



Healthier Every Day, Stronger for Life.

FOR INDEPENDENT HEALTH INSURERS

High blood pressure doesn't stop between claims.

A HYPERTENSION SUPPORT PROGRAM FOR HEALTH PLANS

You can see utilization and claims. Your members live with hypertension every day.



THEIR PHYSICIAN

YOUR MEMBER

Illustrative image

1 in 2

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

3 in 4

adults with hypertension are not controlled at <130/80 (CDC).

HEDIS

Controlling High Blood Pressure is a required measure in NCQA's 2026 Health Plan Ratings.

YOUR MEMBERS RECEIVE CARE AT CERTAIN POINTS IN TIME. LIVING WITH HIGH BLOOD PRESSURE HAPPENS EVERY DAY.

What happens between visits can influence the information available when the member returns to care.

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 designed to help members stay engaged with the care plan their physician sets.



Illustrative member 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.

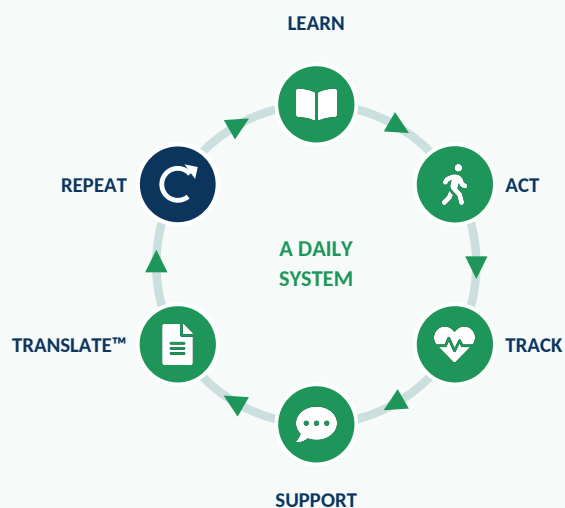
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Sources: CDC (2026); NCQA 2026 Health Plan Ratings. The 3 in 4 statistic uses <130/80; HEDIS Controlling High Blood Pressure uses <140/90. Statistics are not NR Heart results. HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA); reference to NCQA measures does not imply NCQA endorsement. 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 member'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 members understand their blood pressure, stay engaged with their physician's plan and receive support 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 MEMBER

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

BENEFITS TO THE HEALTH PLAN

- ✓ A focused hypertension program designed for everyday life
- ✓ Structured support for member engagement
- ✓ One connected program across learning, tracking and human support
- ✓ Plan-level measures that can be structured around agreed objectives
- ✓ Economics modeled with your own population (My ROI™)

THE PLAN SUPPORTS THE MEMBER. THE PHYSICIAN REMAINS RESPONSIBLE FOR CLINICAL CARE.



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What NR Heart can mean for your health plan.

Support members between visits. Understand engagement. Keep clinical care with their physician.

WHAT DOES NR HEART BRING TO MY HEALTH PLAN?



MEMBER SUPPORT BEYOND THE APPOINTMENT

Extend support into everyday life.

Learning, home blood pressure tracking, daily action and human support are brought together around the member's existing clinical care.



FOCUSED HYPERTENSION ENGAGEMENT

One condition. One connected system.

Purpose-built around hypertension, not one feature inside a broad wellness program.



QUALITY ALIGNMENT

Support a condition already visible in quality measurement.

Controlling High Blood Pressure is measured in NCQA's Health Plan Ratings. Any contribution to a specific measure depends on implementation, population, data and specifications.



POTENTIAL ECONOMIC VALUE

Explore the economics using your population.

My ROI™ models scenarios with your population, program assumptions and investment. It does not promise savings or clinical outcomes.

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



YOUR PLAN OFFERS NR HEART



NR HEART SUPPORTS THE MEMBER

Learning • Daily action • Home BP • Human support



TRANSLATE™ ORGANIZES WHAT HAPPENED



THEIR PHYSICIAN SEES THE PICTURE. YOU SEE AGREED PLAN-LEVEL MEASURES.

THE EVIDENCE BEHIND THE OPPORTUNITY

POPULATION AND COST

About 1 in 2 U.S. adults have hypertension, and it is associated with \$2,926 higher annual medical spending among privately insured adults.†

QUALITY

Controlling High Blood Pressure is a required measure in NCQA's 2026 Health Plan Ratings and part of CMS's Universal Foundation adult measures.‡

SUPPORTED APPROACH

The Community Preventive Services Task Force recommends self-measured blood pressure with additional support and finds it cost-effective. CDC lists it among payer interventions.§

†CDC (2026); Kumar et al., Hypertension (2024), privately insured adults 18 to 64, 2021 dollars, an association. ‡NCQA 2026 Health Plan Ratings required measures (July 2026 posting); CMS Universal Foundation. Measure specifications evolve; NCQA is transitioning to BPC-E. §Community Guide (CPSTF); CDC 6|18 Initiative. All external evidence, not NR Heart results.

MY ROI™ | UNDERSTAND THE ECONOMICS FOR YOUR PLAN

Member population

+

Hypertension assumptions

+

Benefit design

+

Expected participation

+

Program investment

Estimated eligible population

Potential economic scenarios

Break-even view

Measures to track

Your population. Your numbers. Your definition of value.

Modeled scenarios, not predictions or guaranteed clinical, quality or financial outcomes.



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How NR Heart fits your health plan.

You make the program available. NR Heart supports the member. Their physician remains responsible for clinical care.

HOW IT FITS INTO YOUR PLAN.



YOU OFFER

Make NR Heart available to eligible members.



WE ONBOARD

Invite, educate and support member setup.



WE SUPPORT

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



WE TRANSLATE™

Organize between-visit information for the physician.



YOU REVIEW

Agreed plan-level participation measures.

WHAT MAKES NR HEART DIFFERENT

	NR Heart	Traditional care management	Digital hypertension programs	Remote clinical care programs
Built specifically around hypertension	●	●	●	●
Human coaching and accountability	●	●	●	●
Member keeps their existing physician	●	●	●	●
Physician-ready picture (Translate™)	●	●	●	●
Participation without smartphone pairing (phone-supported)	●	●	●	●
Plan-level measures agreed up front	●	●	●	●

● Core to the model ● Varies by program

General category comparison from public information as of September 2026 (RAND plan care management survey; company websites; a 2026 remote care study). 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 HEALTH PLANS ASK

Does NR Heart replace existing care management?

No. It is designed as a focused hypertension support layer. How it fits alongside your programs is worked out together.

Does it replace the member's physician?

No. Diagnosis, treatment and clinical decision-making remain with the member's healthcare professional.

What information does the plan receive?

Plan-level reporting can be structured around agreed participation and engagement measures, subject to implementation and privacy requirements.

How is value measured?

Measures are agreed up front. My ROI™ models scenarios using your population and assumptions.



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