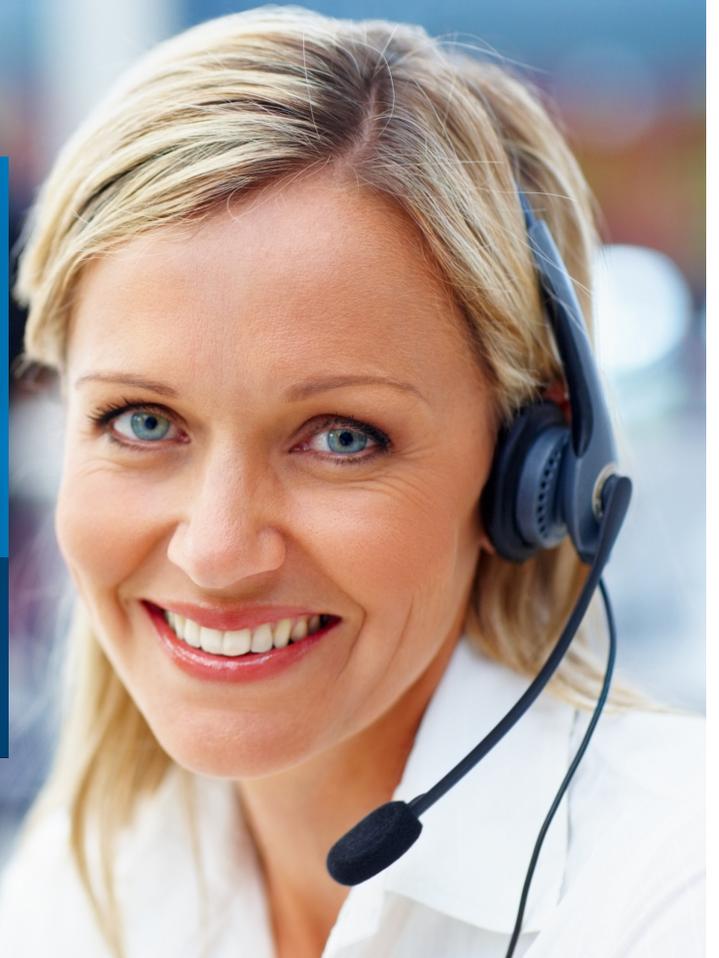


CIGNA HEALTH ADVISOR[®]

Coaching support for better health
and better savings



Cigna Health Advisor effectively changes behaviors by partnering with healthy and at-risk individuals and coaching them toward better health. This helps keep your work force and your bottom line in tip-top shape.

Unhealthy behaviors can cost you

When a person adopts unhealthy behaviors, such as poor eating or lack of exercise, it can lead to excess weight gain, high cholesterol and high blood pressure. These symptoms can quickly develop into cardiovascular disease or diabetes – turning a healthy or at-risk individual into a high-risk individual. This can have a serious impact on your employee’s health and productivity, and your bottom line.

Health Advisor identifies both at-risk and seemingly healthy individuals who exhibit unhealthy behaviors. By engaging with them one-on-one, we change unhealthy behaviors to bring about better health and better savings.

Did you know?

Without lifestyle changes to improve health, 15-30% of people with pre diabetes will develop type 2 diabetes within five years.¹

People with high cholesterol have about twice the risk of heart disease as people with lower levels.²

Together, all the way.SM



Offered by: Cigna Health and Life Insurance Company, Connecticut General Life Insurance Company or their affiliates.

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How Cigna Health Advisor improves health and lowers costs

1 Identify

Health Advisor uses a variety of methods to identify conditions and unhealthy behaviors that can turn healthy and at-risk individuals into high-risk individuals.

- ▶ Health and Wellness Coaching uses a health assessment to identify data about high cholesterol, high blood pressure, nutrition and exercise, and prediabetes.*
- ▶ Treatment Decision Support uses claims, medical imaging data, and self-referral to identify conditions that may require a person to make a treatment decision by supplying evidence-based medical information in order to understand the alternatives and select the best treatment for his/her unique situation. Conditions include back pain, coronary artery disease, osteoarthritis of the hip and knee, benign uterine conditions, breast cancer and prostate cancer.
- ▶ Gaps-in-Care Coaching pulls data to identify noncompliance for high blood pressure and high cholesterol medication, as well as other gaps in care for these conditions.

2 Engage

Health Advisor incorporates the total health support needs that have been identified and uses coaches to create one-on-one relationships:

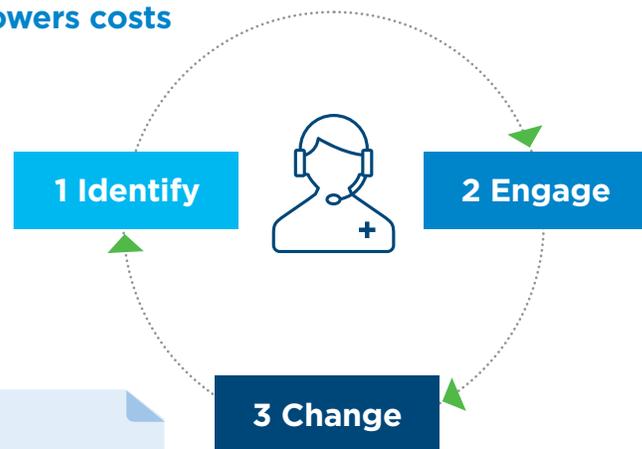
- ▶ Health coaches work directly with employees to build trustworthy, genuine relationships. Each health coach is part of a team of multi-disciplinary experts, and is paired with a customer who can benefit from his or her area of expertise.
- ▶ Coaching allows customers to work individually with their health coaches or they can go online for self-paced online coaching programs.
- ▶ Education and referral to health management programs includes disease management, lifestyle management, pharmacy and employee assistance programs (EAP).

3 Change

3 Change

Health Advisor coordinates interventions to change behaviors based on identified needs, shifting people from at-risk or “seemingly healthy,” to healthy.

- ▶ Cigna CARE Coaching® empowers employees through holistic coaching.
- ▶ HealthView® technology synthesizes health information to create customized advocacy plans.
- ▶ A personalized action plan identifies health-related goals, and charts a path to achieve these goals.



The proof is better health

- ▶ 79% of engaged individuals who set a health-related goal, met or progressed toward that health goal.³
- ▶ 41% gap closure rate for engaged customers who set a gap-closure goal.³
- ▶ 50% of those counseled in Treatment Decision Support conditions chose a lower-level intensity treatment.³

*Identification for prediabetes is gathered through medical claims only.

1. "Prediabetes." *Centers for Disease Control and Prevention*. Centers for Disease Control and Prevention, 21 Oct. 2014. Web. 25 Nov. 2014.

2. "Facts." *Centers for Disease Control and Prevention*. Centers for Disease Control and Prevention, 12 Oct. 2012. Web. 24 Nov. 2014.

3. Based on a September 2014 internal Cigna study of the Cigna Health Advisor program results, 2013 Health Advisor Proof Points.

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