



## HELPING MAKE IT EASIER TO GET AND STAY HEALTHY

That's Cigna One Guide.

Finding affordable, quality care isn't always easy. But with One Guide, Cigna helps make it easy for our customers to connect to the guidance, care and support they need to get and stay healthy, and make the most of their health plan.

Navigating health care can be complex. With One Guide, you don't have to go it alone. One Guide engages customers in a whole new way to help them make smart health care choices, achieve better outcomes and get the most value from their Cigna plan.

By combining intelligent technology with empathetic human support, Cigna One Guide goes beyond customer service to:

- › Anticipate each customer's unique whole health needs and preferences
- › Identify the right providers, care settings and health improvement programs
- › Connect personalized medical, behavioral and pharmacy<sup>1</sup> care and coverage guidance

It's a simplified experience delivered in a seamless interaction - via phone, app, web or click to chat - in the moments that matter most.

### It's effective.

#### CHOOSING MORE EFFICIENT CARE OPTIONS

**29%** fewer avoidable ER visits<sup>2</sup>

**3%** less out-of-network provider utilization<sup>3</sup>

#### ENGAGING IN HEALTH IMPROVEMENT PROGRAMS

**58%** more customers connected to case management<sup>3</sup>

**55%** more gaps in care closed<sup>3</sup>

**9%** more use of preventive care<sup>3</sup>

Together, all the way.®



Offered by Cigna Health and Life Insurance Company or its affiliates

# Influencing Smart Choices

## Providing personalized, relevant, high value recommendations

- › Anticipates customer's needs and opportunities to help through insights and analytics
- › Identifies the right providers, care settings and health improvement programs
- › Connects customers to the most relevant programs and services

## Guidance toward quality, cost-effective care

- › Personalized search experience helps customers find high performing providers<sup>4</sup>
- › Enables customers to make informed choices that may result in cost savings

## A simplified experience delivered in seamless interactions

- › Available to customers and their families wherever and whenever they need us
- › Accessible via phone, app, web or click to chat—via personal guides or a suite of digital self-service tools
- › One-on-one dedicated support in complex situations, for those who need it most



**Contact your Cigna representative to learn more.**

1. If included in your plan.
2. Cigna client reporting for subset of One Guide engaged clients showing comparison between customers who use/interact with a Next Best Action (NBA) vs. customers who don't interact with an NBA.
3. Cigna 2019 matched case-control study of 2018 claims for One Guide engaged clients/customers with 24-month coverage compared to non-One Guide population with 24-month coverage. Results may vary.
4. High performing defined as providers identified as having top results, based on Cigna's quality and cost-efficiency measures.

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