



Stronger Hearts, Stronger Workforce: Innovative Employer Approaches to Cardiovascular Health

September 25, 2025

AGENDA

- **Welcome - HealthCareTN**
- ***Beyond the Basics: Advancing Cardiovascular Care for Every Employee***
 - Paula Cerqueira, Director Solutions Consulting
 - HelloHeart
- ***Food for the Heart: Nutrition & Lifestyle Strategies Employers Can Leverage***
 - Dr. Jonathan C. Lewis, Director of Community Partnerships
 - Methodist LeBonheur Hospital
- **Closing Comments - HealthCareTN**



 Hello Heart

Beyond the Basics: Advancing Cardiovascular Care for Every Employee



American
Heart
Association®

Hello Heart is a member of
American Heart Association's
Innovators' Network





Paula Cerqueira, MS, RDN

Director, Solutions
Consulting

Our Mission

Help people take control
of their heart health
using technology and
behavioral science



What to expect in today's webinar



Learn about why heart health matters



Learn how to help your employees take control of their heart health



Ask questions in our Q&A

Why employers make heart health a priority



#1

in prevalence & cause of death

Top 3

most expensive chronic condition for organizations

56%

have high blood pressure and/or high cholesterol

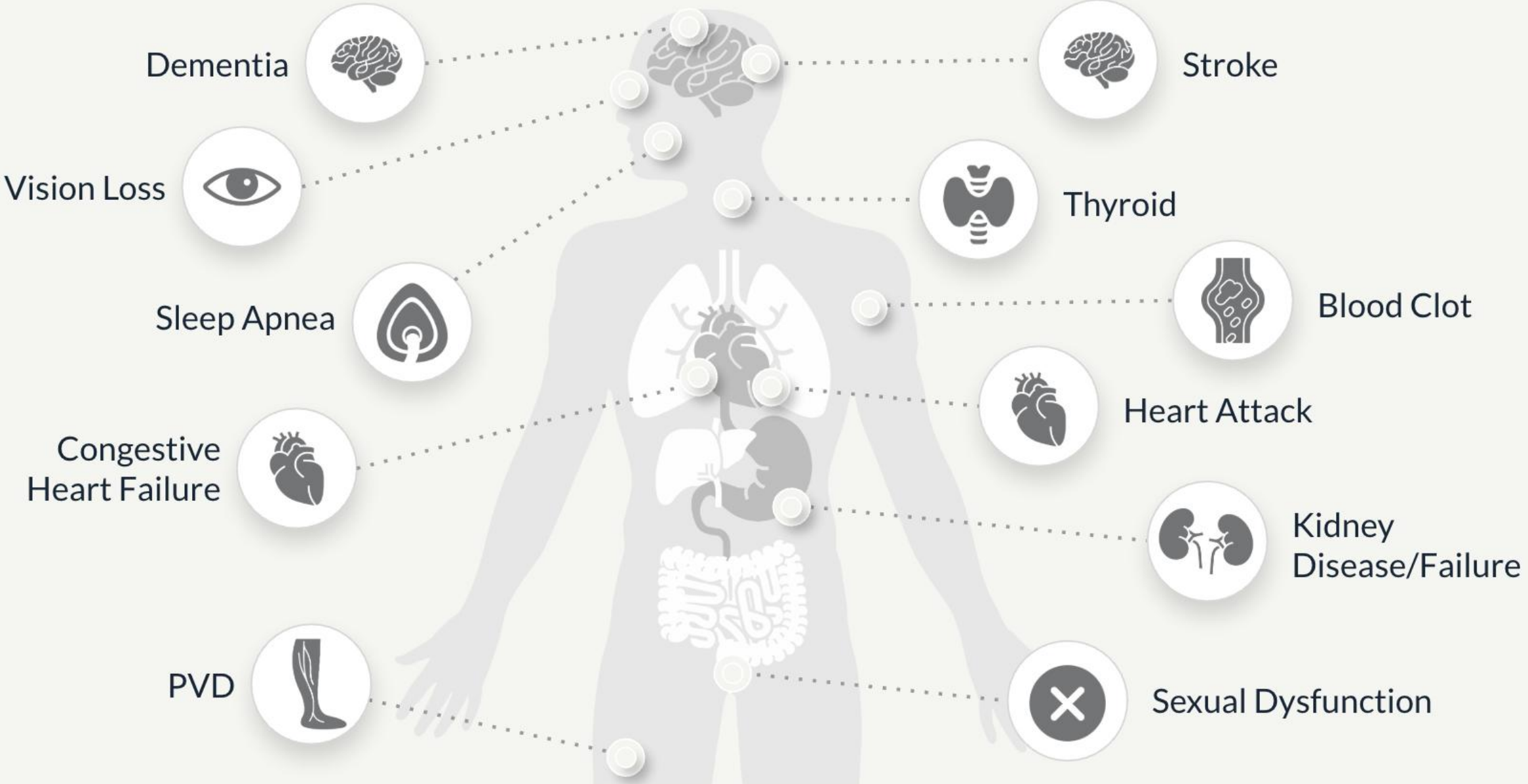
690,000

deaths caused by heart disease per year

\$9.3k/year

medical costs for organizations per person with CVD or risk factors

The heart impacts the whole body





What percentage of heart disease cases are preventable?

