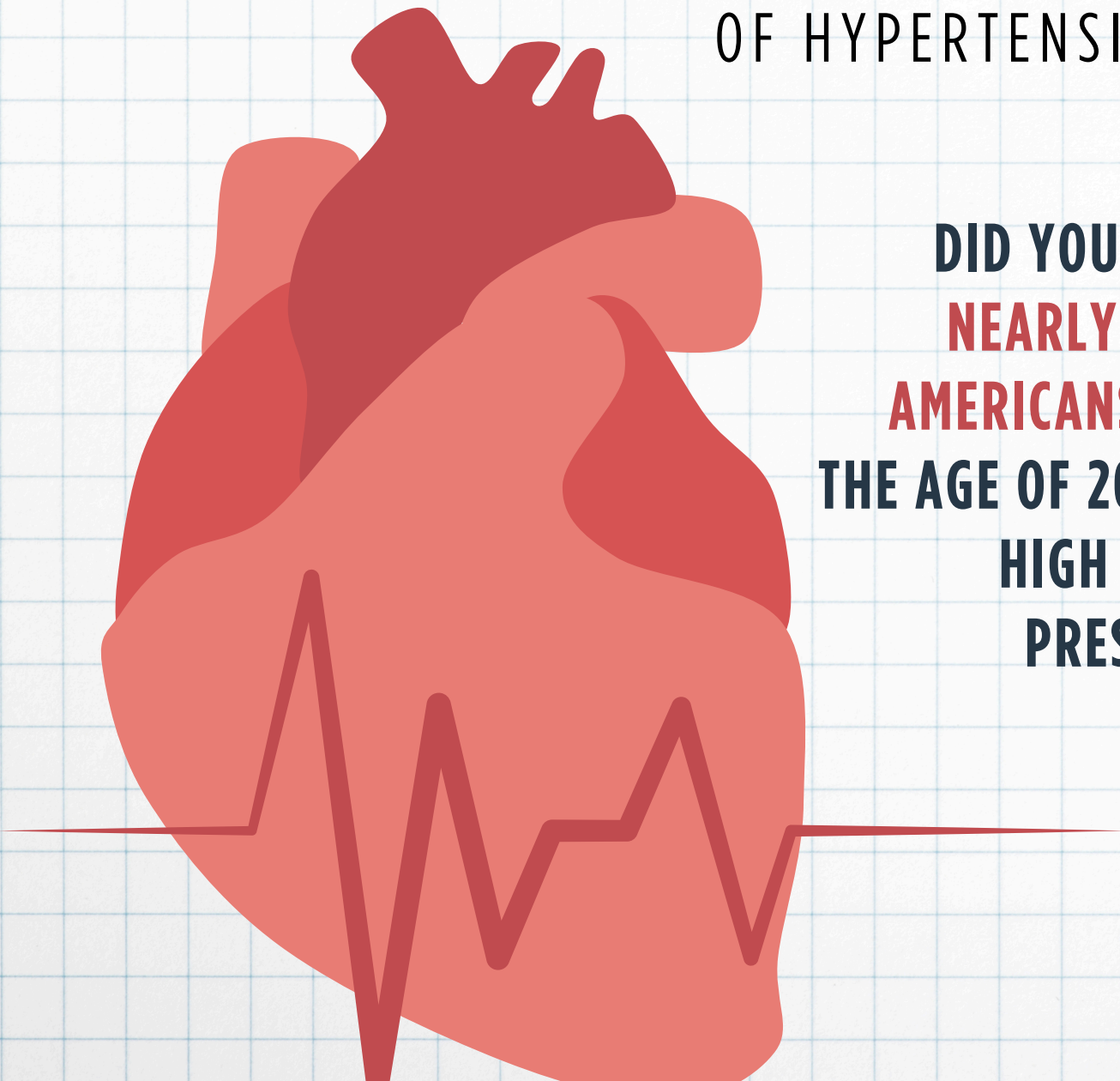


BEATING THE ODDS

OF HYPERTENSION

**DID YOU KNOW
NEARLY 1/2 OF
AMERICANS OVER
THE AGE OF 20 HAVE
HIGH BLOOD
PRESSURE?**



BEATING THE ODDS OF HYPERTENSION

Often referred to as the “**silent killer**,” hypertension affects nearly half of American adults, according to the American Heart Association.

