



Healthier Every Day, Stronger for Life.

FOR SELF-INSURED EMPLOYERS

High blood pressure doesn't clock out.

A HYPERTENSION SUPPORT PROGRAM FOR EMPLOYERS

It can show up in your claims, your absenteeism and your workforce.



YOUR EMPLOYEE



THEIR PHYSICIAN

1 in 2

U.S. adults have high blood pressure (CDC).

\$2,926

higher annual medical spending associated with hypertension among privately insured adults.

3 in 4

adults with high blood pressure do not have it under control (CDC).

YOUR EMPLOYEES SEE A DOCTOR A FEW TIMES A YEAR. LIVING WITH HIGH BLOOD PRESSURE HAPPENS EVERY DAY.

What happens between visits shapes health, work and cost, and much of it stays out of view.

SO, WHAT IS NR HEART?

NR Heart is a continuous hypertension support system designed around what happens between healthcare visits.

It connects learning, daily action, home blood pressure tracking, personalized human support and Translate™ into one integrated system that helps employees stay engaged with the care plan their physician sets.



Illustrative patient experience

THEIR PHYSICIAN SETS THE CLINICAL PLAN. NR HEART SUPPORTS WHAT HAPPENS IN BETWEEN.



BOOK AN INTRO CALL.

Scan to save my contact, then let's find a time. Or email me.

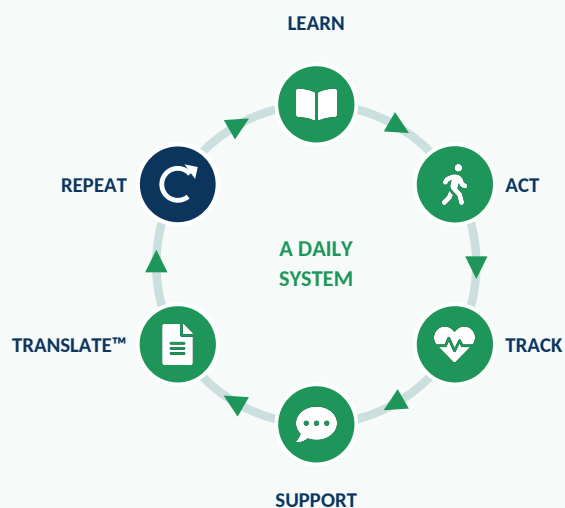
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Sources: CDC (nearly half of U.S. adults; about 1 in 4 with hypertension under control at <130/80); Kumar et al., Hypertension (2024), privately insured adults aged 18 to 64, 2021 dollars, an association. Statistics are not NR Heart results. NR Heart™ is a trademark of Nutrition Revolution, Inc. (DBA NR Heart). It provides education, coaching and information and does not diagnose or treat medical conditions. Diagnosis and treatment remain with each person's physician.

Knowing what to do isn't the same as doing it.

Most people with high blood pressure already know healthier choices matter. The challenge is tomorrow morning, and the morning after that.



- 1 **Information** creates understanding.
- 2 **Systems** make action easier.
- 3 **Repetition** helps turn action into habit.

Healthcare can help someone understand what to do. Daily life shapes whether it gets done.

NR Heart puts a system around what happens outside the clinic, helping employees follow the plan their physician sets, understand how daily choices affect their blood pressure, and stay engaged between appointments.

In 47 experiments, a medium-to-large change in intention produced only a small-to-medium change in behavior (Webb & Sheeran, 2006). Behavior is shaped by the systems around us.

BENEFITS TO THE EMPLOYEE

- ✓ Understand what affects their blood pressure
- ✓ Daily support between doctor visits
- ✓ Human accountability, not just information
- ✓ Easier home blood pressure tracking
- ✓ Keep their own physician

BENEFITS TO YOUR ORGANIZATION

- ✓ A focused hypertension benefit designed for everyday life
- ✓ Support for ongoing employee engagement
- ✓ One connected program, not separate lessons, tracking and coaching
- ✓ Measures that can be structured around agreed aggregate participation and engagement
- ✓ Economics modeled with your own numbers (My ROI™)

A BENEFIT ISN'T VALUABLE BECAUSE IT'S OFFERED. ITS VALUE IS EXPERIENCED WHEN EMPLOYEES USE IT.



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FOR SELF-INSURED EMPLOYERS

What NR Heart can mean for your organization.

Support employees between visits. Understand participation. Keep clinical care with their physician.

WHAT DOES NR HEART BRING TO MY ORGANIZATION?



