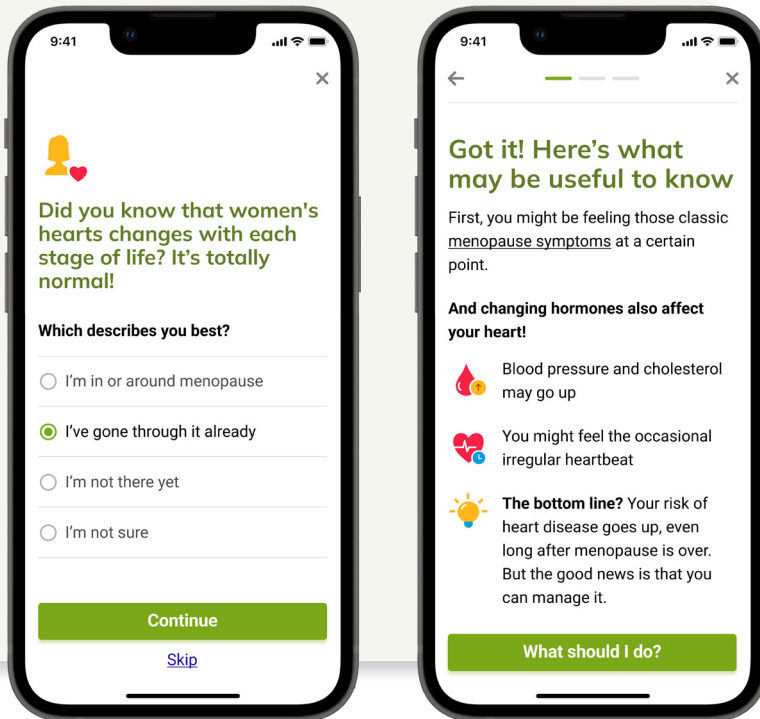


The bottom line? Risk of heart disease goes up. Yep, just because of some hormones! But the good news is that you can manage it.



How Does The Feature Work?

Hello Heart's menopause feature offers women education, support, and tools to better understand how menopause impacts their heart health and find ways to improve it.



1

Understand and prepare for the changes

Women can opt in to indicate their menopause status to receive related educational content, including symptoms that can contribute to heart risk.

2

Feel in control

Easy-to-follow digital coaching tips help users build real-world, day-to-day healthy habits, with suggestions to control risk factors. The digital coaching includes tips that are consistent with best practices and medical guidelines.

Tips to help menopause symptoms and your heart

1/4



Looking for hot flash relief?

Grab unsalted nuts next time you reach for a snack. Salt has been linked to hot flashes, so cutting back can help you stay cool.

2/4



Can't sleep?

It could be the hormones. Sleep better (and longer!) with lavender oil. Try massaging a few drops on your temples before bed this week.

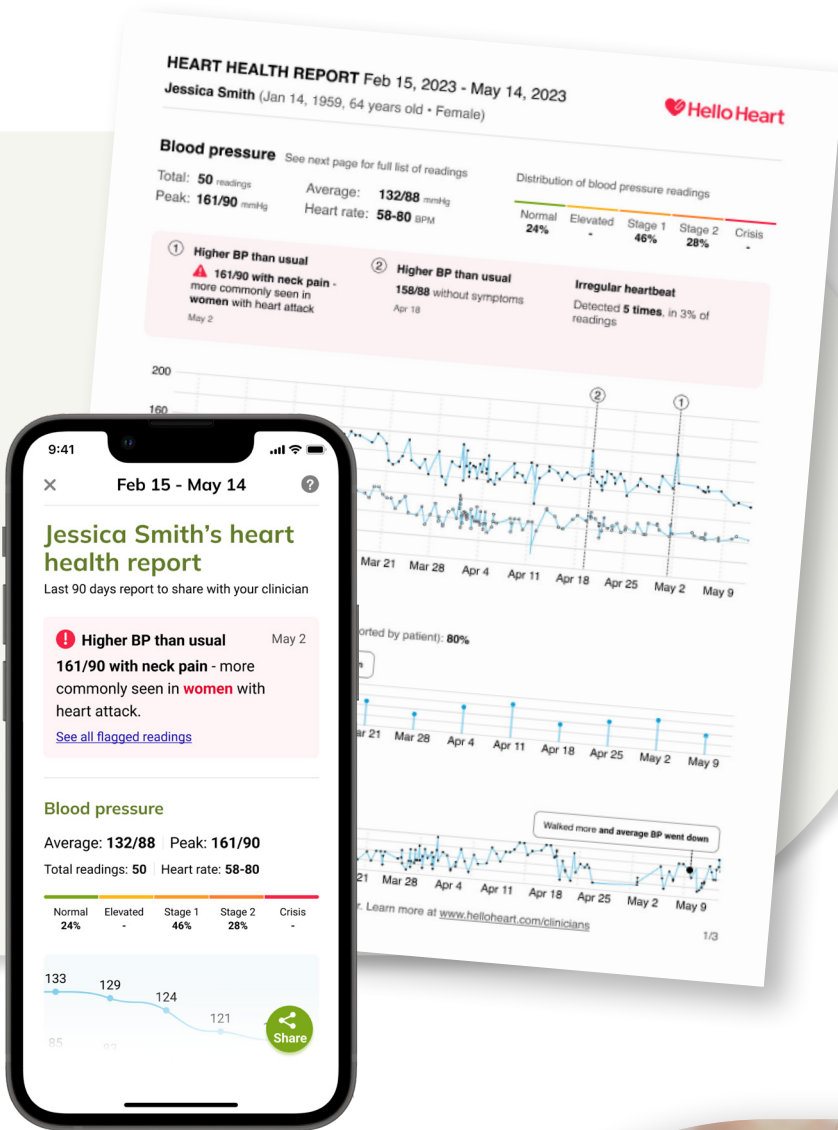
3



Fight stress

Taking on life's stressors can be a breeze. We'll help you find your center, eyes and take 1





3

Have better conversations with doctors

If they use the Hello Heart monitor to check their blood pressure and heart rate, users can share with their doctor data-driven looks at their heart health, statistics on their blood pressure, visualization of heart rate and activity over time, and readouts of the impact of movement on their health.





