

YOUR COMPANY. YOUR CULTURE. YOUR HEALTH.

Let Cigna show you the way to better health, better performance and a better bottom line

Organizations with effective wellness programs often experience better health – and better savings through more productive employees. Cigna’s wellness strategy is designed to address the specific risk factors affecting your employees’ health and your workplace productivity. We don’t just promote health. We help you create a culture of well-being that helps employees take action, reduce their risk factors, stay healthy and avoid future disease.

WHY BUILD A CULTURE OF WELL-BEING?

Consider a workplace with no focus on wellness:

- Employees with an unhealthy diet are 66 percent more likely to experience a loss in productivity than those who regularly eat whole grains, fruits and vegetables.⁵
- Employees who exercise only occasionally are 50 percent more likely to report having lower levels of productivity than employees who are regular exercisers.⁵
- Employees who smoke are 28 percent more likely to suffer from a drop in productivity than nonsmokers.⁵

It’s simple: companies that choose not to invest money in health and wellness, choose instead to wait for their employees to get sick. Then they pay – and they pay more because as their employees health risks increase, so does the cost of that care.

Health care costs and concerns are on the rise

- **3 in 4 adults will be overweight by 2015¹**
- **1 in 3 is not physically active²**
- **1 in 3 has high blood pressure²**
- **Approximately 70%-80% of all chronic diseases are lifestyle related and, therefore, preventable³**
- **75% of health care expenses go to treat diseases that are preventable⁴**

IT TAKES A STRONG PARTNERSHIP

Cigna will personally work with you to determine the health improvement strategy that works best for you and your culture. Specifically we will:

- Learn more about your organization and employee population to identify factors that may be causing and/or contributing to increased risk, disease and costs.
- Devise a strategy (with your help) that specifically addresses these risks.
- Look back during the year and at year-end to evaluate and strengthen your health improvement strategy year after year.

WHERE DO I START?

Creating a culture of well-being requires a day-in-day-out focus, helping your employees make the changes essential to building a strong and healthy workforce. The following tips can get you started:

- **Set The Tone** – Make it clear to employees that you value their health and that you’ll support them in their actions to adopt a healthier lifestyle. Make it known that upper management views health as an important business priority – and that employees are expected to do the same.
- **Walk The Talk** – Employees look up to senior management and human resources as a role model, so it’s important that you model the behaviors you want your employees to follow.
- **Keep Your Eye On The Ball** – Make health improvement a standing agenda item for routine department meetings and give employees the message that you want them to take care of themselves.
- **Recruit Others To Help** – The best way to get people interested is to get them involved. Ask your staff to develop a wellness committee to share ideas, work on promotions and help devise a plan.
- **Communicate, Communicate** – Effective communication helps influence and motivate people to participate in health improvement. Make goals clear, address obstacles and celebrate success.

WHAT ARE THE BENEFITS?

Cigna can help companies with 250 or fewer employees⁶ establish a culture that supports healthy behaviors and delivers sustainable savings through customized health improvement strategies designed to:

- Lower individual health care costs
- Improve employee health, productivity and morale
- Increase retention
- Lower absenteeism
- Lower workers' compensation costs

For more information, contact your Cigna sales rep.

“It’s clear that the cost of doing nothing is greater than the cost of doing something. The natural flow of risks is to high risk. The natural flow of costs is to high cost.”⁷

*Dee Edington, Ph.D.,
Director, Health Management Research Center,
University of Michigan*



1. Johns Hopkins Bloomberg School of Public Health's Center for Human Nutrition, *Epidemiologic Reviews*, Vol2, Issue 1, 2007.
2. Centers for Disease Control and Prevention, 2011.
3. American College of Preventive Medicine, *Lifestyle Medicine Evidence Review*, June 2009.
4. *The Power to Prevent, The Call to Control: At A Glance 2009*, Centers for Disease Control and Prevention, December 2009.
5. *Population Health Management [ARE GOING TO NEED MORE SPECIFIC INFO]*
6. CIGNA offers group insurance coverage to employers with 51-250 employees, as well as administrative services for self-insured plans. In most states, CIGNA administers self-insured plans for employers with as few as 25 employees. In New Hampshire, New York, North Carolina, Oregon and Utah, CIGNA offers self-insured plans only for employers with more than 50 employees.
7. Dr. Dee Edington, *Zero Trends: Health as a Serious Economic Strategy*, Health Management Research Center, University of Michigan, 2009.

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