A

37%

B

43%

C

80%



80%
of CVD cases are
preventable

New AHA Blood Pressure (BP) Guidelines



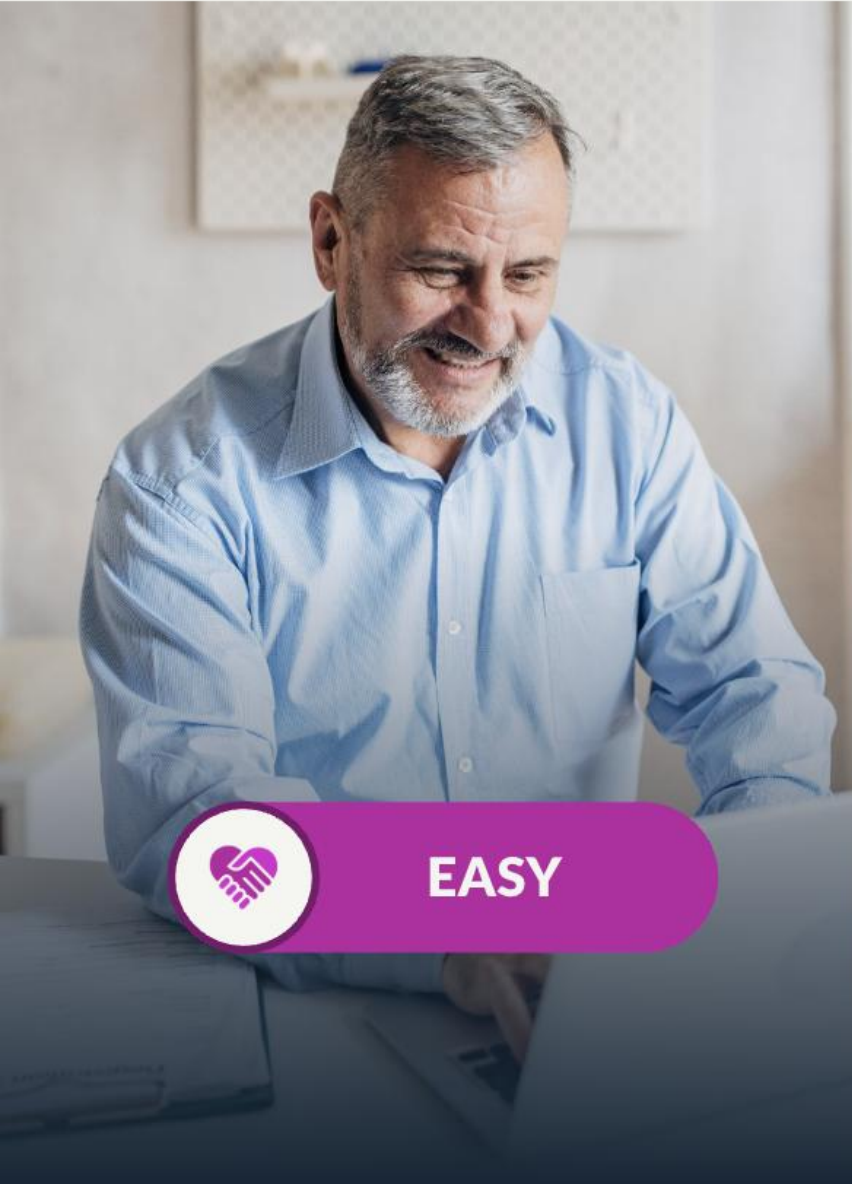
Hypertension can lead to serious health problems including heart attack or stroke. Controlling high blood pressure can help prevent major health problems.

Systolic Blood Pressure (the top number) – indicates how much pressure your blood is exerting against your artery walls when the heart beats.

Diastolic Blood Pressure (the bottom number) – indicates how much pressure your blood is exerting against your artery walls while the heart is resting between beats.

| Blood Pressure Category | | SYSTOLIC (mmHg) | | DIASTOLIC (mmHg) | What Does it Mean? |
|-------------------------|----------------------|--------------------|------------|---------------------|---|
| Controlled | Normal | < 120 | and | < 80 | Stick with heart-healthy habits like following a balanced diet and getting regular exercise. |
| | Elevated | 120 - 129 | and | < 80 | Likely to develop high blood pressure unless steps are taken to control the condition. |
| Uncontrolled | Stage 1 Hypertension | 130 - 139 | or | 80 - 89 | Doctors are likely to prescribe lifestyle changes and may consider BP medication based on risk of cardiovascular disease. |
| | Stage 2 Hypertension | ≥ 140 | or | ≥ 90 | Doctors are likely to prescribe a combination of BP medications and lifestyle changes. |
| | Hypertensive Crisis | > 180 | and/ or | > 120 | This stage of high BP requires medical attention. |

