

# HEALTH ADVOCACY

SEGBAC Meeting  
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Presented by:

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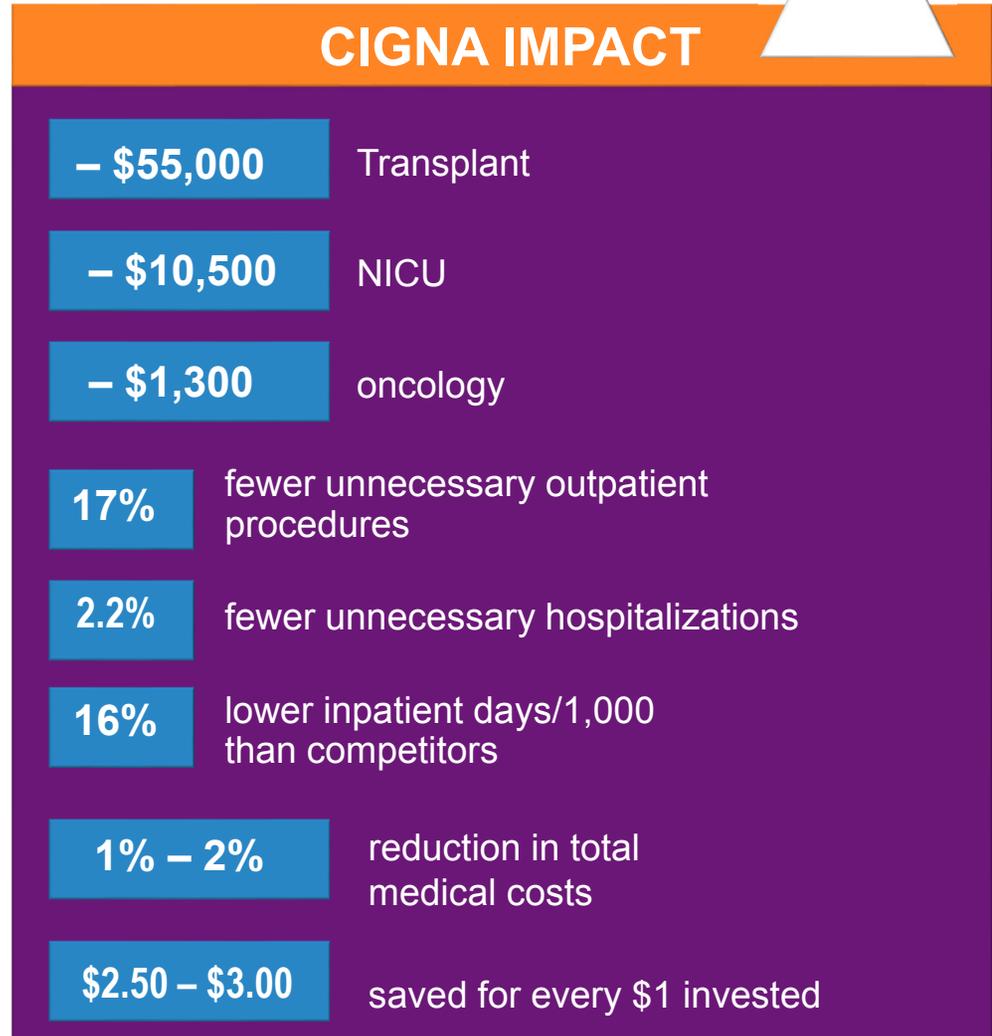
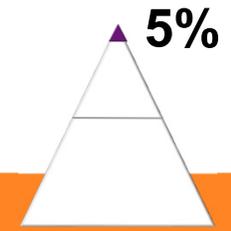
**GO YOU**<sup>SM</sup>



# CIGNA CORE CARE MANAGEMENT SUPPORT

Reduce production of disease

- Utilization management
  - Medical necessity
  - Level of care
- Facility/doctor selection
  - Cigna Care Network®
  - Centers of Excellence
- Care coordination support
- Preadmission > Inpatient > Post-discharge
- Readmission prevention
- Referrals to chronic condition support



