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Paula Cerqueira is Director of Solutions Consulting on the Medical Affairs team at Hello Heart, where she helps employers and health plans implement digital solutions that drive measurable improvements in heart health. Before joining Hello Heart, she led digital health partnerships and enterprise strategy at Blue Cross Blue Shield of Massachusetts. Earlier in her career, she conducted research at MIT on how technology can influence health behaviors and improve outcomes. Paula is passionate about advancing evidence-based innovation that empowers people to take charge of their health.