

County Government Drives Health Center Utilization with Hello Heart – Case Study

Background

Queen Anne's County Government's employee health plan sponsor aimed to simultaneously: (a) increase utilization of its advanced primary care center, and (b) address cardiovascular risk among plan members by facilitating hypertension self-management. To achieve this dual goal, the County partnered with Hello Heart, integrating the program through the County's advanced primary care health center.

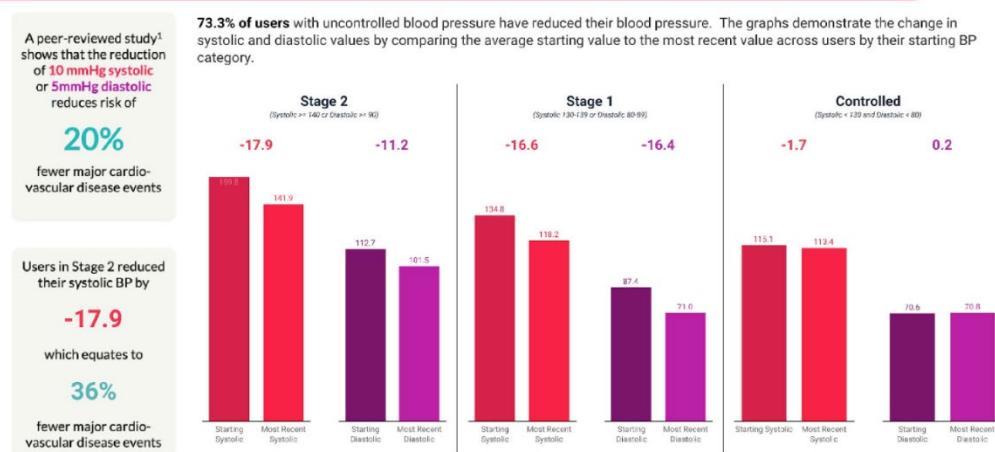
Implementation

1. Eligible health plan members and their covered family members were invited to schedule an appointment with the County's advanced primary care center.
2. At the health center visit, if the member was deemed appropriate for Hello Heart, the clinical team distributed the blood-pressure kit on-site (Hello Heart kit) and immediately enrolled the member into the Hello Heart program. Follow-up visits were also scheduled.
3. The Hello Heart device and app activation workflow were co-located at the primary care center, enabling seamless enrollment and reducing friction.
4. Over the first 12 months, 55 health plan members scheduled appointments, were enrolled in Hello Heart, and received the kit. Of those 55, 37 were **first-time users** of the advanced primary care center—thereby increasing utilization.

Results

- Total enrolled: **55** members.
- First-time users of the primary-care center: **37** members ($\approx 67\%$).
- Impact: The enrollment approach drove new utilization to the health center while simultaneously initiating hypertension/self-management intervention.

Blood Pressure Outcomes



1. United States Centers for Disease Control and Prevention. Available at <http://www.cdc.gov/hypertension/prevention/reviews/2003/2003-4-17-18-19-20-21-22-23-24.pdf> (Accessed 07 March 2014)

Queen Anne's County | Outcomes thru August 31, 2025

- For context, Hello Heart's published studies* show meaningful outcomes: e.g., a peer-reviewed study found annual cost savings of ~\$1,709 per participant and a 47% reduction in inpatient days.

Key Success Factors

- On-site kit availability and immediate enrollment: Removing delays between referral and activation increased uptake and engagement.
- Gate-pathway via primary care appointment: This required members to engage with the health center, thereby increasing utilization and creating a "dual benefit" (engagement and risk intervention).
- Clinical team support: Having the clinical team assist with enrollment and kit distribution removed member barriers and contributed to smoother workflow.
- Alignment with benefit design: By layering the program through the clinic and the health plan benefit, the sponsor made the intervention easier for members to access and more integrated.
- Outcome-orientation: The sponsor could point to increased first-time primary care visits and enrollment into a proven program (Hello Heart) as measurable results.

Strategic Implications for Employers/Plan Sponsors

- Embedding digital-health programs (like Hello Heart) into physical care settings (health center visits) can significantly boost engagement and utilization.
- Using a primary care visit as the entry point for enrollment serves two strategic goals: risk intervention *and* increased primary care utilization.
- Logistics matter: having the device (blood-pressure kit) physically at the clinic and enrollment support on-site is a low-friction approach—reducing drop-off potential.
- For plan sponsors, this model shows how a targeted intervention can be leveraged for broader care-utilization strategy.
- When evaluating vendor/partner programs, ensure your enrollment workflow is optimized (device availability, onsite support), engagement strategy is built in, and measurement of both clinical and utilization outcomes is designed from the start.

Conclusion

Queen Anne's County's partnership with Hello Heart via its advanced primary care center offers a practical, replicable model for plan sponsors seeking to drive both increased primary care utilization and meaningful cardiovascular risk reduction. By co-locating device distribution, streamlining enrollment, and leveraging the health center visit as the trigger, the County achieved both engagement and utilization gains.

*https://www.helloheart.com/press/employer-digital-heart-health-program-associated-with-significant-cost-savings-peer-reviewed-study-finds?utm_source=chatgpt.com