How to deliver results



EASY




ENGAGING



PROVEN

A simple, digital hub to improve heart health

 **EASY**



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



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

✓ **Detecting**
irregularities in
blood pressure and
pulse readings

✓ **Closing the
gaps**
In women's heart
health

✓ **Digital coaching**
personalized with AI

✓ **Reporting**
shareable with
physicians and care
managers

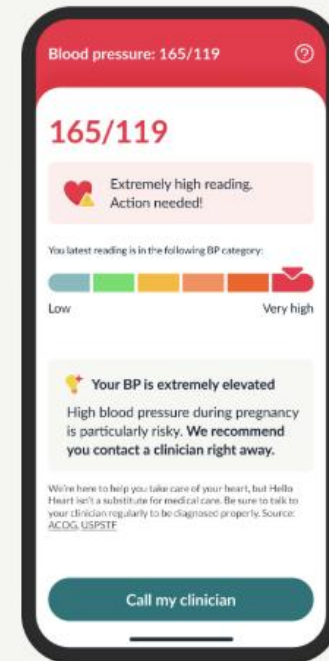
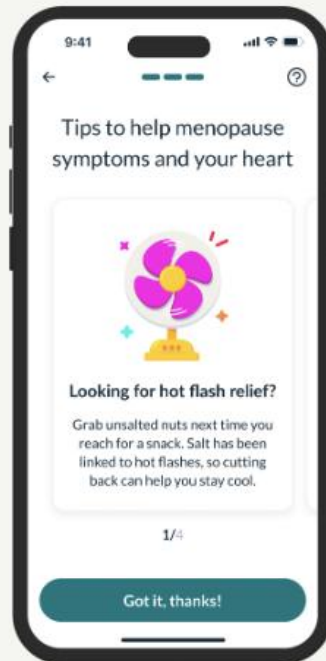
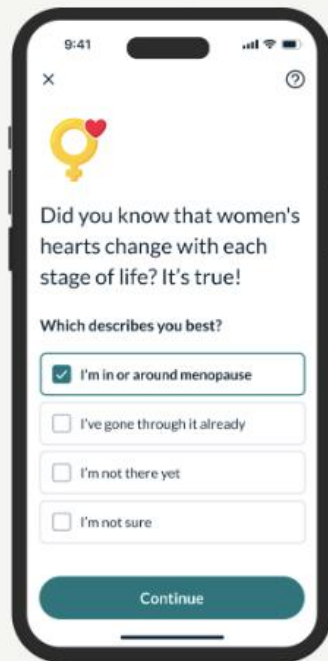


Empowering women to take control of their heart during different phases

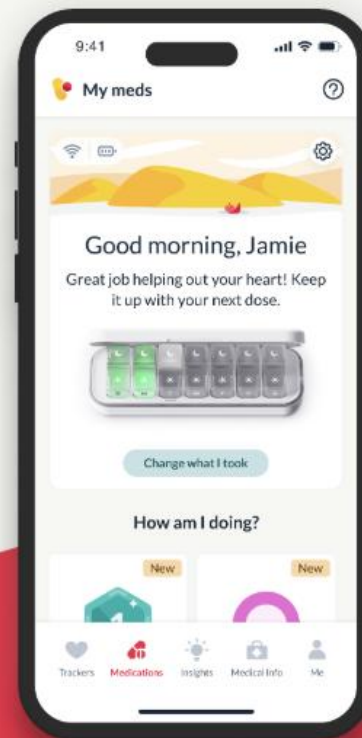


Understand and feel in control during **menopause**

Support the management of **hypertension in pregnancy**



Meet the new Hello Heart Pill Box



And never miss
a dose again.

