

# Measuring the Impact of Clinical Nutrition on Hypertension

A partnership between Revere Medical and Season Health, a leading clinical nutrition solution.

## WHY CLINICAL NUTRITION?

It's estimated that nearly half of US adults have high blood pressure, or hypertension, which is defined as blood pressure consistently at or above 130/80 mmHg.<sup>1</sup> Additionally, roughly 46% of adults with hypertension are unaware that they have the condition.<sup>2</sup> Research suggests that diet can play a significant role in the development or prevention of hypertension. While the medical community supports improved nutrition to lower blood pressure, clinical research has historically been lacking and few robust programs exist to address the problem. Given the lack of proof points, Revere and Season Health partnered to measure the impact of clinical nutrition on patients with hypertension.

## PROGRAM GOALS

Revere was interested in addressing hypertension and health equity through a six-month clinical nutrition intervention that consists of regular virtual visits with a Season Health Registered Dietitian, plus a monthly credit to spend on healthy groceries or pre-made meals on the Season app.

The goal of the program was to lower blood pressure among BIPOC patients with Stage 1 or Stage 2 hypertension. This program was funded through a grant by the Institute for Healthcare Improvement (IHI). Revere selected Season Health as its partner to administer this clinical nutrition program.

Through this program, Revere and Season aim to accomplish the following:

- Enroll and engage ~230 patients in the six-month program – a ~10x improvement over prior Revere programs
- Demonstrate the positive impact of clinical nutrition on hypertension outcomes, highlighting the potential for future initiatives
- Engage patients in nutrition counseling, nutrition education, and the management of their hypertension and overall health
- Improve access and affordability of healthy food for patients managing hypertension

## PROGRAM OVERVIEW & STRUCTURE

The program length for each member was six months; this case study captures results at the 90-day mark.

Patients were identified by Revere based on prior claims history, and enrolled in the program through provider referral, direct mail, email marketing, and phone outreach. Patients were either on a Medicaid or a commercial health plan. Demographics and outcomes based on this stratification are provided later in the report.

## ENROLLMENT FUNNEL

Season implemented a multi-touch, multi-channel marketing plan to recruit from a list of eligible patients with hypertension, provided by Revere, and enroll them in the program.

Enrolled patients received full access to the Season platform, which included:

- Virtual visits and direct messaging with a Registered Dietitian
- A self-managed heart health education course
- Access to the Season Market, a curated network of grocery and pre-made meal partners
- A monthly food subsidy to spend on medically-tailored meals and groceries

