

# Answering the call for better health.

## Why is CIGNA calling me?

Your employer may offer you CIGNA programs to help you get healthy and live well. Part of each program includes outreach phone calls – CIGNA calls you at home to talk about ways we can work together to help you manage your health.

## Why do I get so many phone calls?

Your employer may offer you many different CIGNA health programs, so you may receive calls from different CIGNA specialists. They are all equally important, but all designed to help in different ways.

## Why should I answer the call?

CIGNA is dedicated to helping you and your family live healthier lives. Whether it's help with a chronic condition, a better lifestyle choice or filling your prescription medication, we're here to help you manage your health.

Every phone call is private and confidential. We always talk in easy-to-understand terms. And we're not trying to sell you anything – we're simply calling to help you live a healthier life.

## What happens on the call?

When you get an outreach call, it will either be from a live health advocate or an automated system called *Direct Connect*. If your call is from *Direct Connect*, you'll answer a few automated questions and then be transferred to a live health advocate.

Health advocates are trained as registered nurses, behavioral specialists, health educators, exercise specialists or nutritionists – all supported by doctors and pharmacists.

Your health advocate will immediately tell you their first name and why they're calling. Health advocates are here to help you. They can help you manage a disease, improve your overall or mental health, guide your pharmacy questions, help with treatment decisions and more, depending on the services purchased or provided by your employer.

## Why do you use an automated phone system?

To make a quick connection with you – like reminding you about an appointment or verifying your personal information before connecting you with a health advocate. You can always request to talk to a live health advocate at any time.

## What if I don't want to get any more phone calls?

Ask the CIGNA representative to assist you in removing you from the contact list or call 1-800-CIGNA24 and ask the Customer Service Representative to assist you with your preferences.



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# Programs you may hear from

## Stress, Weight & Tobacco

### Tobacco

You may have filled out a health assessment online to get a better snapshot of your overall personal health, or spoke with a health advocate about your tobacco use. If your responses showed that you use tobacco, CIGNA may call to help. You'll be connected to a health advocate who will work with you to create a personalized plan to help you quit.

**Examples of what you might see on your Caller ID: CIGNA HealthCare or Private Number**

### Weight Management

You may have filled out a health assessment online to get a better snapshot of your overall personal health, or spoke with a health advocate about your concerns related to weight. If your responses showed that you may struggle to manage your weight, CIGNA may call to help. You'll be connected to a health advocate who will work with you to create a personalized program to help you maintain a healthier weight.

**Examples of what you might see on your Caller ID: CIGNA HealthCare or Private Number**

### Stress Management

You may have filled out a health assessment online to get a better snapshot of your overall personal health, or spoke with a health advocate about your concerns related to stress. If your responses showed that you may have issues managing stress, CIGNA may call to help. You'll be connected to a health advocate who will work with you to create a personalized program to help you manage your stress.

**Examples of what you might see on your Caller ID: CIGNA HealthCare or Private Number**

## Health Coaching, Treatment Decision Support or Closing Gaps in Care

You may receive a call from CIGNA if our data from your health assessment responses, claims, biometric information, etc. suggests you might be dealing with:

- Back pain
- Uterine condition
- Breast cancer
- Unhealthy eating
- Heart conditions
- High blood pressure
- High cholesterol
- Hip or knee osteoarthritis
- Physical inactivity
- Pre-diabetes
- A gap in your care
- Prostate cancer

If you filled out an online health assessment to get a snapshot of your personal health, some of your answers may have shown that you need help with a medical condition. If this is the case, CIGNA may call to help. You may receive a call from Direct Connect, CIGNA's automated telephone system, to first verify your personal information. Then, you'll be connected to a health advocate. He or she will help you understand your condition, discuss treatment options, remind you to refill your prescription, visit your doctor or follow-up on other forms of care, or just help you learn how to develop healthier habits for a healthier you.

**Examples of what you might see on your Caller ID: CIGNA HealthCare or Private Number**

## Coaching to Close Gaps in Care

At CIGNA, we want to help you do everything you can to improve or maintain your health. If we notice that you've missed a doctor's appointment in your care plan, haven't refilled a prescription or have had a gap in your care that could affect your health, we may call or initiate a conversation regarding these potential gaps during a regular coaching call to see how we can help.

## Case Management

If you're already taking part in CIGNA's Case Management program, you'll continue to receive your regular calls. If there's been a gap in your care that could affect your health, your case manager may bring it up during your regular call.

## Chronic Condition Support

If you have a chronic condition, CIGNA may be notified if there's been a gap in the regular care of your chronic condition(s) according to evidence-based care standards. If this happens, CIGNA may call you to talk about ways we can help you manage your care and your condition.