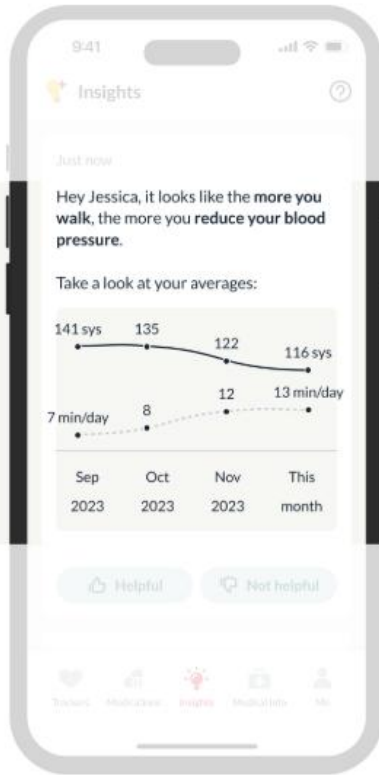
Personalized programs for each member



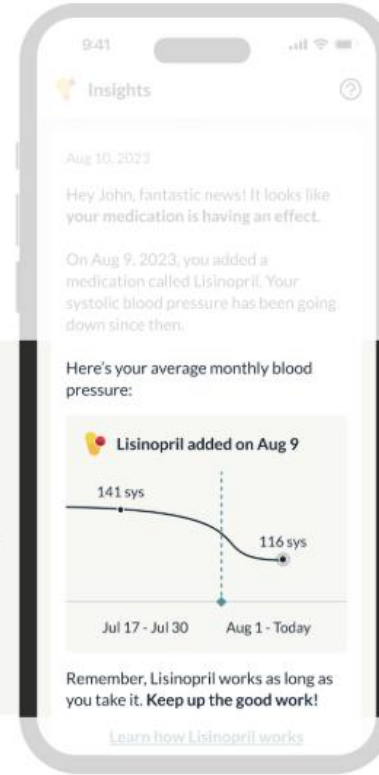
AI-driven insights show the potential impact of user choices



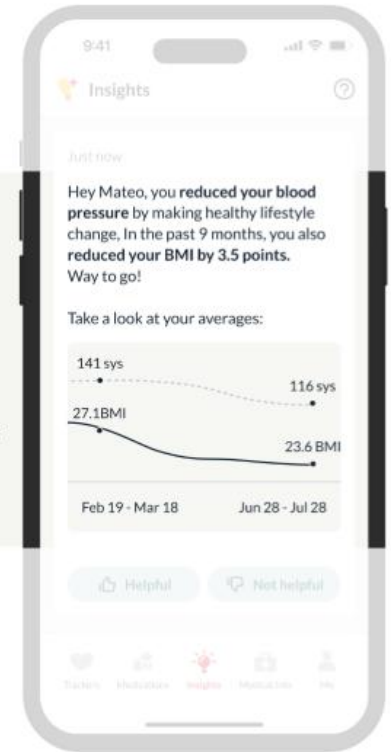
“Is walking more really helping me reduce my blood pressure?”



“I feel good today. Do I really need to take my blood pressure meds?”



“I've lost some weight. Did that really help improve my heart health?”



Our digital coaching empowers people to take action through personalized insights

This positive experience leads to lasting habits



✓ HIGH ENROLLMENT

20%

enroll in year 1¹

→ SUSTAINED ENGAGEMENT

60%

continue after year 1¹



¹ Based on data on file at Hello Heart.

A holistic approach leads to amazing results



Blood pressure

↓ **21** mmHg

avg. reduction in systolic BP over 3 years by members with baseline over 140/90¹

STUDY
PUBLISHED IN:

JAMA
Network | **Open**™

Cholesterol

↓ **67** mg/dL

avg. reduction in LDL over 13 months by members with baseline high LDL²

STUDY
PUBLISHED IN:

JAHA
Journal of the American Heart Association

Obesity

↓ **12** lbs

avg. reduction in weight over 7.2 months by members with baseline obese BMI²

STUDY
PUBLISHED IN:

JAHA
Journal of the American Heart Association

Total sample = 102,475

¹ Gazit T, et al. *JAMA Netw Open*. 2021; 4(10). (There were 108 participants with baseline blood pressure over 140/90 enrolled for 3 years with application activity during weeks 148-163. 84% lowered their SBP.)

² Paz E, et al. *J Am Heart Assoc*. 2024;13(10). (There were 99 participants with baseline LDL-C \geq 160mg/dL, 80% of whom reduced LDL-C at an average of 13 mos.; and 5,188 participants with baseline BMI \geq 30, 64% of whom lost weight at an average of 7 mos. *Not shown*: Of 3,037 participants with baseline systolic BP of \geq 140 mmHg who remained in the program at 2 years, 2,471 reduced median systolic BP, with a mean reduction of 19 mmHg.)

*Note: Some study authors are employed by Hello Heart. Due to study design, causal conclusions cannot be made.

The financial impact of prevention



Our impact on 7,112 users across 14 employers



18%

lower medical spending for Hello Heart users



\$1,709

reduction in medical costs per participant per year



4-1

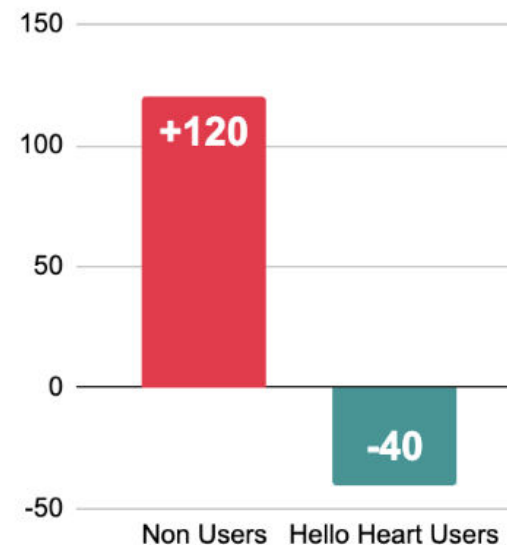
return-on-investment driven by fewer inpatient days

