

# Virtual care solutions for cardiovascular disease

Personalized support and omnichannel engagement strategies to address individual health needs

Heart disease is the leading cause of death for men and women in the U.S. However, research shows that lifestyle and behavior change, as well as medication adherence, can reduce the risk of heart disease and stroke.

## Understanding the cost of cardiovascular disease

Nearly 700,000 people died from heart disease in 2020—

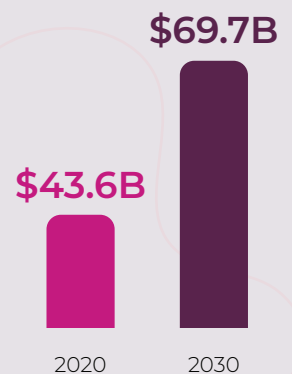
**1** in every **5** deaths in the U.S.



The mean medical spend for hypertension per member

**\$9,089**

Annual total cost of care for heart failure in the U.S. (direct & indirect costs)



Costs for people with a hypertension diagnosis compared to those without cardiovascular disease



**2x** total medical  
**2.5x** inpatient  
**1.5x** ER visits

## A better approach to heart health

At Cecelia Health, we provide personalized clinical education, support, and guidance to people diagnosed with cardiovascular disease, including hypertension, hyperlipidemia, and obesity.

With more than a decade of experience in virtual disease management, our proactive, human-led approach and multi-faceted engagement strategies are proven to empower people to make lasting behavior change and achieve better outcomes.

**The Cecelia Health experience ▶**

Our cardiovascular program is designed to foster trusting relationships that give people the confidence to self-manage their condition.

## Key program components



Clinical support & education



Medication adherence



Remote patient monitoring



Specialty telemedicine



Data & analytics

## How it works



**Segment & prioritize** populations



**Proactive outreach** from a dedicated cardiac specialized registered nurse



**Assess** health, wellness & SDOH



**Personalize** interventions with relevant topics & SMART goal setting



**Empower** with live support & dynamic content for self-management



**Measure** clinical & engagement outcomes

## Program goals & outcomes

- ▶ Better understanding of disease state & therapy
- ▶ Improved medication adherence
- ▶ Reduce overall risk factors
- ▶ Maintenance of blood pressure within normal range
- ▶ Management of hyperlipidemia with control of total cholesterol/LDL & maintenance of goal ranges
- ▶ Close gaps in care
- ▶ Fewer unhealthy days per month (mental & physical; school absences for younger populations)
- ▶ Improved quality of life

## The Cecelia Health advantage



Enrollment rate

**45%**



Live interactions

**1.2M+**



Increase in Rx adherence

**25%+**

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