

# Hello Heart Frequently Asked Questions

## What is Hello Heart?

The Hello Heart program focuses exclusively on cardiovascular health aiming to prevent or decrease the development or advancement of heart disease and other cardiovascular conditions.

The program includes a mobile app and a Bluetooth-enabled digital blood pressure monitor that allows participants to focus on whole heart health. Hello Heart's health technology uses AI, behavioral science, and personalized digital coaching to drive lifestyle changes through the program's mobile app. Through this technology, participants can:

- understand and manage their blood pressure
- get help with cholesterol and blood pressure medication adherence
- detect irregular heartbeat and bring awareness to serious heart issues

## Who is eligible for the program?

HealthSelect of Texas<sup>®</sup> medical plan participants who are 18 and older and living in the U. S., including those enrolled in Consumer Directed HealthSelect<sup>SM</sup> or Medicare, are eligible to enroll.

Participants are also asked to self-attest to having one or more of the following clinical conditions during the initial self-evaluation:

- blood pressure readings of 130/80 mmHg or higher
- currently taking medication for treatment of cardiovascular disease, including but not limited to blood pressure and/or cholesterol medication
- increased risk for cardiovascular disease (CVD) such as family history
- a woman aged 52 or older who is going through or has gone through menopause

If participants do not have at least one of the above-mentioned clinical conditions, they are not eligible to participate and are unable to register for the program at that time.

## Is there a cost for participants?

No, there is no additional cost to eligible participants.

## How do participants enroll in the program?

Enrollment information will be available on Sept. 1, 2024 when the program launches. Participants can visit the [HealthSelect website](#) for updates.

## How long is the program?

Hello Heart is available to eligible participants on an ongoing basis, recognizing that managing heart health is an important component of overall risk reduction. Keeping participants in the program on an ongoing basis helps with accountability, medication

adherence and awareness of serious heart issues and the advancement of cardiovascular disease.

### **Could a HealthSelect<sup>SM</sup> participant receive a phone call from a BCBSTX Care Management clinician about their Hello Heart program engagement?**

BCBSTX clinicians will receive information about participant enrollment. They will also be notified when a participant has a critically high reading with or without symptoms and when a participant has at least two months of non-utilization of the app. A BCBSTX clinician might call a participant to offer support in those instances.

### **What languages are available in the mobile app?**

English and Spanish are available in the mobile app.

### **What are the mobile device requirements to ensure a smooth participant experience?**

To access and use the Hello Heart application, participants are required to have access to the latest iPhone iOS or Android operating system versions (not including tablets). Similar to other mobile applications, updates occur every 3 to 4 weeks and must be approved by the user.