Published in

Value in Health



Cost savings driven by fewer hospital days



Inpatient days per 1,000 members

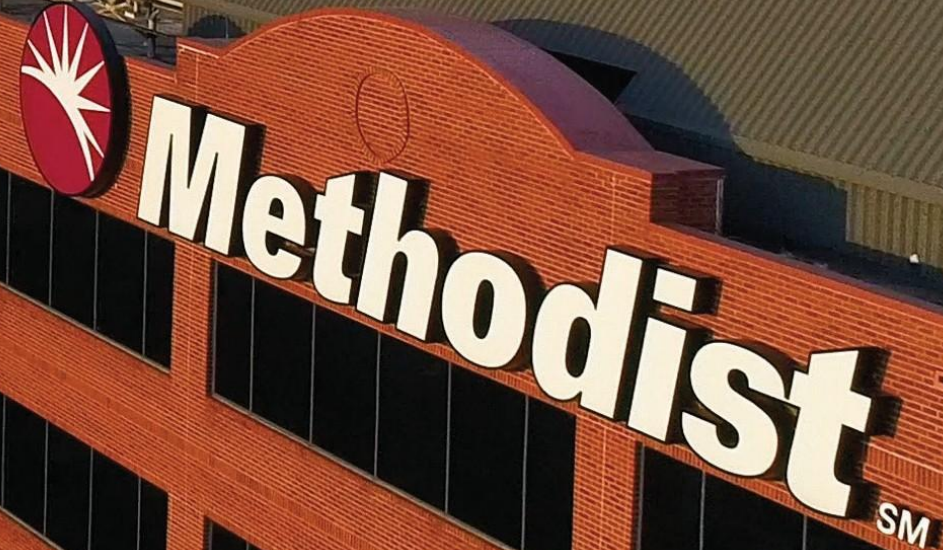


Q&A

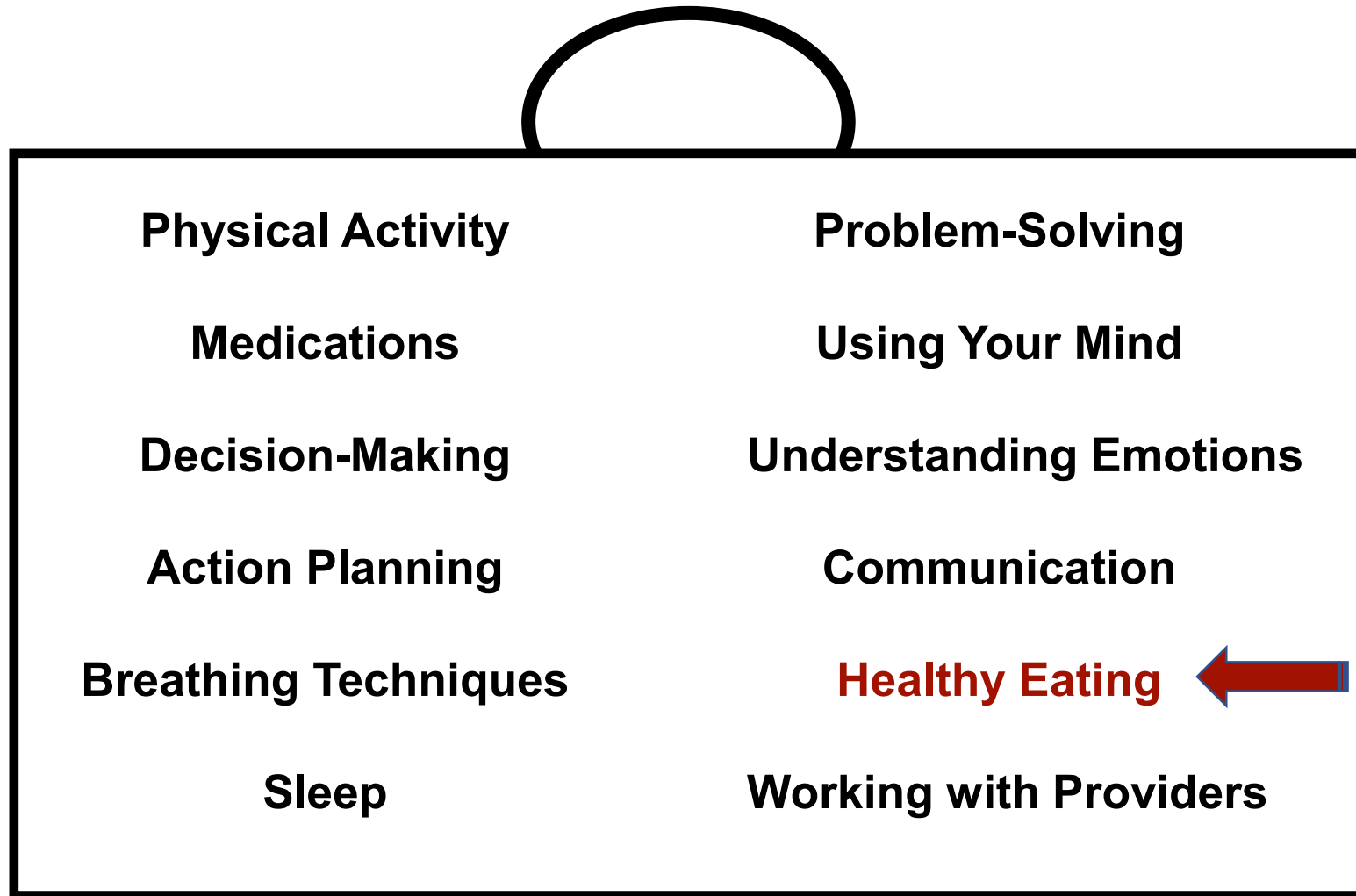


CDSMP

Food for the Heart:
Nutrition & Lifestyle Strategies
Employers Can Leverage



Self-Management Tool Box



QUIZ

TRUE or FALSE?

It is best to eat a variety of foods.



QUIZ

TRUE or FALSE?

There is one best diet for everyone.



QUIZ

TRUE or FALSE?

Most of us should eat more fruits and vegetables and less of the foods that have little or no nutrients, like cookies and soda.



QUIZ

TRUE or FALSE?

