

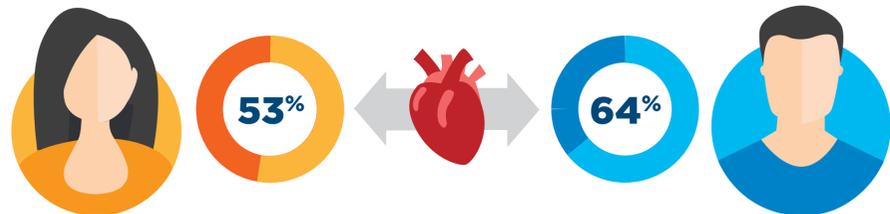
GETTING TO THE HEART OF THE MATTER



Cigna's journey to addressing gender disparities in cardiovascular disease management.

KEY FINDING

11% FEWER WOMEN than men with coronary artery disease (CAD) initiate or adhere to statin therapy.



OUR STEADY RHYTHM APPROACH FOR CHANGE

Cigna will implement a phased pilot demonstration project to improve therapy engagement and overall health outcomes of the participating women.

PHASE 1: IMPROVE AWARENESS (CURRENTLY IN PROGRESS)

Submitted findings for publication to a peer-reviewed journal in collaboration with RAND Corporation

Trained our chronic disease management coaches on how to address statin therapy and CAD

Broadcast a podcast interview with Dr. Victoria Dickson, women's heart health expert from New York University College of Nursing and shared via Cigna's social media channel

Published newsletter article in our health care provider newsletter

Launched the American Heart Association's "Go Red for Women" campaign at Cigna, featuring activities like "Wear Red Day"

Developed cultural competency training for Cigna coaches, as well as our Embedded Care Coordinators at Cigna Collaborative Care Groups

PHASE 2: IDENTIFY THE ROOT CAUSE

Identify potential Cigna Accountable Care (CAC) members with large clusters of non-adherent women with CAD.



Conduct a medical record review to identify root cause for non-initiation and low adherence.



Identify pilot intervention opportunities with the CAC environment.



PHASE 3: IMPLEMENT A SYSTEM FOR INTERVENTION

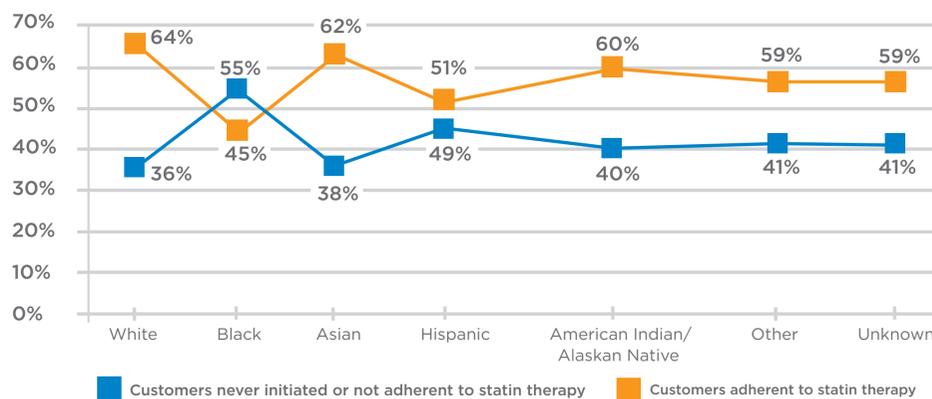
- Collaborate with primary care providers and the Coach Rx Program in a pilot initiative aimed at improving statin therapy initiation. System triggers nurses in medical groups to refer women newly diagnosed with CAD to Cigna's Coach Rx program.
- Improve the algorithm for identifying customers with CAD for disease management outreach and coaching. Then, customize messaging to better engage customers at risk for noncompliance with statin therapy.

HOW RACE FITS INTO THE PICTURE



Through our research, we also found that race could make as much as a 26% difference with regard to initiating or adhering to statin therapy. Cigna plans to assess opportunities for targeted engagement strategies.

Impact of race on initiation and adherence to statin therapy



Together, all the way.®



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