

# YOUR HEALTH FIRST



## A holistic approach to chronic diseases.

### Problem

- › 29 million people have diabetes<sup>1</sup>
- › One in 12 adults has asthma<sup>2</sup>
- › Over five million Americans suffer from heart failure<sup>3</sup>

Chronic conditions are diseases with long-lasting effects, such as diabetes, asthma or heart disease. These conditions are very common. In fact, they're likely affecting the health of your employees right now. About half of all adults have at least one chronic condition, and 25% of adults have two or more.<sup>4</sup> It's not only older adults who are affected, either. These diseases can affect people of all ages.

The good news is, chronic conditions are manageable and often times reversible. Evidence shows that a well-rounded, whole body approach to prevention can save money and save lives.<sup>5</sup>

### Solution

#### One advocate. One plan. One goal.

Your Health First<sup>®</sup> connects each person with one, dedicated health advocate. That health advocate focuses on the person as a whole, not just on the disease. The health advocate then creates a custom plan tailored to the individual's needs. The result is a comprehensive, integrated and personalized support plan that drives results.

Your Health First gives people two unique advantages:

#### 1. One advocacy plan

It's simple. Each person should have one, customized, integrated advocacy plan. That's why Cigna looks at the complete picture of a person's health, not just one condition. We examine the whole person, including behavioral, lifestyle, social and physical factors. We also look at how risky the person's condition is and how

willing they are to change. Then, we work together with the individual to create one, comprehensive health improvement plan that works for them.

#### 2. One dedicated health advocate

In order to create one integrated plan, each person is paired with one dedicated health advocate. This way, they can really get to know each other and build a strong and trusting relationship. The health advocate then builds on this relationship, applying clinical skills, know-how and best practices. The result is a plan that is designed to be effective and drive behavior change.

Specifically, health advocates help people:

- › Recognize when they need to see a doctor
- › Create a list of questions to ask their doctor
- › Understand the importance of following doctors' orders
- › Develop healthy habits related to nutrition, exercise, weight, tobacco and stress
- › Prepare for a hospital stay or recover after a hospital stay
- › Make educated decisions about treatment options

#### Our health advocates are supported by:

- › Cigna CARE Coaching<sup>®</sup>, Cigna's health coaching system
- › A cross-functional team of clinical experts
- › Tools and resources for all services, including online coaching programs
- › Technology that combines data in real time, which allows health advocates to:
  - Create and automatically update customer health strategies
  - Identify highest-value opportunities
  - Meet clinical guidelines

**Together, all the way.<sup>®</sup>**



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

## Conditions that trigger outreach:

- › Asthma
- › COPD (emphysema and chronic bronchitis)
- › Low back pain
- › Metabolic syndrome
- › Osteoarthritis
- › Peripheral artery disease
- › Behavioral
  - Anxiety
  - Bipolar disorder
  - Depression
- › Diabetes
  - Type 1
  - Type 2
- › Cardiac
  - Chest pain
  - Heart attack
  - Heart disease
  - Heart failure

## Healthy results

We drive better health through impactful engagement, reduced risk and high satisfaction.<sup>6</sup>

### 1. Engagement

Your Health First uses clinical data to find people who should take action to improve their health. Of those people targeted for chronic condition coaching:

- › 28% had more than one chronic condition<sup>7</sup>
- › 75% also had a wellness condition such as high blood pressure or high lipid levels<sup>7</sup>
- › 25% had a lifestyle issue like weight, tobacco or stress<sup>7</sup>

### 2. Reduced risk

Your Health First creates personalized, custom-fit health advocacy plans that drive engagement and activity.

This leads to positive behavior change, which improves health and reduces risk. Results of individuals who engage with Your Health First show:

- › 79% progressed toward or achieved at least one goal<sup>7</sup>
- › 72% with cardiac conditions had healthy cholesterol levels (LDL less than 100 mg/dL)<sup>7</sup>
- › 88% with diabetes had their blood sugar levels tested in the past 12 months<sup>7</sup>

### 3. High customer satisfaction

People who participate in Your Health First reported a positive customer experience:

- › 95% overall satisfaction rate<sup>7</sup>

## NCQA recognizes Cigna

The National Committee for Quality Assurance (NCQA) recognizes the strength of Cigna's chronic condition support programs. The NCQA is a private, nonprofit organization dedicated to improving health care quality.

Cigna has received NCQA Patient and Practitioner Oriented Disease Management (DM) accreditation for:

- › Asthma
- › Chronic obstructive pulmonary disease (COPD)
- › Heart failure
- › Heart disease
- › Depression
- › Diabetes

Earning the NCQA accreditation is important to us. It recognizes our program's dedication to giving patients and/or practitioners the support and education they need to reduce risk and improve outcomes.



1. Centers for Disease Control and Prevention. National diabetes statistics report, 2014. National estimates and general information on diabetes and prediabetes in the United States, Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Data based on all ages, 2012.

2. Centers for Disease Control and Prevention. Asthma's Impact on the Nation: Data from the CDC National Asthma Control Program. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2012. [http://www.cdc.gov/asthma/impacts\\_nation/AsthmaFactSheet.pdf](http://www.cdc.gov/asthma/impacts_nation/AsthmaFactSheet.pdf).

3. Roger VL, Go AS, Lloyd-Jones DM, Benjamin EJ, Berry JD, Borden WB, et al. Heart disease and stroke statistics – 2012 update: A report from the American Heart Association. *Circulation*. 2012;125(1):e2–220. In CDC Heart Failure Fact Sheet: [http://www.cdc.gov/dhdsdp/data\\_statistics/fact\\_sheets/fs\\_heart\\_failure.htm](http://www.cdc.gov/dhdsdp/data_statistics/fact_sheets/fs_heart_failure.htm).

4. Ward BW, Schiller JS, Goodman RA. Multiple chronic conditions among U.S. adults: a 2012 update. *Prev Chronic Dis*. 2014; 11:130389. DOI: <http://dx.doi.org/10.5888/pcd11.130389>.

5. Centers for Disease Control and Prevention. Chronic Diseases. The Power to Prevent, The Call to Control: At a Glance. National Center for Chronic Disease Prevention and Health Promotion, 2009.

6. Average results for clients with YHF during 2013. Actual results will vary. "Engaged" is defined as two or more coaching calls. Cigna, 2014 Proof Points.

7. Cigna 2014 Proof Points, analytics analysis of YHF 200+ YHF 300 book of business results from 1/1/2013–12/31/2013.

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