Why is it referred to as a “silent killer”? Because symptoms, like headaches and shortness of breath, are subtle and often don’t occur until the condition has reached a life-threatening stage. Having hypertension means that the force of blood moving through your body is consistently too high, putting pressure on your heart and causing damage, hardening, narrowing or bulging in your arteries. Left untreated, the effects of hypertension can lead to catastrophic health events like heart and kidney failure, heart attack, aneurysm or stroke.

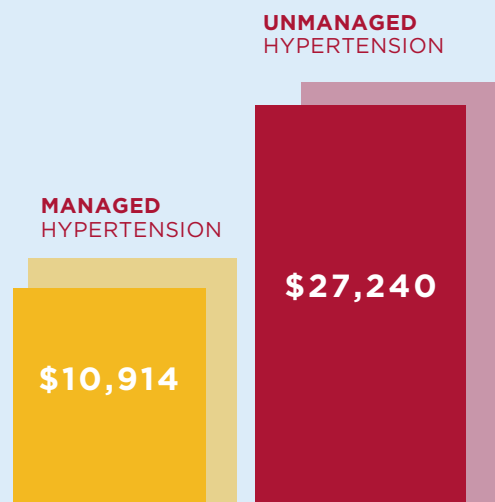
Because of these subtle symptoms, hypertension often goes unnoticed until it reaches a dangerous level. **Our data scientists completed a 3-year cohort study (10,000+ hypertensive members from 2021-2023) to understand how compliance with care protocols, like engaging with a Primary Care Physician and taking medication, impacts overall costs.**

THE COST IMPACT OF HYPERTENSION ON YOUR HEALTH PLAN

Hypertension that escalates to a more severe cardiovascular condition (e.g. Coronary Artery Disease, Congestive Heart Failure, etc.) costs health plans **250% more**, an additional \$16,326 annually per member per year (PMPY).

Managed hypertension is controlled through medication, lifestyle adjustments and regular monitoring by healthcare professionals.

Unmanaged hypertension is when the condition is not effectively controlled through treatment or lifestyle changes, leading to an increased risk of cardiovascular complications such as stroke and kidney problems.



THE BENEFITS BEAT



Want to learn more?
Check out our podcast!
Subscribe wherever
you listen to podcasts.



Heart of the Matter



DID YOU KNOW?

The average annual cost of managing hypertension is **ONLY \$482** including doctor visits, lab work and medications.



1 According to American Heart Association

2 According to Databyte: Hypertension Awareness

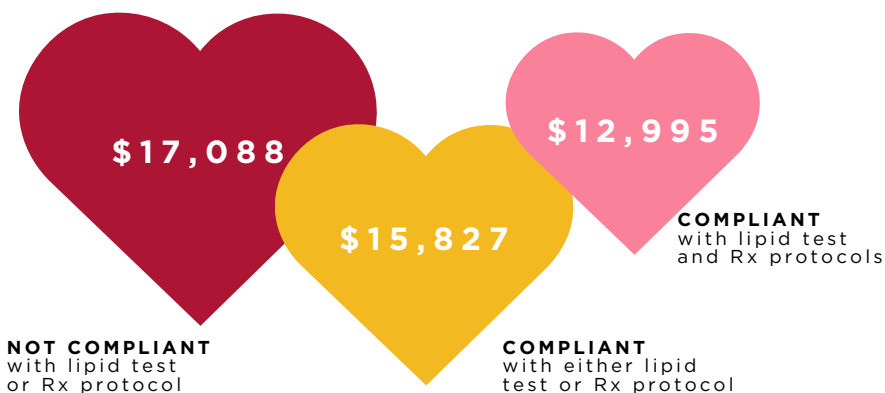
3 According to Databyte: Domino Effect of Primary Care

4 This interview represents the experience of one individual and should not be construed as a recommendation for care or medical advice.