EMPLOYEE SUPPORT BEYOND THE APPOINTMENT

Support employees living with hypertension.

Learning, home blood pressure tracking, coaching and accountability help employees stay engaged with the plan their physician sets.



ACCESSIBLE PARTICIPATION

Easier participation for different employees.

Designed to work across technology preferences: a cellular blood pressure option designed to transmit readings without home Wi-Fi or smartphone pairing, and a phone-supported pathway.



FOCUSED ENGAGEMENT

One connected hypertension program.

Learning, daily action, home blood pressure tracking and human support come together in one program, not disconnected pieces.



POTENTIAL ECONOMIC VALUE

Understand the implications with your own numbers.

My ROI™ uses your workforce and benefit structure to explore potential scenarios. Modeled estimates only; not guaranteed.

THEIR PHYSICIAN STAYS IN CHARGE. WE EXTEND SUPPORT BETWEEN VISITS.



THEIR PHYSICIAN SETS THE CLINICAL PLAN



NR HEART SUPPORTS THE EMPLOYEE

Learning • Daily action • Home BP • Human support



TRANSLATE™ ORGANIZES WHAT HAPPENED



THEIR PHYSICIAN SEES THE PICTURE. YOU SEE AGREED AGGREGATE MEASURES.

THE EVIDENCE BEHIND THE VALUE

COST PRESSURE

Employer health premiums rose 5% for single and 6% for family coverage in 2025, and 67% of covered workers are in self-funded plans.†

PRODUCTIVITY

A literature review put hypertension-associated U.S. absenteeism costs above \$11 billion a year. Estimates vary widely by study design and population.‡

ENGAGEMENT

In a 2023 PwC survey, 22% of employers named employee engagement their main benefits challenge, and 20% called managing multiple vendors a headache.§

†KFF Employer Health Benefits Survey 2025. ‡MacLeod et al., Population Health Management (2022), a review of 27 studies; estimates vary with study design and controls. §PwC Employer Benefits Perspective Survey 2023 (150+ benefits decision makers). None of this is an NR Heart result.

MY ROI™ | UNDERSTAND THE ECONOMICS FOR YOUR ORGANIZATION

Your workforce

+

Hypertension assumptions

+

Plan design

+

Expected participation

+

Program investment

Estimated eligible population

Potential economic scenarios

Break-even view

Measures to track

Your organization. Your numbers. Your definition of value.

Modeled scenarios, not predictions or guaranteed financial outcomes. Results depend on your workforce, plan design, participation and other factors.



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FOR SELF-INSURED EMPLOYERS

How NR Heart fits your organization.

Their physician sets the plan. NR Heart supports the employee. You review agreed aggregate measures.

HOW IT FITS INTO YOUR BENEFITS.



YOU OFFER

Introduce the benefit to eligible employees.



WE ONBOARD

Invite, educate and set up each employee.



WE SUPPORT

Learning, daily action, home BP tracking and human support.



WE TRANSLATE™

What happened becomes a clear picture.



YOU REVIEW

Agreed aggregate participation and engagement measures.

WHAT MAKES NR HEART DIFFERENT

	NR Heart	Traditional wellness programs	Digital heart-health apps	Remote clinical care programs
Built for hypertension	●	○	●	●
Human coaching and accountability	●	●	●	●
Care stays with the employee's own physician	●	●	●	●
Physician-ready picture (Translate™)	●	●	●	●
Doesn't depend on smartphone pairing or home Wi-Fi	●	●	●	●
Measures agreed with you up front	●	●	●	●

● Core to the model ● Varies by program ○ Limited or not typical

General comparison of delivery models from public information as of September 2026 (RAND workplace wellness studies; company websites). Individual programs differ. Not an assessment of any specific company.

The difference is not one feature. It is how the pieces work together.

Learn

Act

Track

Support

Translate™

Repeat

QUESTIONS EMPLOYERS ASK

Will I see my employees' health information?

No individual clinical information. Employer reporting can be structured around agreed aggregate participation and engagement measures, subject to the agreed implementation and applicable privacy requirements.

How is employee participation handled?

Participation is voluntary. Program structure, privacy requirements and any employer incentives should be reviewed with your benefits and legal advisers.

What will HR have to do?

Introduce the benefit and agree the measures. NR Heart handles enrollment and ongoing employee support, with employer reporting structured around the agreed measures.

How is it priced and measured?

Priced per enrolled employee, with the structure and measures agreed up front. My ROI™ models the economics with your numbers.



Employee data: built on HIPAA-compliant cloud infrastructure, with a business associate agreement in place for the care platform.



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