



Laurie Anderson-Jones  
ABD INSURANCE SERVICES OF WALNUT CREEK



**2009 CIGNA Forum**  
challenging times require great **partners**

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*it's time for a change*

Dear Laurie,

Welcome to the 2009 CIGNA Forum. We hope you'll find the time we have together to be engaging, informative and inspiring.

Today you will hear about real challenges and real successes – how keeping a workforce productive and healthy will yield significant benefits, including cost reduction.

At this forum, you'll be joined by colleagues, peers and local leaders to join in the conversation on addressing improving employee health while keeping an eye on reducing expenses. You'll hear how practical and effective solutions can be integrated to your organization's health care strategy.

We have also invited Sheila Murray Bethel, Ph.D., a nationally recognized expert to share information, as well as CIGNA professionals who will provide their own insights to help you make a positive impact on your organization.

Thank you for joining us,

A handwritten signature in black ink, appearing to read "Peter B. Welch". The signature is fluid and cursive, with a large initial "P" and "W".

Peter B. Welch  
President & General Manager, CIGNA, Northern California

## CIGNA Regional/Local Office Information

Ready to start a new dialogue? Contact your broker/consultant or call us directly.

### **CIGNA HealthCare of California**

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## CIGNA:

**Is a single source for health, well-being and security** – We're one of the largest investor-owned health service companies in the world, built on a proud history as an innovator in integrated health, pharmacy, behavioral, dental, disability, and life and accident benefits. Our products and services – which cover millions of people worldwide – can cover 100% of an employer's population, including full-time, part-time, senior and retired (pre- and post- 65 years of age) employees, plus unions and expatriates or international employees.

**Is the only health plan to be recognized as a leader in three key areas: clinical quality, member service and provider satisfaction** – For the seventh straight year, CIGNA leads both the Quality Compass® national average and the average of our main competitors for the majority of key preventive and chronic care HEDIS® measures.\* For the third year in a row, because they provide “an outstanding customer service experience,” our customer call centers are among the select few in the nation to receive certification by J.D. Power and Associates.\*\* And, based on key service factors such as the accuracy and timeliness of claims payments, we received national recognition from PayerView<sup>SM</sup> as one of the top health plans providers find “easiest to do business with,” resulting in less administration for employers' benefit offices. In 2008, *Business Insurance Magazine* readers chose CIGNA as offering the nation's best health plans and employee assistance program.

**Is able to improve health – and thereby help lower costs – more efficiently and effectively than our competitors** – The analytical capabilities we have access to through our exclusive relationship with the University of Michigan Health Management Research Center provide us with deeper and more meaningful insight into the risks employees face and how these risks might translate into future costs. Combining this advantage with our proprietary suite of predictive modeling tools enables us to more quickly identify those at risk faster and to put people in the right prioritized programs to get the best results.

\*HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).

\*\*For J.D. Power and Associates Certified Call Center Program<sup>SM</sup> information, visit [jdpower.com](http://jdpower.com).

## Your Agenda

<b>Registration and Breakfast</b>	8:15 – 9:00
<b>Welcome</b> Peter B. Welch, President & General Manager CIGNA, Northern California	9:00 – 9:15
<b>Employer Core Beliefs: Defining Your Organization's Role in Improving Health</b> Wally Gomaa President, Trajectory Health, LLC	9:15 – 10:15
<b>Break</b>	10:15 – 10:30
<b>Up Close: Real Challenges/Real Results</b>	10:30 - 11:15
<b>Health Care in Tough Times</b> Steven Halpern, MD Senior Medical Director, CIGNA	
<b>Lunch</b>	11:30 - 12:15
<b>Up Close: Real Challenges/Real Results</b>	12:15 - 1:15
<b>Breaking the Inertia to Drive Lower Cost</b> Bill Reindl Vice President, Consumerism, CIGNA	
<b>Break</b>	1:15 – 1:25
<b>Leading in Challenging Times</b> We are in an era of unprecedented transition, offering change and upheaval, as well as great opportunities. Best-selling author and leading authority on change and leadership, Dr. Sheila Murray Bethel will provide the real-world actions and strategies needed to decrease stress, increase productivity and improve leadership in times of change.	1:25 – 2:25
<b>Closing Remarks</b> Peter B. Welch	2:30 – 2:45

## Employer Core Beliefs: Defining Your Organization's Role in Improving Health

Wally Gomaa, President  
Trajectory Health, LLC

Employers can select a wide array of tactics to improve the health and productivity of their workforce. In order to implement the most effective strategy, leaders must first take an introspective assessment regarding their role in improving employees' health. This interactive session includes candid dialogue to uncover leadership's core beliefs to focus on tactics that work, and eliminate those that don't.

## Up Close: Real Challenges/Real Results

### Health Care in Tough Times

Steven Halpern, MD, Senior Medical Director, CIGNA

Successful strategies and tools to improve population health and lower costs. Learn what other CIGNA clients are doing to make an impact.

### Breaking the Inertia to Drive Lower Cost

Bill Reindl, Vice President, Consumerism, CIGNA

Learn how health improvement strategies work in concert with consumer-directed health plans to deliver lower health care costs without sacrificing benefits.

## Sheila Murray Bethel, Ph.D.

Dr. Sheila Murray Bethel's global expertise in leadership and change helps organizations maximize human resources, solve people problems and increase bottom line results.

Her newest book, *A New Breed Of Leader: 8 Leadership Qualities That Matter Most In the Real World ... What Works, What Doesn't and Why*, is praised for its timeliness; "... Uniquely in tune with our era of change ... right book, right time."

Sheila holds a Ph.D. in Communications and has served on the adjunct faculty of Indiana Purdue University, San Francisco State University, and the University of Southern California. She is currently a member of the Advisory Council for Amsted University based in Malaysia.

Sheila has worked on projects with four U.S. Presidents and was appointed to the Board of Advisors for America's Promise – The Alliance for Youth, by Secretary of State Colin L. Powell, who is the Founding Chairman. In 1990, she interfaced with the Bush White House and the Polish Parliament to consult with and train Polish businesses being transformed by privatization. She established the first privately-owned business training center in Eastern Europe, located in Opole, Poland.