VALUE OF COMPLYING WITH CARE PROTOCOLS

HYPERTENSIVE TOTAL POPULATION

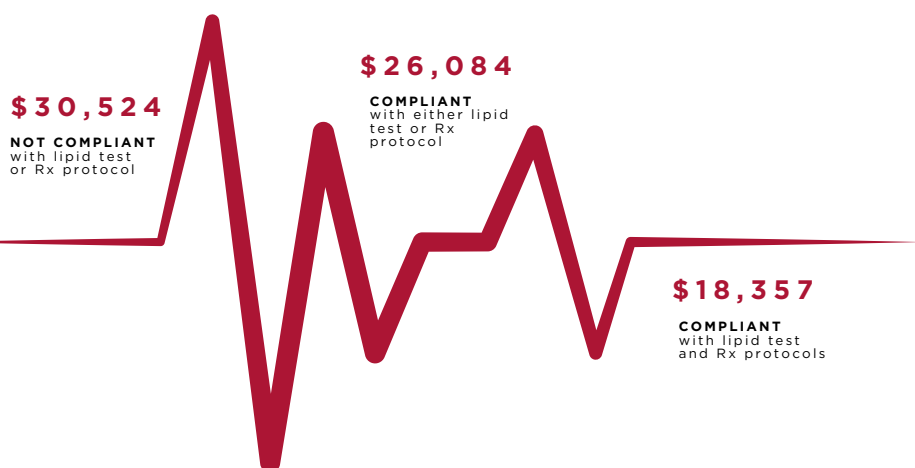
Our data quantifies the value of **"knowing your numbers"** and taking medications regularly. Members diagnosed with hypertension that have an annual primary care visit with a lipid profile test and fill their maintenance Rx at least four times per year cost \$4,093 less per member per year (31.5% cost differential).



VALUE OF COMPLYING WITH CARE PROTOCOLS

HYPERTENSIVE+ TOTAL POPULATION

Compliance activities become even more important when Hypertension escalates into a more severe cardiovascular condition (e.g. Coronary Artery Disease, Congestive Heart Failure, etc). Members in this Hypertensive+ population that do not comply with care protocols cost \$12,167 more than the members in the Hypertensive+ population that do comply (66.3% cost differential).



A JOURNEY FROM HEART HEALTH TO RECOVERY



The impact of these financial findings become palpable when considering the real-life scenario recently faced by one of our Cincinnati-based HUB employees who underwent life-saving heart surgery following a diagnostic test that indicated a blockage in his LAD artery (commonly referred to as the "widow maker" artery).

Q: What prompted your motivation to understand your heart health?

My annual physicals have been good for years, but a recent friend's journey inspired me to request a coronary calcium scan which can detect calcium buildup in your arteries that can lead to heart attacks and strokes.

Q: What did the test show?

Shockingly, it revealed a build-up around a main artery leading to my heart resulting in a stent procedure. During that procedure, a 100% blockage was discovered. The only reason I am here today is because my body created natural bypasses around the blockage. The blockage was too severe to stent so I had open heart surgery several months ago and have made a full recovery.

Q: Did you have any symptoms leading up to this procedure?

I was expecting a clean bill of health when I had the calcium scan. Looking back, I can say that I tired more easily and had increased shortness of breath when I helped my son move into a new home. But I just assumed it was because I was getting older!

Q: What advice do you have for others?

Advocate for your health with your doctor. I asked to have the calcium scan. I was also shocked to learn that this wasn't a preventive test and sometimes not even covered by health plans, despite recommendations from the American Heart Association. That is a decision made by the US Preventive Services Task Force. For me, the cost (less than \$400) was worth the peace of mind no matter if or how it was covered.

HUB is laser focused on data-based recommendations that provoke action and result in measurable outcomes for our clients and their employees.

Call **800.544.8306** to schedule a deep dive into your data with our analytics team.



JUMP START

HYPERTENSION AWARENESS
WITH YOUR EMPLOYEES:



INCENTIVIZE ONSITE BIOMETRICS

Our data shows that achieving 80% engagement in biometrics can reduce healthcare trends.



OFFER NO-COST MEDICATIONS

Our data shows that offering free maintenance medications increases prescription adherence by 10% and results in a 2% reduction in medical costs.



OFFER LOW OR NO-COST ACCESS

Our data shows that members who engage with a PCP cost health plans 11% less and are 2x more likely to comply with age and gender-appropriate screenings.



EVALUATE SINGLE-POINT SOLUTIONS

These programs can be offered as part of the health plan or on a stand-alone basis.

Our multi-disciplinary Outcomes Team is dedicated to identifying proven strategies that produce positive outcomes no matter the client size, plan design or funding. The results of this team's research are published in the HUB Databyte Series.

Launched in 2017, our first Databyte highlighted the improved patient and financial outcomes when breast cancer is detected early. Databytes following our inaugural edition quantified the value of other actions ranging from managing hypertension, to adhering to a medication regimen, to visiting the PCP on an annual basis.

TO READ ALL DATABYTES, VISIT:
DATADRIVINGSOLUTIONS.COM