A 16-ounce bottle of regular soda has about the same amount of sugar as a slice of cake with icing.



QUIZ

TRUE or FALSE?

Fats that are liquid at room temperature are usually better for you than those that are solid at room temperature.



QUIZ

TRUE or FALSE?

The DASH diet is good for heart disease and high blood pressure. It is heavy on vegetables, light on meat and sweets and low in saturated fats.



QUIZ

TRUE or FALSE?

A portion and a serving are the same.



QUIZ

TRUE or FALSE?

People with diabetes should
avoid all foods with sugar.



QUIZ

TRUE or FALSE?

Our bodies can make cholesterol.



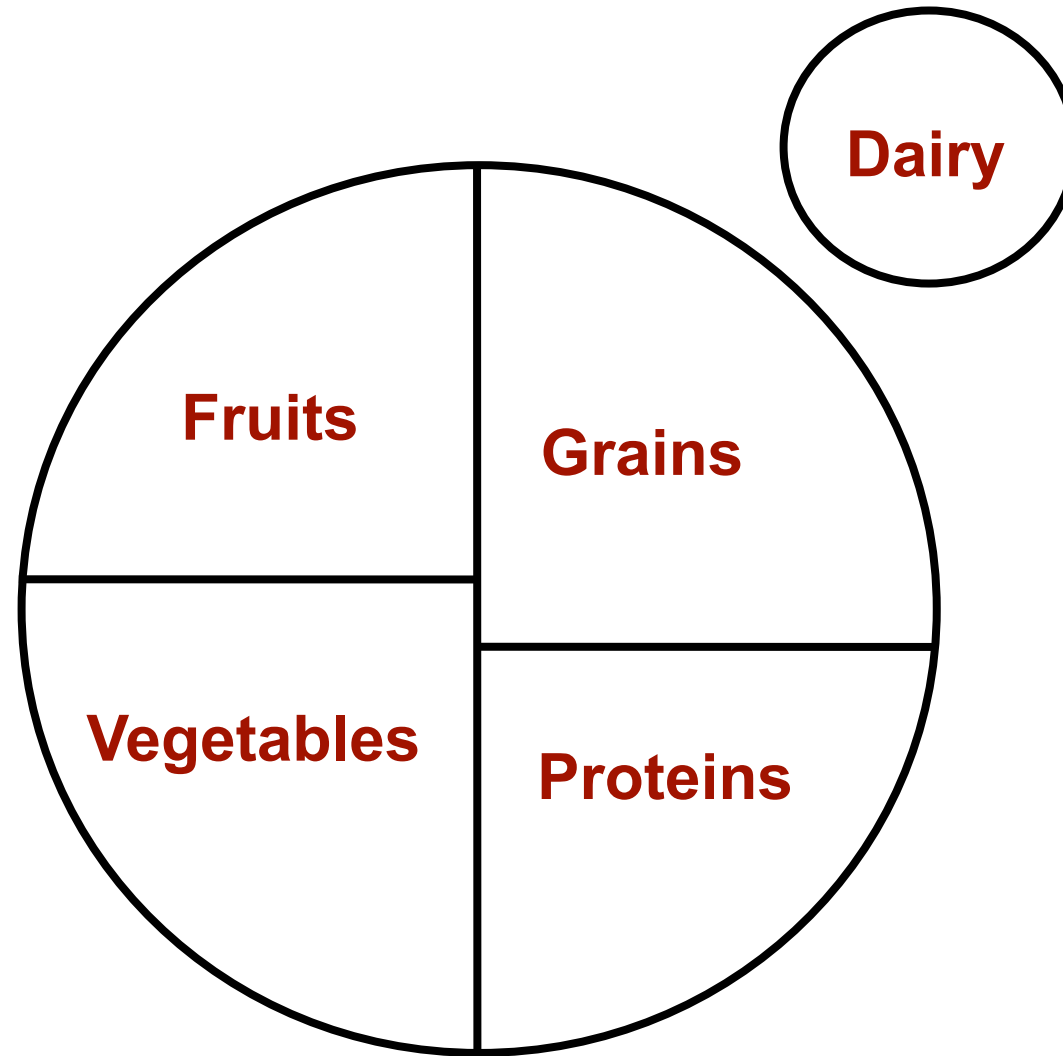
QUIZ

TRUE or FALSE?