Hello Heart empowers female users who are 50 years or older to reduce their risk

60%

of Hello Heart's female users are 50 or older.

When we look at user data on blood pressure tracking and its effect on clinical outcomes, particularly in users with the most severe stage of hypertension, the results are very promising.

32%

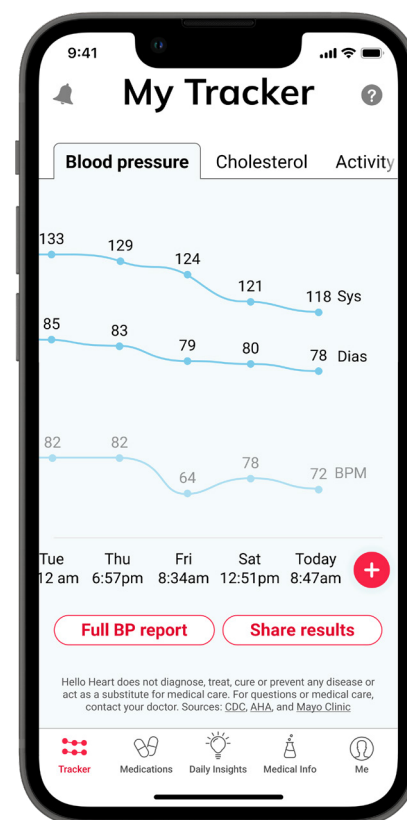
of female users who are 50 or older started the program with stage 2 hypertension

(defined as blood pressure $\geq 140/90$ mmHg) compared to 25% of those under 50, with an average starting blood pressure of 152/91 mmHg.⁶

79%

of female users who are 50 or older with stage 2 hypertension reduced their blood pressure,

with an average systolic blood pressure reduction of 19 points.⁶ This drop is significant.



Risk Reduction

One study found that even a 10 mmHg reduction in systolic blood pressure reduced the risk of major cardiovascular disease events by **20%**, coronary heart disease by **17%**, stroke by **27%**, heart failure by **28%**, and all-cause mortality by **13%**.⁷

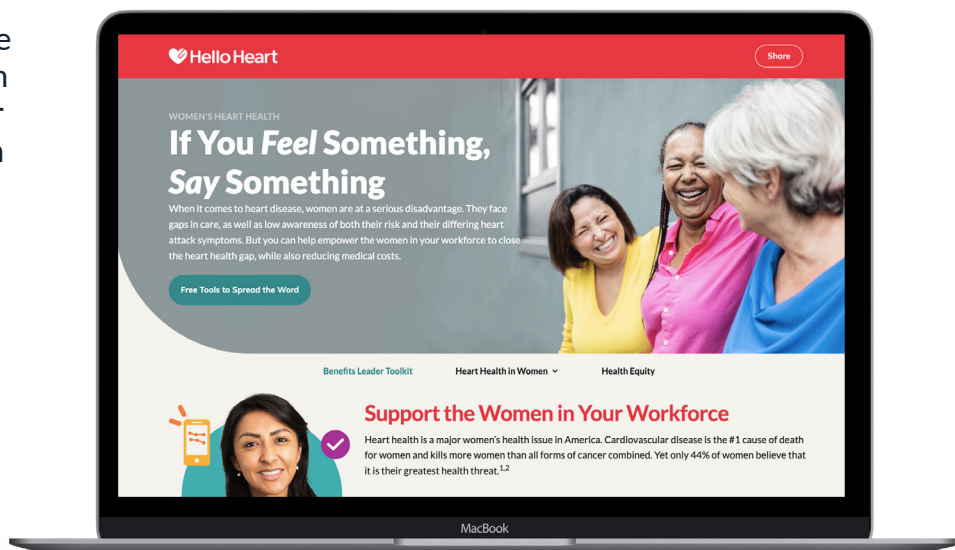


Driving Meaningful Clinical Results for Women

When it comes to heart disease, women are at a serious disadvantage. They face gaps in care, as well as low awareness of both their risk. But you can help empower the women in your workforce to close the heart health gap, while also reducing medical costs.

To learn more about women's heart health and get a free benefits leader toolkit, visit helloheart.com/womens-heart-health.

Access Toolkit



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, 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.

References

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- ⁵ Ryder, J. and Schaedel, Z. Attitudes towards menopause: time for change. *The Lancet*. [https://doi.org/10.1016/S0140-6736\(22\)01099-6](https://doi.org/10.1016/S0140-6736(22)01099-6). Published June 18, 2022. Accessed June 1, 2023.
- ⁶ Based on data on file at Hello Heart. The data is across all time through April 27, 2023, comparing users' starting blood pressure and last blood pressure reading. Results have not been peer-reviewed. Because of the nature of the study, causal inferences cannot be drawn.
- ⁷ Ettehad D, Emdin CA, Kiran A, Anderson SG, Callender T, Emberson J, et al. Blood pressure lowering for prevention of cardiovascular disease and death: a systematic review and meta-analysis. *The Lancet*. 2016;387(10022):957-967. [https://doi.org/10.1016/S0140-6736\(15\)01225-8](https://doi.org/10.1016/S0140-6736(15)01225-8). Accessed June 1, 2023.