



# Hypertension management, modernized

A clinically powerful program including connected devices, personalized education and expert coaching to improve blood pressure and medication adherence for Blue Cross and Blue Shield of Texas members and dependents.



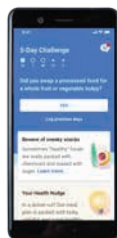
## Key elements of the Livongo offering

Our data-driven approach provides members with personalized, actionable and timely support to drive lasting outcomes.



### **EFFORTLESS DATA COLLECTION**

- Connected blood pressure monitor to empower self-monitoring
- Food and activity tracking to understand lifestyle habits



### **PERSONALIZED HEALTH SIGNALS**

- “Drive to 5” campaign establishes baseline blood pressure and forms monitoring habit
- HealthNudges™ deliver calls to action when members are most receptive (coming soon)
- Health challenges drive small changes for big wins



### **HUMAN-CENTERED APPROACH**

- 1:1 human and digital expert coaching support
- Medication support addresses members' barriers to adherence



## Proven impact

### INDUSTRY-LEADING SATISFACTION<sup>1</sup>

+76

NET PROMOTER SCORE

### MEASURABLE CLINICAL OUTCOMES<sup>1</sup>

▼ 9mmHg

FOR MEMBERS WITH STARTING  
BLOOD PRESSURE >130/80

▼ 12mmHg

FOR MEMBERS WITH STARTING  
BLOOD PRESSURE >140/90

### PROJECTED COST SAVINGS<sup>2</sup>

\$58

PER PARTICIPANT, PER  
MONTH (PPPM) COST SAVINGS

1.5x

ANNUAL EXPECTED ROI

## Enterprise support



Dedicated  
implementation  
and success teams



Member  
communications  
and support



Reporting on  
engagement  
outcomes



Care coordination  
and integration

### Curriculum from the American Heart Association

<sup>1</sup>Livongo hypertension book of business as of November 2018.

<sup>2</sup>Based on Livongo hypertension ROI model; white paper available upon request.

**LEARN MORE:** [Engage@Livongo.com](mailto:Engage@Livongo.com)

Livongo is part of Teladoc Health. Teladoc Health is transforming the healthcare experience and empowering people everywhere to live healthier lives. Recognized as the world leader in whole-person virtual care, Teladoc Health leverages more than a decade of expertise and data-driven insights to meet the growing virtual care needs of consumers and healthcare professionals.