An easy way to remember how to eat healthfully is to use the plate method.



The Plate Method



QUIZ

TRUE or FALSE?

The best way to lose weight or to eat more healthfully is to know what you are eating and to start by making small, gradual changes.



Chronic Disease Self Management Program (CDSMP)

- Evidence-based, small group style, educational vehicle that imparts strategies and improves outcomes for people dealing with any chronic condition, as well as those giving care for someone with a chronic condition.
- We started this at Methodist in March of 2024. We have registered over 1000 community members in over 60 different cohorts. We will continue to enroll new cohorts every 7 weeks until at least the summer of 2026. We have 5 certified Master Trainers who can train others to be facilitators.
- We are engaging hospital, clinic, and program leaders system wide. We are engaging community partners of all kinds, and we are particularly hoping to build relationships with providers.
- Cohorts are taking place at libraries, community centers, churches, wellness centers, and hospitals. We also offer virtual sessions, and those are going very well so far. We have two fully bilingual instructors, both of whom are also Master Trainers, so we have groups in English and in Spanish.

Why CDSMP? Extend & Empower



Based on the CHNA and on the documented health needs of our community

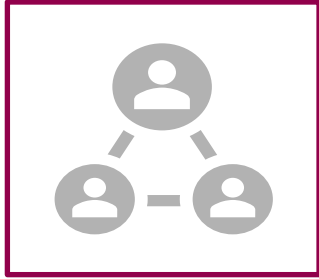


Directly aligns with the MLH Mission and Strategic Plan, including the goals of Healthier 901



Extends care and planning beyond the walls and surrounds with holistic resources, partners, and peers

The MLH Approach



Co-facilitated by trained educators, including lay community members



Peer support and feedback



Healthy snacks



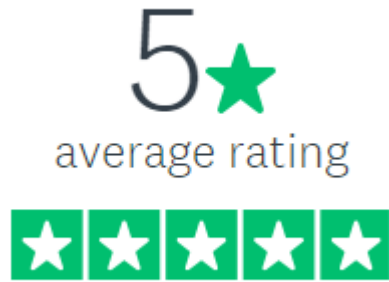
SDOH screenings and referrals



Living Well Network referrals

- **And graduation incentives too!**

Program Feedback



93% of our participants rated the CDSMP workshops with a 5 out of 5 stars and considered the content 'Very Helpful'.

Our graduation rate of participating community members is: 84%

Feedback on our instructors is a near unanimous 3 out 3 rating.

Pre and Post Surveys

On a scale of 1-10, how would you rate your management of your overall health?

Pre Survey: 5 Post Survey: 7

On a scale of 1-10, how would you rate your management of stress?

Pre Survey: 5 Post Survey: 7

On a scale of 1-10, how would you rate your management of pain?

Pre Survey: 5 Post Survey: 7

On a scale of 1-10, how would you rate your management of your diet?

Pre Survey: 4 Post Survey: 6

On a scale of 1-10, how would you rate your level of physical activity?

Pre Survey: 5 Post Survey: 7

On a scale of 1 - 10, rate the quality of sleep you get each night.

Pre Survey: 5 Post Survey: 7

On a scale of 1 - 10, how confident do you feel when communicating with your healthcare provider?

