



Hypertension Management program

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

Blue Cross Blue Shield of Michigan and Blue Care Network work with Teladoc Health[®] to bring you a data-driven approach that provides your members with personalized, actionable and timely support to drive lasting outcomes and combat the risk of hypertension complications. A cellular-connected blood pressure monitor enables self-monitoring, with food and activity tracking as well as coaching to help your members 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 challenges¹
- More than 60% of people with hypertension also have dyslipidemia².
- 20% to 30% of people with hypertension are affected by depression³.

This approach used by Teladoc Health[®] offers support for those conditions as well. It makes it easy for your members to manage multiple conditions through a single registration and an integrated experience.

Simplified monitoring

A connected blood pressure monitor captures your member’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, the hypertension management program and coaching help people understand their condition and make fast, iterative adjustments for continuous motivation and engagement.

How this solution works



Monitoring

The member 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.

¹Overweight and dyslipidemia prevalence from Kaiser Family Foundation 2018 and 2017 State Health Facts, respectively.

²<https://www.webmd.com/cholesterol-management/high-cholesterol-and-high-blood-pressure>

³<https://www.webmd.com/depression/conditions-related-depression>

Teladoc Health[®] is an independent company that provides condition management solutions for Blue Cross Blue Shield of Michigan and Blue Care Network.

The program is offered at no cost to members and covered dependents with diabetes and coverage offered through Blue Cross Blue Shield of Michigan health plan.

Blue Cross Blue Shield of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.