# CIGNA CARE COACHING MODEL – CHANGING BEHAVIORS FOR LIFE

Level of understanding and empowerment of employee over time

Cigna  
CARE Coaching®

**Traditional  
Coaching**

**Recognition**  
I know who you  
are and why you  
are contacting me

**Knowledge**  
I am as aware  
of my health  
as you are

**Expectation**  
I know how to  
get ahold of  
you if I am  
confused, fail  
at changing,  
get in trouble  
or experience  
a setback

**Capability**  
Your  
guidance  
gives me  
realistic  
choices that  
can be  
practically  
implemented  
in my life

**Trust**  
You are  
credible,  
and what  
we discuss  
is important  
to me

**Control**  
I can control  
my health  
and well-  
being, and  
the health  
care system  
around me

**Power**  
I am empowered  
to stay healthy  
and vital

Cigna®

# INNOVATION IN CHRONIC MANAGEMENT

Your Health First

## Whole-person approach:

- Support total health needs
- Custom action plan
- Individual goal setting

## Designed to deliver value:

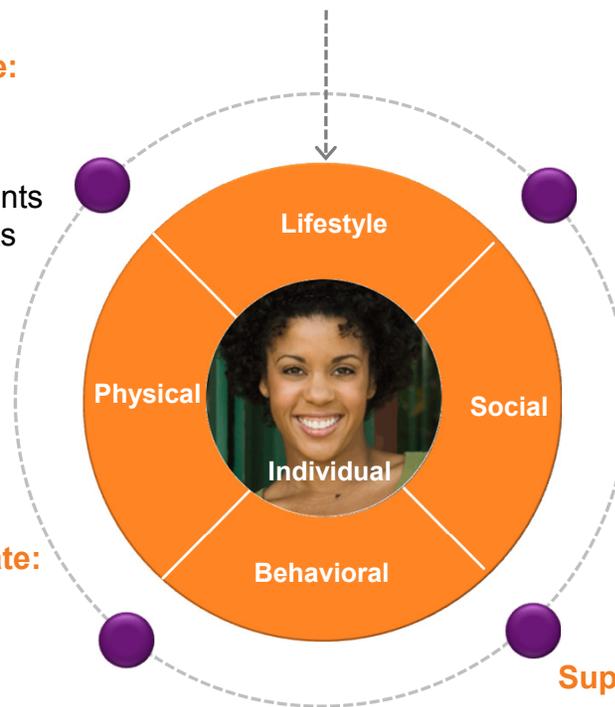


- Engagement
- Medical savings
- Productivity improvements
- Reduction in health risks



## Dedicated Health Advocate:

- Established one-to-one trusting relationship
- Delivers all coaching interventions
- Builds individual self-management skills
- Enables effective communication with medical team
- Supports physician care plan



## Chronic population support:

- Supports all those with a chronic condition
- Incorporating total health support needs:
  - Condition Management
  - Medication adherence
  - Risk factor management
  - Lifestyle issues
  - Pre-/post- admission
  - Treatment decision support
  - Gaps in Care



## Supported by latest in innovations:

- Cigna Care Coaching model
- HealthView operating system
- Predictive modeling with TMS
- Online self-coaching tools
- Shared decision-making aids (treatment decision support)



## YOUR HEALTH FIRST

### Chronic condition support

- Comprehensive medical, social and behavioral support
- Primary coach model
- Inbound and outbound coverage
- Most costly/prevalent conditions including:
  - Asthma
  - Cancer
  - COPD
  - Depression
  - Diabetes
  - Heart/Stroke
  - Obesity/Metabolic Syndrome
  - Pregnancy