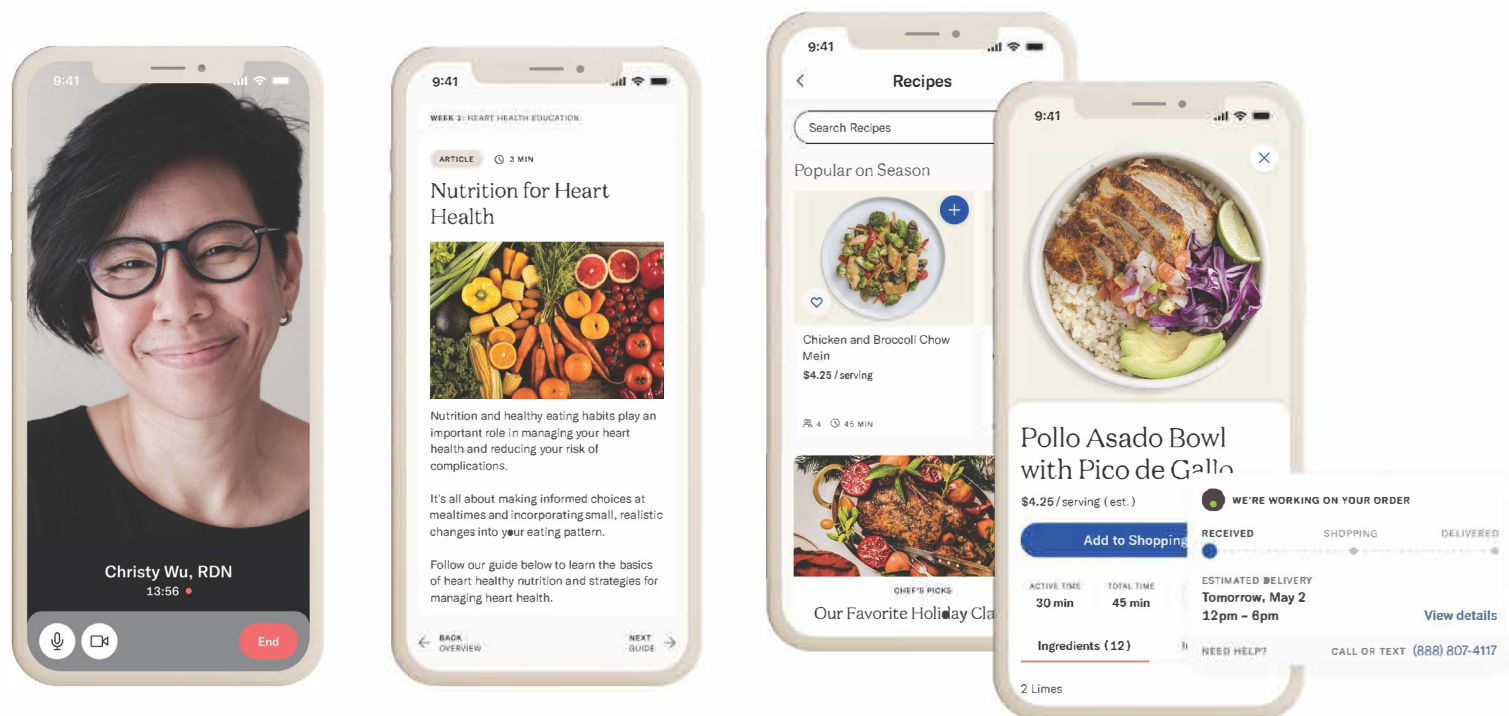
### Member Enrollment Funnel

**5,772** eligible patients

**502** started intake and scheduled an appointment

**245** enrolled and attended an initial appointment

Season's proven marketing tactics exceeded the initial goal of 230 enrolled patients a few weeks before the Revere provided June 30, 2024 deadline.



## PATIENT JOURNEY

Season takes a comprehensive approach, ensuring that patients get access to appropriate guidance from the support of a Registered Dietitian while leveraging their existing food environment.

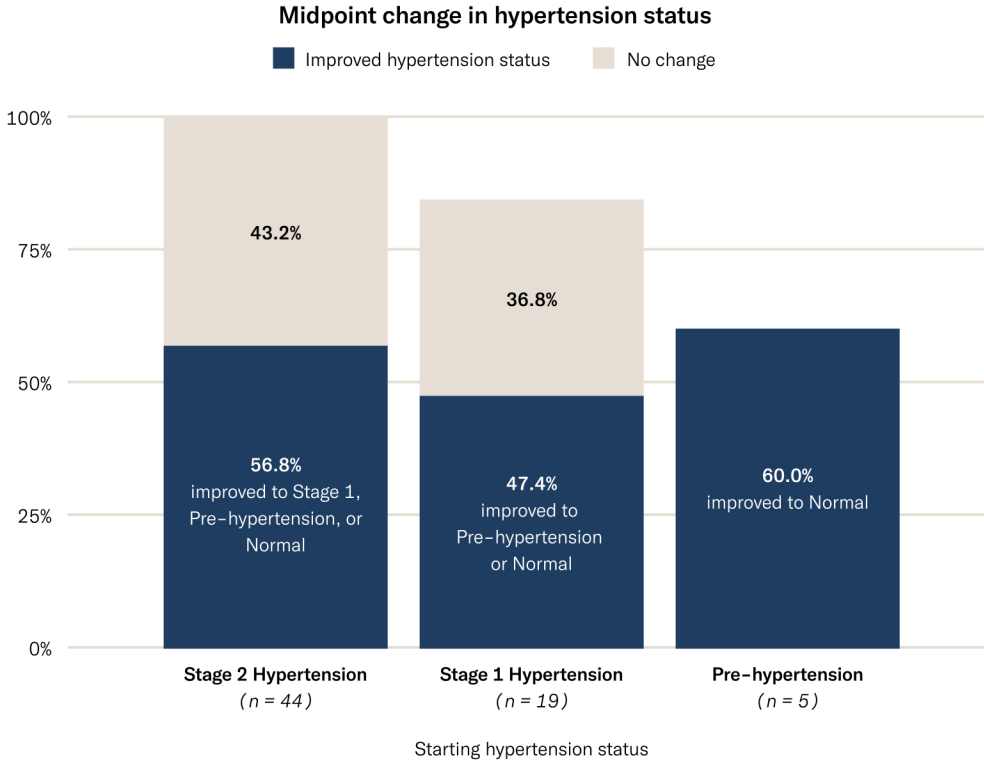
When Revere patients were onboarded to the Season platform, they completed a detailed questionnaire on their conditions, goals, and preferences which informed a personalized nutrition prescription. After onboarding, patients could choose from meals and groceries that fit their nutrition prescription. To achieve sustainable habits and results, registered dietitians checked progress and delivered guidance on patients' nutrition prescriptions through regular visits and direct messaging.