Pre Survey: 7 Post Survey: 8

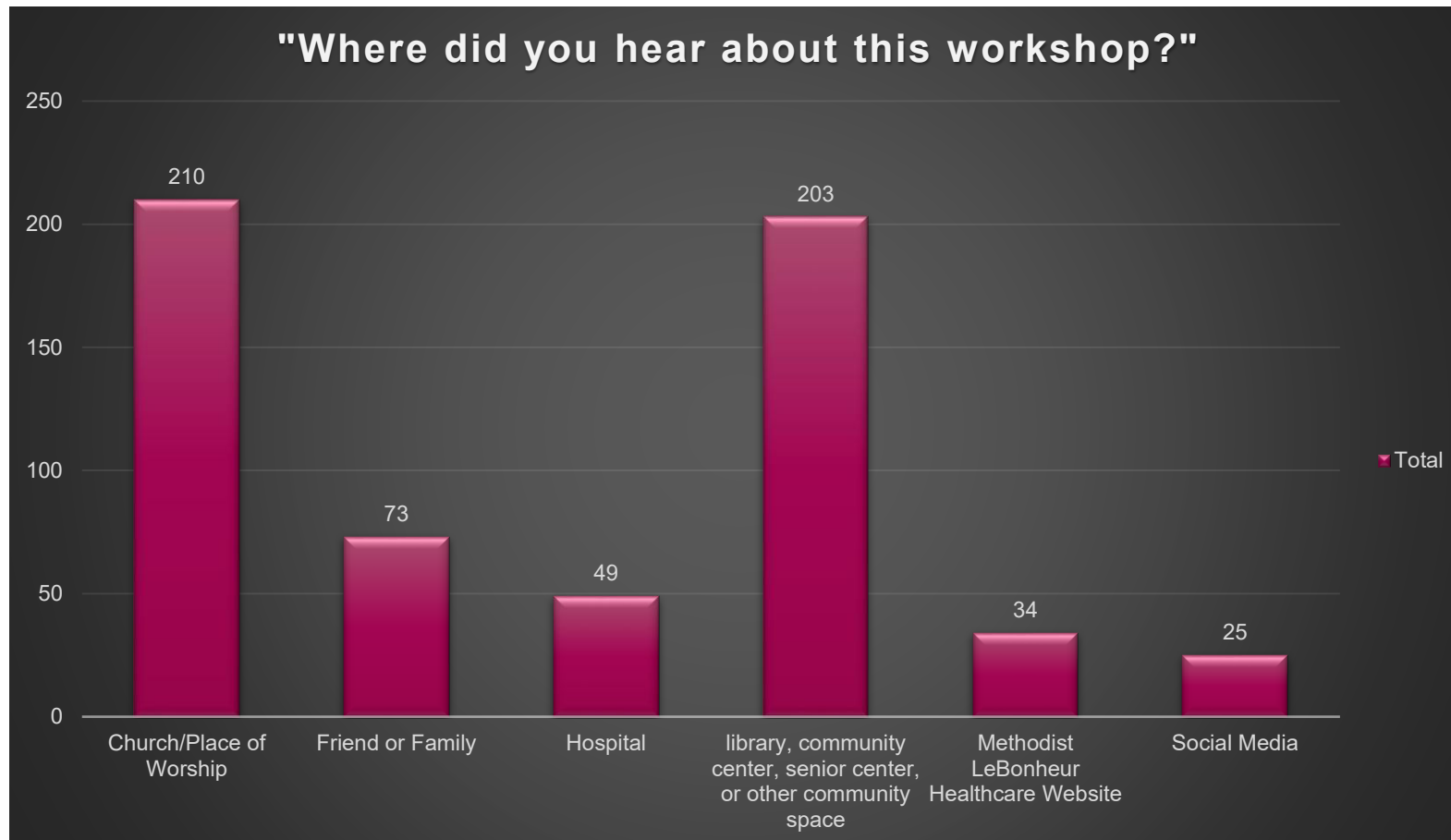
On a scale of 1-10, how would you rate your knowledge of community resources that can help manage your health?

Pre Survey: 4 Post Survey: 7

In responses to a post class survey, compared with responses taken before the class began, class participants reported improvements in their management of health, stress, diet, physical activity, healthcare communication, pain, sleep, and knowledge of community resources after only 6 weeks of learning and practice.

Reaching the Public

People are hearing about us... everywhere!



Not only are the classes connecting with our trusted partners in the Congregational Health Network, we are also reaching the larger public. The most effective reach to broader audiences has been through touchpoint interactions in our hospitals and community locations.

Join our Chronic Disease Self Management Program (CDSMP)!

Workshops meet once a week/6 weeks

- For TN Residents
- Adults 18 years or older
- In-Person and Virtual Meetings
- Free Healthy snacks provided

Scan the QR Code to register—follow these steps to scan the code:

1. Open your smartphone camera.
2. Align your camera with the QR code.
3. Click the QR Code.
4. Wait for the camera to recognize the code.
5. Tap on the notification to access the sign-up link.
6. Complete the registration process.

Get started by scanning the QR Code now!



(901)482-9356



To learn more visit:

www.methodisthealth.org/chronicdisease

***Classes available in
English & Spanish!***

"This project is funded under a Grant Contract with the State of Tennessee."

Announcements & Reminders

- **HCTN No-Cost Pilots**
 - Omada Hypertension & Diabetes Prevention/Management pilots
 - **Effective Primary Care Initiative**
 - No-cost, high-level evaluation of the effectiveness of current primary care benefits using data you already have
 - **Women's Health Survey**
 - Claim your gift card before October 29,2025
-

Upcoming Events

- **2025 Pharma U Webinar - Session 2**
 - October 15, 2025
(HCTN Members Only)
- **Women's Health Webinar**
 - November 19, 2025
- **HCTN 2025 Employer Conference Series Knoxville Regional Conference**
 - December 10, 2025
- **Diabetes Webinar**
 - December 18, 2025

THANK YOU