

# Hypertension engagement and clinical outcomes

## Hypertension risks<sup>1</sup>

- Increased risk for heart disease and stroke
- Only about 1 in 4 adults with hypertension have their condition under control
- Nearly half a million deaths in the United States included hypertension as a primary or contributing cause

## Clinical improvement<sup>2</sup>

- An average **17 mmHg systolic blood pressure reduction** for 65-74-year-old members that started in Stage 2 Hypertension (>140/90)
- **2 out of 3 members** ages 65-74 with Stage 2 SBP experienced a **reduction of greater than or equal to 10mmHg**. 58% of members under 65 with Stage 2 SBP experienced the same



## Summary

Our Hypertension Program has proven clinical results for participants—particularly those 65 years and older—to better manage and regulate their blood pressure.

In a recent Teladoc Health study, it was observed that **54% of participants with an uncontrolled baseline moved to controlled level in one year.**<sup>2</sup>

## Challenge

Nearly half of adults in the United States have hypertension or are taking medication for hypertension.<sup>1</sup> At the same time, perceptions linger that older adults will not use digital solutions to improve their health.

What's needed are solutions that will engage individuals of all ages to better manage their blood pressure and help to reduce the overall cost of their care.

## Methodology

This study was designed to evaluate blood pressure reduction of members at 12 months, as well as program utilization for participants in the Hypertension Program. Those included in the study were:

- Members who had enrolled and activated their device in the Hypertension Program from January 1, 2018 through March 31, 2020.
- Active at least once per month for 6 calendar months during the evaluation period (defined as the 12 months after first device activation per member).



The Hypertension Program is easy to use and well-suited to a wide range of lifestyles and ages. Our devices are able to transmit data over cellular networks, meaning members do not need access to the internet or Bluetooth devices to use the program.

Real-time, context-relevant digital coaching tailored for age and ability is provided in response to blood pressure checks to educate and promote continued engagement.

## Proven impact

A 5mmHg reduction in blood pressure reduces risk of cardiovascular events by 10%.<sup>3</sup> Over a 12-month period, the study observed meaningful reductions in blood pressure when members were actively using the Hypertension Program. It also demonstrated active engagement with program technology, particularly among members 65 years and older.

### Engagement with program technology<sup>2</sup>

- On average, members 65 years and older had 30 more days of program website or mobile app use over a 1-year period than members under 65
- On average, members 65 years and older had 70% of active days utilizing the program's website or mobile app

## Clinical improvement

### (For members with Stage 2 Hypertension (>140/90)<sup>2</sup>

- An average 17 mmHg systolic blood pressure reduction for 65-74-year-old members
- 2 out of 3 members ages 65-74 experienced a reduction of  $\geq 10$ mmHg
- 58% of members under 65 experienced a reduction of  $\geq 10$ mmHg

## Program value for members 65+<sup>2</sup>

- Stage 1 **SBP reductions were 2x** compared to members under 65
- On average, **32 more days** of monitor use over a 1-year period than members under 65

<sup>1</sup>[Centers for Disease Control and Prevention](#)

<sup>2</sup>Teladoc Health, Comparing Blood Pressure Reduction for Members Stratified by Age and Engagement Pattern (Data on file DS-6908)

<sup>3</sup>[Lancet](#)

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