



Healthier Every Day, Stronger for Life.

FOR MEMBER ORGANIZATIONS



What if membership could help someone live healthier every day?

A NEW KIND OF MEMBER BENEFIT: BLOOD PRESSURE SUPPORT

High blood pressure doesn't stop when someone leaves the doctor's office. It follows them home. To work. Into every corner of daily life.

And in rural America, getting back to the doctor isn't always easy.

92%

of rural U.S. counties were designated primary care shortage areas in 2023.

75 of 77

of Oklahoma's counties contain a primary care shortage area.

\$11B+

estimated annual U.S. absenteeism cost associated with hypertension.

Sources: Commonwealth Fund (2025); Oklahoma State University Center for Rural Health via Oklahoma State Medical Association (2024); MacLeod et al., Population Health Management (2022). Absenteeism is a published literature estimate and varies by study.

WE CAN DO SOMETHING ABOUT THE SPACE IN BETWEEN.

We can't put a doctor in every community. We can help extend support beyond the clinic.

SO, WHAT IS NR HEART?

NR Heart is a hypertension support program for the people you serve. Members get short daily lessons, home blood pressure tracking, personal coaching and a clear summary for their own doctor. We deliver it. You introduce it.

HOW NR HEART WORKS.



LEARN

Short, practical lessons.



ACT

Small daily changes that fit real life.



TRACK

Home blood pressure, with a cellular option.



SUPPORT

A real person between visits.



TRANSLATE™

Clear insight for the member and their doctor.

YOUR RELATIONSHIP. OUR PROGRAM. THEIR DOCTOR.



LET'S TALK ABOUT WHAT MEMBERSHIP COULD DO.

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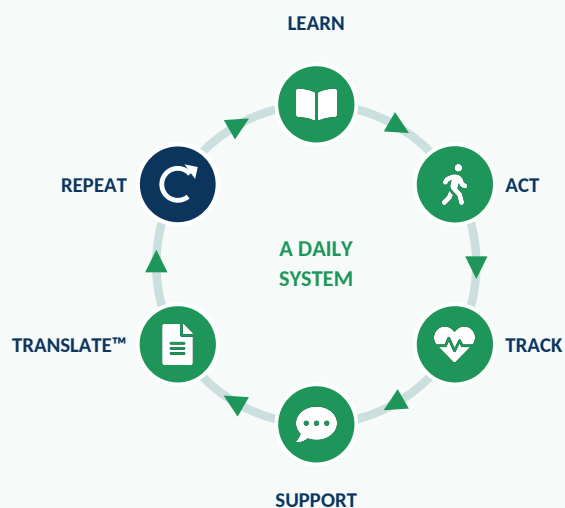


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Knowing what to do isn't the same as doing it.

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** turns action into behavior.

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

NR Heart puts a system around the 99% of life that happens outside the clinic. Members learn something, do something, measure it, get support and understand what happened. Then they repeat it.

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 MEMBER

- ✓ 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

- ✓ Offer a meaningful, differentiated member benefit
- ✓ Support ongoing member engagement
- ✓ Add value members can repeatedly experience
- ✓ Support rural communities without building healthcare infrastructure
- ✓ Reinforce your role as a trusted community partner

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



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Your relationship. Our program. Their doctor.

You introduce the benefit. NR Heart delivers the day-to-day support. Members stay with the physician they already know.

