

The iHeart ChampionSM program

Works with you to help reduce your bad cholesterol, blood pressure, and risk of heart attacks.



The iHeart Champion program offers qualified participants heart disease management care by world-renowned experts from Brigham and Women's Hospital. It's effective, convenient (no office visits required!), and comes with no member cost sharing.

Among study recipients, average results are:

40% reduction in bad cholesterol in 12–16 weeks

Blood pressure values decreased by an average of 20/6

Decreased risk of heart attacks and strokes

What is the iHeart Champion program?

It's a consultative program to help you control cholesterol and hypertension (blood pressure) levels by carefully selecting medications and doses and monitoring you through digital tools that can be used in the comfort of your home. The program comes at no member cost to you, and it's convenient: all consultations are conducted remotely, so there's no need for office visits. This program is offered to you in collaboration with the Division of Cardiovascular Medicine at Brigham and Women's Hospital. If you qualify, you will enjoy the best of technology, shared data, and the personal touch of caring navigators and clinicians.

Who is on the iHeart Champion care team?

Your iHeart Champion care team is made up of Brigham and Women's Hospital (BWH) cardiologists, endocrinologists, pharmacists, nurses, and iHeart Champion navigators.

How does it help a person like me with cardiovascular disease?

- The iHeart Champion program is a big help to you if you have not yet found the optimal medical therapy for your cardiovascular disease.
- The use of smart technologies allows navigators to keep track of your blood pressure daily and zero-in on the proper medications to help manage your cardiovascular disease.
- This program works with you to find the right medication at the right dose. If you are part of the small minority of members who might experience side effects, we specialize in strategies to overcome these in ways that help you take the medications you need.
- You will receive a blood pressure cuff, at no cost. This allows navigators to remotely monitor your blood pressure.

- You can take your blood pressure on your own, without disruption to your schedule or busy life.
- This program offers you contact with navigators who become your advocate and help you manage the many

logistics of medical treatment, freeing up your time. These services include coordination with labs, doctors, and AllWays Health Partners.

How can the iHeart Champion program help my PCP?

- PCPs appreciate the frequent and formal contact from the iHeart Champion care team, who keeps them fully in the loop regarding medication changes and the participant's progress.
- PCPs have noted that their patients often engage more seriously with their treatment plan because it is managed by experts at the Brigham and Women's Hospital Remote Cardiovascular Health Program.
- The care team provides enrolled participants with all necessary prescriptions, laboratory orders, and maintenance plans.
- PCPs also report that they are consulted when appropriate and feel assured that the program is optimizing their patient's lipid profile.

How is it built to work so well for members?

- The program is available at no cost for qualified participants.
- If you need lab work or to fill a prescription, your AllWays Health Partners plan cost sharing will apply.
- Individual needs are optimized by tailored, personalized strategies.
- Consultation takes no longer than 5-20 minutes.
- The program is designed to be convenient: No office or hospital visits required.
- The program delivers care remotely. All interactions are conducted by phone and through a web-based platform.
- Members have access to health coaches who can help with goals related to diet, weight, exercise, smoking cessation, healthy habits, lifestyle choices, and more.
- This platform also provides access to free educational content and seminars/webinars, articles, and video tutorials on cardiovascular health and care.
- Most participants receive goal-directed care for three to six months. A maintenance period of up to two years ensures that patients stay engaged with their treatment plan.
- The program is completely optional so a member can opt in or out at their convenience.

How are qualified participants identified?

In coordination with the member's PCP, the iHeart Champion program reviews data using an algorithm to identify qualifying individuals.

How can I participate in the program?

Interested in participating? Contact an iHeart Champion Navigator at iheartchampion@bwh.harvard.edu or call **617-525-9940**.

After enrolling, a patient navigator will contact you by phone and help you design a cholesterol-lowering and/or blood pressure plan. Your case is then reviewed by an extensive network of specialists, including cardiologists and pharmacists, who are experts in optimizing your cholesterol and blood pressure levels.