



CIGNA Online Coaching Programs

CIGNA is committed to helping American businesses improve the health of their businesses by helping employees improve their health. To do this successfully, we need to more fully engage our members in their health care decisions – moving them from a passive role to that of an active, informed participant.

CIGNA online coaching programs will provide members with an opportunity to change their behaviors and improve their health. Members also will have the flexibility to address their lifestyle concerns in a way that is most convenient for them.

Influencing, educating and motivating members to overcome barriers and change their health behaviors will not only help members improve their health, well-being and productivity, it will also help employers reduce their medical spending – ultimately improving the health of their companies.

How it works

There are two ways for members to participate in online coaching:

- A member can take the CIGNA Health Risk Assessment (HRA) to identify health risks and behaviors. The robust HRA CIGNA uses was developed by the University of Michigan Health Management Research Center, one of the nation's foremost authorities on worksite health promotion. Based on the member's responses to the HRA, he or she may be sent a welcome email with an invitation to enroll in a coaching module
 - A member who is already aware of health risks and ready to change, can self-enroll in a coaching module focused on nutrition, stress, physical activity or sleep. He or she will also receive a welcome e-mail that provides more explanation on the purpose of the program and how it will work.
- Once enrolled, members are given a choice of start dates. Throughout their coaching, they receive targeted communications to help ensure they stay engaged for the duration of the program. Then when they complete the program, they receive a congratulatory message encouraging them to continue their health improvement efforts.

Modules Encourage Participation and Engagement

There are four different multi-session online coaching modules that provide participants with the information, skills and motivation

they need to change behaviors and improve their health. See page 2.



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Program	Benefit to Participant	Benefit to Employer	Duration
Feel Better, Look Better	Participants become healthier and feel healthier, by incorporating better eating and exercise habits into their lifestyles, and decreasing their weight and Body Mass Index (BMI) score.	Employees with improved health and well-being, may also have an improved attitude and performance at work.	8 weeks
Strength & Resilience	The stress management program focuses on participants' work/life balance to help them decrease stress levels and improve coping skills.	Increasing resilience and decreasing stress can improve an employee's morale and productivity.	8 weeks
Energy & Performance	The fitness program focuses on helping participants increase their energy levels and fitness performance through better lifestyle habits, and helping them reach and maintain a better body weight.	Active employees are more likely to be healthy, present and productive at work.	8 weeks
Sleep Better, Feel Better, Live Better	Learning how to decrease stress levels can help participants improve the quantity and quality of their sleep, as well as their energy and alertness.	Improving their quality of sleep, can help employees increase energy and alertness in the workplace, and decrease accidents and mistakes.	6 weeks

What are the advantages?

For employers:

By knowing what coaching modules their employee population participates in, as well as how these online experiences can change employee behaviors, employers have actionable information that enables them to:

- Identify the most appropriate health strategies to support their population.
- Monitor and evaluate an employee population's engagement in online coaching programs over time.

For employees:

Online coaching helps employees recognize and take responsibility for their own health risks and behaviors by:

- Offering an interactive experience that encourages active, ongoing engagement.
- Providing immediate, proactive communication to targeted multi-session online coaching modules designed to drive behavior change.
- Engaging employees, as needed, in online coaching modules focused on nutrition, stress, physical activity and sleep.

Which employers benefit the most?

Employers looking for ways to simultaneously optimize the health of their employees and control rising health care costs will benefit from CIGNA's online coaching programs. Through health coaching, CIGNA is able

to identify health improvement strategies and recommend additional health care services, based on cost and the advantages for employees.

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