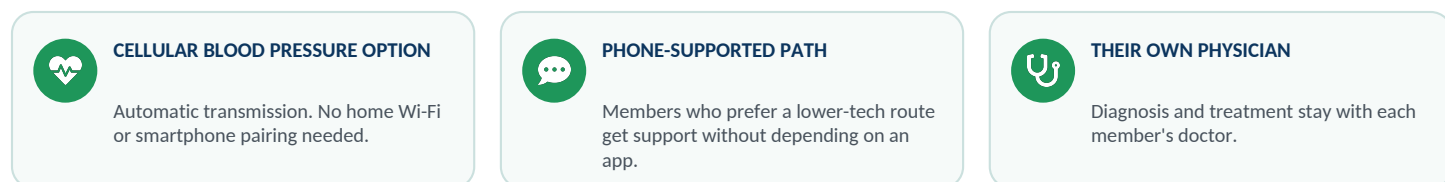


WHAT THIS CAN LOOK LIKE ACROSS 1,000 ADULTS

FOR YOUR MEMBERS (ILLUSTRATION)	per 1,000 adults*	FOR YOUR ORGANIZATION	association benchmarks**
480	adults living with high blood pressure (48% of U.S. adults).	75%	median first-year renewal, versus 84% for members overall.
\$1.4M	added annual medical spending associated with hypertension.	52%	of association executives name lack of engagement as the main reason members don't renew.
620	extra days absent from work a year associated with hypertension.	Used	is how value lasts. A benefit has to be experienced, not just offered.

*Illustration only. Assumes members resemble U.S. adults (CDC: 48% with hypertension). \$2,926 is the higher annual medical spending associated with hypertension among privately insured adults aged 18 to 64 (Kumar et al., Hypertension, 2024); 1.3 days is the estimated additional annual absenteeism per person (MacLeod et al., 2022). **Marketing General Inc., Membership Marketing Benchmarking Report: 2025 for renewal medians (75% first-year, 84% overall), 2022 for the 52% engagement finding (association executives' views). These are benchmarks, not NR Heart results. NR Heart does not promise membership retention or cost outcomes; measures are agreed with each organization.

BUILT FOR REAL-WORLD ACCESS



A NEW CATEGORY OF MEMBER VALUE: HEALTH SUPPORT THAT FITS INTO REAL LIFE.



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This isn't another member discount.

Many traditional member benefits save money or provide a one-time service. This one supports members every day.

A TRADITIONAL MEMBER BENEFIT



AN NR HEART MEMBER BENEFIT

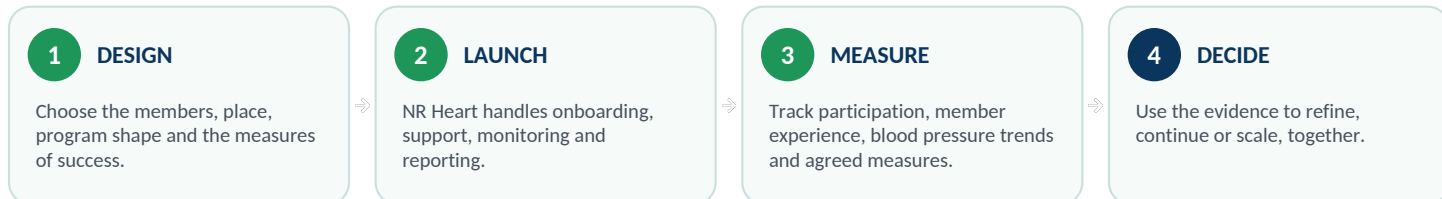


What matters to a member organization	NR Heart	Wellness apps and content	Health plan programs	Digital hypertension programs
Built for hypertension	●	○	◐	◐
Human coaching and accountability	●	○	◐	◐
Doesn't depend on smartphone or home Wi-Fi	●	○	◐	◐
Delivered through the organization members trust	●	○	◐	◐
Members stay with their own doctor	●	◐	●	◐

● Core to the model ◐ Varies by program ○ Limited or early stage

General comparison of delivery models from public information as of September 2026. Individual programs differ. Not an assessment of any specific company.

START SMALL. PROVE THE VALUE. SCALE WHAT WORKS.



A HEALTHIER MEMBER IS MORE THAN A HEALTH OUTCOME.
IT'S PART OF A STRONGER RURAL COMMUNITY.

FOUR QUESTIONS ORGANIZATIONS ASK

Does it replace our members' doctors?

No. Diagnosis and treatment stay with each member's physician.

What would we need to build?

No clinical facilities and no hardware for your organization. The program is cloud-based, and we deliver it.

How would it be funded?

There is more than one way to structure it. We model the options with you, including partner and grant funding.

Is member information protected?

Built on HIPAA-compliant cloud infrastructure, with a business associate agreement in place for the care platform.



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