



## CHRONIC CARE

# Hypertension Management Solution

**Track progress and deliver personalized interventions for hypertension as well as dyslipidemia, weight management and mental health.**

Blue Cross Blue Shield of Michigan is partnering with Livongo to bring you a data-driven approach that provides your employees with personalized, actionable and timely support to drive lasting outcomes and combat the risk of hypertension complications. The Livongo cellular-connected blood pressure monitor enables self-monitoring, with food and activity tracking as well as coaching to help your employees understand the impact of their lifestyle habits. Personalized health signals drive ongoing engagement experience, including a "Drive to 5" campaign that establishes baseline blood pressure and forms monitoring habits.

Data shows:

- 65% of people living with hypertension also deal with weight challenges
- 33% experience dyslipidemia
- 22% struggle with mental health conditions\*

This is why Livongo's approach offers support for those conditions as well. It makes it easy for your employees to manage multiple conditions through a single registration and an integrated experience.

### Simplified monitoring

A connected blood pressure monitor captures your employee's readings in the cloud automatically, with digital reports that can be easily shared with care providers or loved ones.

### Expert support

Digital and one-on-one human support by chronic care professionals reinforce healthy behavior, with medication support focused on individuals with adherence barriers.

### Evidence-based program

Incorporating American Heart Association curriculum, Livongo's program and coaching help people understand their condition and make fast, iterative adjustments for continuous motivation and engagement.

## How this solution works



### Registration

Registered employees are equipped with appropriate devices, interventions, programming and coaching support based on their needs.

### Monitoring

The employee can view trends, activity and other biometric data within the app across one or multiple conditions.

### Consistency

They establish a baseline and are encouraged to build healthier habits.

### Coaching

Coaches help coordinate care and promote diet, activity, medication and lifestyle management.

### Medication

Support adherence through home delivery of pre-packaged medication doses.

\*Data on file for hypertension and behavioral health prevalence (DS-4266). Note: behavioral health prevalence is based on medical claims. The 2017 National Survey on Drug Use and Health found that the prevalence of behavioral health conditions was 25% for clinical conditions and an additional 35% for sub-clinical conditions. Overweight and dyslipidemia prevalence from Kaiser Family Foundation 2018 and 2017 State Health Facts, respectively.