



asthma

Why Asthma?

- Asthma affects 20 million Americans.¹
- Asthma is the most common chronic childhood disease, affecting an estimated 4.8 million children.²
- Typically, asthma affects more than 5% of an employer's population.³
- More than 5,000 people die from asthma every year.⁴
- People with Asthma collectively have more than 100 million days of restricted activity and 470,000 hospitalizations annually.⁵

Why CIGNA Well Aware for Better Health®?

- CIGNA is a pioneer in the disease management field, with 10 years' experience addressing the significant cost and health issues that result from chronic conditions.
- CIGNA Well Aware for Better Health® has been recognized for disease management leadership by several external organizations:
 - Received the DMAA's 2005 Health Plan/Managed Care Organization Disease Management Leadership Award
 - Selected by the Centers for Medicare & Medicaid Services (CMS) to take part in phase one of their Chronic Care Improvement Program
- The program is delivered through a long-standing partnership between CIGNA and Healthways, Inc.
- CIGNA provides: clinical program design and strategy; data management and analysis; program implementation; ongoing management and oversight; third party integration; member communications; account management; reporting; and program co-development with Healthways.
- As an industry leader in call center operations and program delivery, Healthways provides the clinical interventions and assistance members need to better manage their health.

Well Aware for Asthma

Well Aware for asthma is a **full-service disease management program** that provides customized telephonic counseling from a clinician, education and support, reinforcement of the physician's care plan, and tools that enable participants to manage their conditions more effectively.

- Helps participants take control of their asthma and supports the treating physician.
- Developed in accordance with nationally recognized clinical and professional guidelines of: National Heart, Lung and Blood Institute; Centers for Disease Control and Prevention; American Academy of Asthma, Allergy, and Immunology; Veterans Health Administration; and others.

Well Aware for Asthma

Identification	<ul style="list-style-type: none"> Members who have incurred two or more medical and/or pharmacy claims related to asthma; OR one or more emergency room visits due to asthma; OR one or more hospital admissions due to asthma within the previous 12 months 	<ul style="list-style-type: none"> Monthly review of member medical claim data, pharmacy claim data and encounter data Referrals from health advisors, physicians, health management professionals, and identification through health risk assessments and self-referrals
Enrollment	<ul style="list-style-type: none"> Welcome letter sent to identified participants Two week opt-out period Members in program unless they request otherwise 	<ul style="list-style-type: none"> Welcome call to introduce the program Members receive outreach calls until reached live to discuss participating in the program Program available to members of all ages
Interventions	<ul style="list-style-type: none"> In the initial assessment, the clinician interviews the participant, identifies risk factors, and assigns initial risk categorization Members who are identified for the program are identified as either high or low risk All participants will receive calls from clinicians Participants identified at higher risk will be targeted for more calls 	<ul style="list-style-type: none"> Frequency of calls is based on numerous factors, including the participant's clinical status, utilization, co-morbidities and clinical assessments Reassessments are conducted periodically, and participants may be reassigned to another risk category as their health care needs and behaviors evolve Interventions also include access to more specific education and support from the appropriate clinicians such as respiratory therapists or nutritionists
Graduation	<p>A participant would "graduate" from the program once he or she reaches and maintains an optimal level of control over asthma for a specified period of time. We would continue to monitor the member's medical and pharmacy claim and encounter data. If the member needs further help with asthma, we would invite the member to participate in the program again.</p>	
Participant Resources	<p>Participants will receive most, or all, of the following:</p> <ul style="list-style-type: none"> Introductory letter (age-appropriate) Asthma workbook (child, teen, adult versions) <i>Parent Guide to Asthma</i> (workbook) Guidelines for care reminder letter (3 x year) which includes a list of good-health guidelines and a place to record lab results and test dates Annual flu/pneumonia vaccine reminder letter 	<ul style="list-style-type: none"> Toll-free access to Well Aware clinicians 24/7 Quarterly newsletters Online access to Well Aware materials Educational materials from Healthwise Self-care plan to record member-identified goals during a call with clinician Annual participant satisfaction surveys
Physician Resources	<ul style="list-style-type: none"> Introductory letter explaining program and support offered to participants Clinical guidelines reference list <i>Physician Guide to Patient Materials</i> Depression and medical illness fact sheet 24/7 toll-free access to Well Aware clinicians Online access to Well Aware program materials 	<ul style="list-style-type: none"> Participant reports that support the primary physician's patient care efforts, including evidence-based recommendations (medication and lab tests) and the corresponding patient compliance data based on claim data and self-reporting Quarterly Newsletters Care guides that include asthma treatment guidelines. The guide is compiled using various clinical references and is intended to be an evidence-based medicine reference guide.
The Employer's Role	<p>Program success is greatly enhanced by active employer sponsorship, including:</p> <ul style="list-style-type: none"> Providing accurate telephone numbers for employees to CIGNA Promoting programs via internal communication channels within your organization Advocating program participation and engagement among your employee population 	
Proven Results	<ul style="list-style-type: none"> High-quality clinical outcomes Positive ROI driven by reduced medical costs Up to 3% medical claim decrement for introducing WellAware programs Reduction in hospital admission rates Reduction in emergency room visits 	<ul style="list-style-type: none"> Increased employee productivity Improved employee health Improved employee quality of life Decreased absenteeism and presenteeism Improved medication compliance

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A Business of Caring.