



diabetes

Why Diabetes?

- Nearly 21 million children and adults in the United States, or 7% of the population, have diabetes.¹
- Complications from diabetes include blindness, kidney failure and stroke.
- Diabetes is responsible for about 100,000 cases of kidney failure and nearly 67,000 amputations a year.²
- In 2002, the cost of diabetes was estimated to be \$132 billion in lost productivity, disability and direct medical costs.³

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 2005 Health Plan/Managed Care Organization Disease Management Leadership Award from the Disease Management Association of America
 - Selected by the Centers for Medicare and 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 Diabetes

Well Aware for diabetes 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 condition more effectively.

- Helps participants take control of their diabetes.
- Developed in accordance with nationally recognized clinical and professional guidelines of: American Diabetes Association; American Heart Association; U.S. Preventive Services; and others.

¹ American Diabetes Association 2002

² ibid

³ ibid

Well Aware for Diabetes

Identification	<ul style="list-style-type: none"> Members who have incurred two or more physician or specialist office visits related to diabetes; OR two or more pharmacy claims related to diabetes; OR one medical claim and one pharmacy claim related to diabetes OR one or more inpatient claims related to diabetes 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, 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 Welcome call to introduce the program 	<ul style="list-style-type: none"> Participants 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 Participants are placed into one of several categories that reflect relative risk All participants will receive calls from clinicians Participants identified as higher risk will be targeted for more calls 	<ul style="list-style-type: none"> Frequency of clinician 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 appropriate clinicians, such as respiratory therapists or nutritionists
Graduation	<p>Participants do not "graduate" or exit the program unless the participant: 1) is no longer eligible to participate (i.e. no longer a CIGNA member) or 2) voluntarily opts-out.</p>	
Participant Resources	<p>Participants will receive most, or all, of the following:</p> <ul style="list-style-type: none"> Introductory letter (age appropriate) Diabetes 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 participant-identified goals during calls with clinicians 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 Quarterly Newsletters Care guides that include treatment guidelines for diabetes. The guide is compiled using various clinical references and is intended to be an evidence-based medicine reference guide. 	<ul style="list-style-type: none"> Reporting to help support the primary physician's patient care efforts: <ul style="list-style-type: none"> Participant medication lists to validate the medications their patients are taking, inform them of medications prescribed by other physicians, and allow them to identify potential gaps in care Participant reports indicating evidence-based recommendations (medication and lab tests), and corresponding patient compliance data based on claim data and self-reporting
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 Well Aware programs Reduction in hospital admission rates Reduction in emergency room visits Increased employee productivity Improved employee health 	<ul style="list-style-type: none"> Improved employee quality of life Decreased absenteeism and presenteeism Increased percentage of Well Aware participants who receive the following screenings annually: dilated retinal eye exams; nephropathy (kidney) screening; LDL cholesterol screening; and glycohemoglobin (HbA1c) Increased percentage of Well Aware participants who experience: lower A1C levels and LDL levels

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A Business of Caring.