

# Government Sector Client

## Executive Summary

This government-sector organization, one of the largest of its kind in the U.S., serves more than 30,000 people in the Houston area.

The organization offers an innovative wellness program to its 1,161 employees that is promoted and supported by a Wellness Committee. In January 2007, CIGNA was selected as the health service company that could best support the organization's initiatives because its goal to reduce medical costs through a "wellness focus" worked well with CIGNA's health solutions and wellness offerings.

The organization's leadership supported integrating benefit changes that could improve certain aspects of employees' health, and immediately offered a lower premium rate for non-tobacco users versus tobacco users, effective January 1, 2007. An active Wellness Committee was also developed, consisting of Human Resource leadership and staff members representative of the diverse employee base and departments.

## Just Walk 10K Steps

In February 2007, the organization launched CIGNA's eight-week online walking program, "Just Walk 10K Steps," as its first wellness activity. Participants could log daily steps, track progress, and receive daily coaching tips and education materials via the corporate Intranet site. The program was promoted through email blasts to all employees and flyers posted throughout various sites. To encourage as many employees as possible to participate, departments staged a friendly corporate competition with incentives like iPods, fitness memberships, sports bottles and duffel bags offered to the highest participating sites. The aggressive marketing campaign generated an impressive response – 244 employees enrolled in the program the first day, and by the end of the eight-week program, 484 or 42% of the total employee population had participated in the walking program. The final report indicated that 44,107,465 total steps were taken and 19,473 miles were walked.

## Health Assessments

**In May 2007:** At an employee health fair, the CIGNA account team set up on-site kiosk stations to allow employees to complete their health assessments. This team approach resulted in 140 employees completing health assessments – 12% of the total employee population. A summary report of the 140 individual health assessments showed that many of these employees were at risk for a variety of health complications – specifically 6% for diabetes, 27% for high blood pressure and 20% for high cholesterol. In addition, 24% of this group were overdue for preventive visits, 82% were overweight, 67% were physically inactive and 16% were tobacco users.

**In January 2008:** An incentive-based health assessment was introduced. An 80% premium discount – a savings of \$62 per pay period – was offered to individuals who completed a health assessment. To enhance health assessment data collection, employees were also required to complete biometric screenings and enter the data in their assessments. On-site biometric screening facilities that were previously only available for new hires were extended to all employees for ongoing data collection. The result of this enhanced program was a 95% health assessment completion rate.

## POPULATION FACTS

- 1,161 employees
- Top three self-reported health problems identified in the health assessment between 2007 and 2008:
  - Asthma (35%)
  - High blood pressure (18%)
  - High cholesterol (12%)
- Health assessment participation by gender
  - Female 77%
  - Male 23%
- Major episode treatment groups
  - Diabetes \$231K
  - Coronary heart disease \$97K

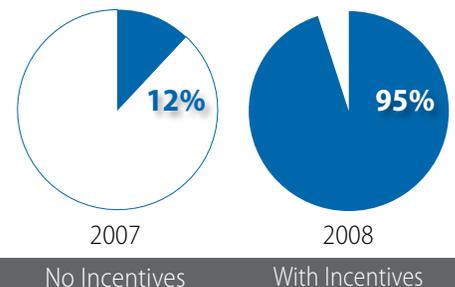
## ACTIONS

- Selected CIGNA to help them create a worksite wellness program in 2007, and formed a Wellness Committee
- Reduced premium rate for non-tobacco users
- Launched online walking program
- Introduced annual employee health fair, including on-site stations to allow employees to complete health assessments

## HIGHLIGHTS OF RESULTS

- Disease management estimated medical savings of \$59K
- 42% participation in "Just Walk 10K Steps"
- Increase in health assessment completion rate

## Health Assessment Completion Rate



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Analysis of the 2008 health assessment summary revealed a more complete picture of the health status of the organization's employee population. The top three self-reported health problems for 2008 were allergies (35%), high blood pressure (18%) and high cholesterol (12%).

### Health Advisor and Disease Management Programs

This organization chose the CIGNA Health Advisor® program, which helped reduce health risks by using health assessment data to identify at-risk employees and guide them into disease and case management programs as necessary. Summary data from assessments and other sources indicated 821 unique conditions and 591 unique cases that could benefit from assistance with health issues. Eighty-five percent of customers were identified from the health assessment. Health and wellness conditions identified for assistance were hypertension, high cholesterol, physical activity, pre-diabetes and healthy eating. Notably, healthy eating, high cholesterol and physical activity represented 87% of the client's health and wellness outreach opportunities.

### Health Advisor Summary

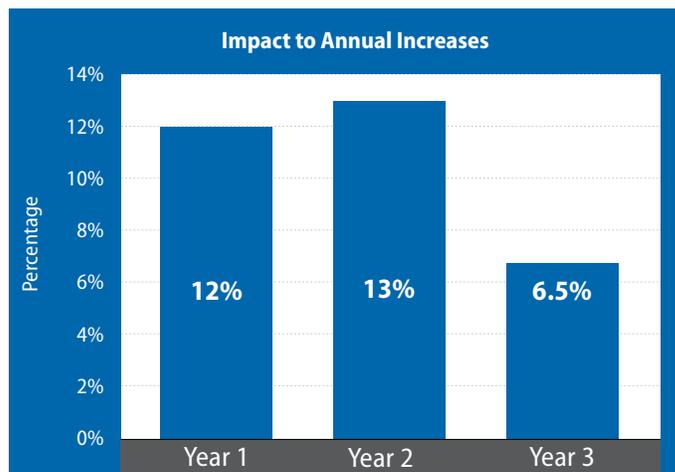
CIGNA's Well Aware for Better Health® Disease Management program was also offered to help employees with chronic conditions improve their health and reduce medical costs. The program provides telephone assistance and condition-specific support tools for participants and their doctors. There are now 727 employees enrolled in Well Aware plus 62 graduates from the program.

### Preventive Care

While preventive care office visits increased from 2.5 to 2.8, they were just below CIGNA's norm of 2.9. Detailed HEDIS data identified opportunity to improve compliance with adult physicals as well as age appropriate breast and colon screenings through targeted preventive care promotion to employees. A positive HEDIS result was 100% compliance with diabetes screenings for those who met the criteria. This is significant because diabetes is a cost driver for the organization and it supports future actions to decrease the risk for developing diabetes.

### Financial Impact

The client's rate increase in 2010 was 6.5% compared to its 12% increase in 2008 and 13% increase in 2009. This positive



result can be attributed to the successful implementation of benefits and programs year over year to support the client's goal of improving the health of their employee population.

### Next Steps

Plans continue to advance the organization's current wellness program. Future recommendations include:

- Continuing the current health assessment completion rate and including spouses in the biometric screening and assessment completion criteria;
- Developing an aggressive marketing campaign to address the importance of health screening and preventive care;
- Offering CIGNA's incentive points program to drive additional participation in Lifestyle Management Programs to help employees manage weight, reduce stress and quit tobacco; and
- Implementing an on-site program for individuals at risk for metabolic syndrome based on the health assessment data.

### Conclusion

This organization has supported and maintained its wellness initiative despite internal challenges that could have hindered the success of the program. Today, a structured and effective wellness program is improving the health status of employees, reducing costs and creating a workforce culture that embraces and supports health and well-being for all employees.

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