



CIGNA

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# Why CIGNA?

Setting a New Direction for Better Health Care

## Why CIGNA?

Our award-winning tools and programs to drive consumer engagement have yielded impressive results. All while improving the health and productivity of participating employees, as well as lowering employers' health care costs. Combined with our industry-recognized service experience for employers, employees, and health care professionals, it's the reason why companies choose CIGNA year-after-year.

Rosalia Olson  
Abc Legal Services, Inc.  
633 Yesler Way  
Seattle, WA 98104-2725



CIGNA

Rosalia,

**As someone engaged in making health benefit decisions for [Company], we know you are concerned about finding a solution to spiraling health care costs; one that meets the health care needs of your employees and the financial needs of your business. CIGNA offers the tools, programs, and support your employees need to make informed, value-based decisions, helping to improve employees' health and the bottom line. Combined with our industry-recognized service experience for employers, employees, and health care professionals, it's the reason why companies and organizations like yours choose CIGNA year-after-year.**

### **Find out how you can achieve up to 18% in medical cost savings**

- **Up to 12% first-year medical cost savings** with a consumer-driven health plan from CIGNA HealthCare due to consumer behavior changes, plus an additional 2-3% medical cost savings at renewal, year-after-year, to help flatten out trend.
- **Up to 3% medical cost savings** for introducing CIGNA Well Aware Disease Management programs.
- **Up to 1% reduction in medical claim costs** for integration of CIGNA Medical with CIGNA Pharmacy or CIGNA Behavioral Health.
- **Up to 1% reduction in claim costs** for integration of CIGNA Dental with CIGNA Medical and Cardiac or Diabetes Disease Management.
- **Up to 0.5% reduction in medical claim costs** for integration of CIGNA Group's short and long-term medical disability products.

### **Unparalleled service is our new hallmark**

- Seamless, effective service that meets employee needs and **helps keep administrative intervention down to a minimum.**
- For the third year in a row, because they provide "an outstanding customer service experience," our member call centers are one of the select few in the nation to receive **certification by J.D. Power and Associates\***
- Readers of Business Insurance magazine chose CIGNA as offering the nation's best health plans and employee assistance programs in 2009. The award recognizes the company that the magazine's subscribers believe offers **the best combination of quality, service, value, and innovation.**

### **Ready to start a new dialogue?**

Visit [www.whycigna.com/mw1/rolson8361](http://www.whycigna.com/mw1/rolson8361) or contact your broker/consultant.

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

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