## CIGNA IMPACT

20%

100%

identified receive outreach

71%

of engaged met or exceeded goal

90%

of CHF participants compliant with ACE-inhibitors

4.3%

days shorter claim duration when offered with Cigna disability

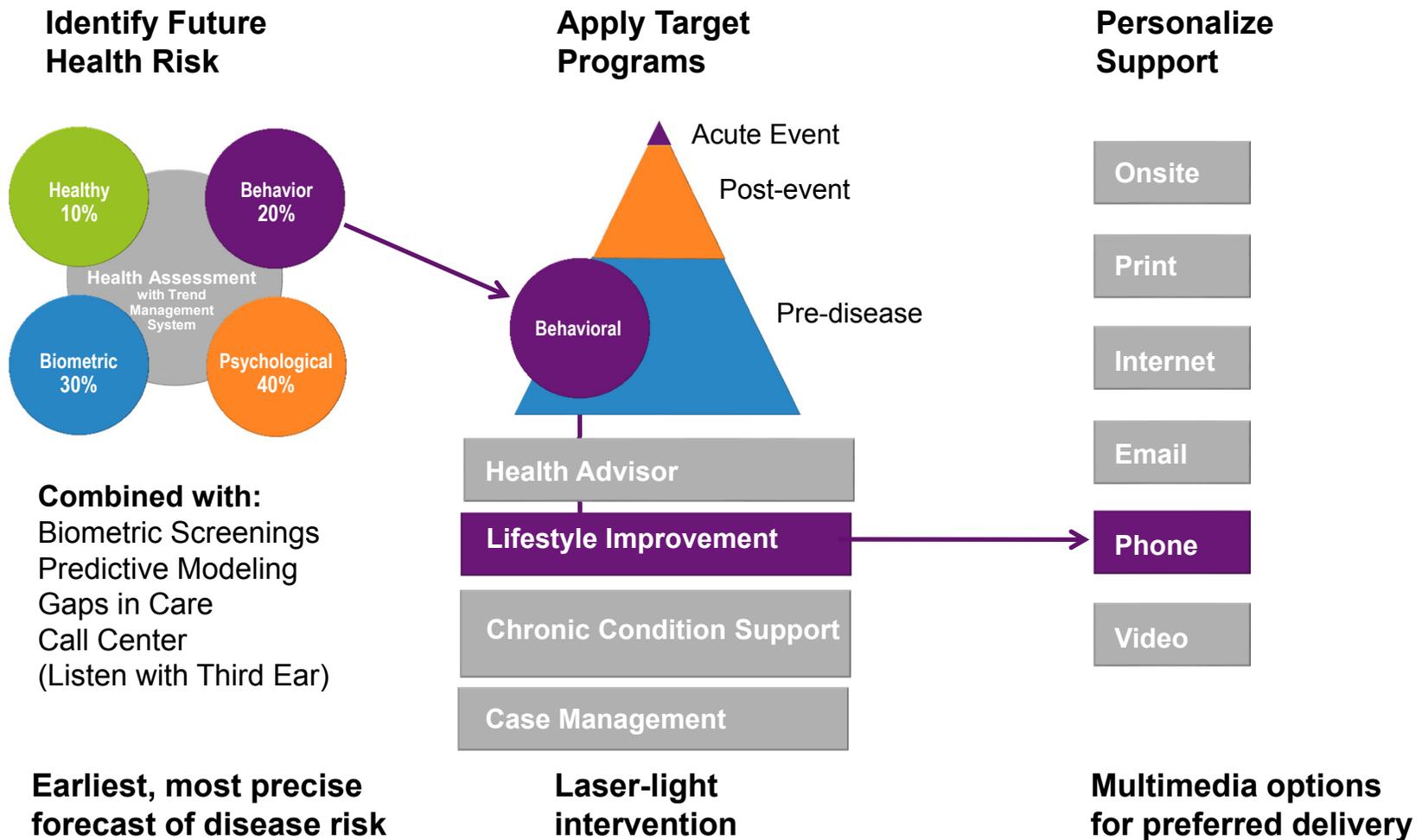
\$2.20

saved for every \$1 invested

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# CIGNA HEALTH ADVOCACY: ACT TO AVOID

Precise approach reduces disease; up to 11% medical cost savings



# CHANGE THE FOCUS TO CHANGE THE FUTURE