90-DAY CLINICAL OUTCOMES

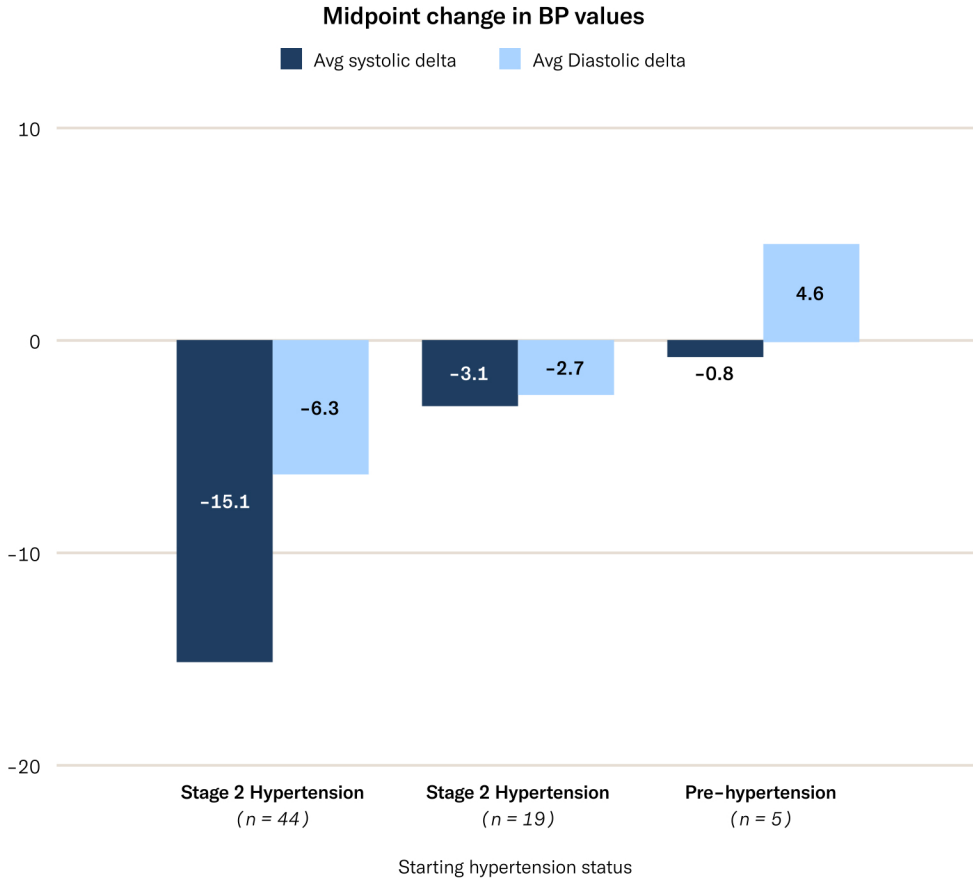
Midpoint Change in Hypertension Status

56.8% of people starting with Stage 2 Hypertension had a reduction to Stage 1 or below (n=44; note: this is the primary metric for success)

47.4% of people with starting Stage 1 Hypertension reduced to Pre-Hypertension or back to normal (n=19).



Midpoint change in BP values



## STUDY ENGAGEMENT

Season measured patient engagement over the course of the program. Season defines engagement as a visit with a registered dietitian, ordering food from the Season platform, or leveraging the Season platform (i.e., completing an education module, messaging with a registered dietitian, weight tracking).



4.58

Dietitian visits attended \*

Participants rated their clinical experience

★★★★★ 4.9/5



4.6 Messages exchanged \*



3.49 Food orders placed \*

*\* Average number in the first 3 months*



You guys changed my life. You put me in such a positive attitude. My stress levels have been better because I'm eating better. I'm on the right path. I've shed 17 lbs and hopefully 17 more. That is the plan—to stay on Season and that's it.

Jason, Season program participant

## CONCLUSION

The initial results captured at the 90-day mark in Season and Revere's hypertension program indicate that a targeted clinical nutrition intervention improves outcomes for patients with stage 1 and stage 2 hypertension. 64% of enrolled Revere members will reach day 90 within the next 30 days, and we are optimistic that they will experience similar improvements in their health too. We look forward to observing how these early outcomes progress by the 180-day mark for all participants.

## About Revere Medical

### Our Story

Health care today often feels impersonal, inefficient, and disconnected from the needs of both patients and providers, leading to issues with access and quality. Revere Medical enables clinic teams and providers across technology, services, people, and workflows to optimize clinics for the benefit of the whole community.

Revere Medical strives to create a provider-empowered culture, allowing clinic teams to deliver care in a more meaningful way for patients — our guiding star.

### Our Mission

Improving the lives of people in under-served areas through high-quality care.

Learn more: <https://www.reveremedical.com/about>

## About Season Health

Season Health is the only integrated clinical nutrition solution that drives engagement, outcomes and cost of care reduction across populations powered by its food-as-medicine platform. With one of the largest networks of registered dietitians and curated food market of national and local grocery and meal vendors, Season empowers individuals and their families to make informed, sustainable choices, measurably improving both health outcomes and quality of life.

Learn more at [www.seasonhealth.com](http://www.seasonhealth.com)

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1. American Heart Association

2. World Health Organization