

# CIGNA Choice Fund® Education Road Map – Helping your employees become smarter about health care



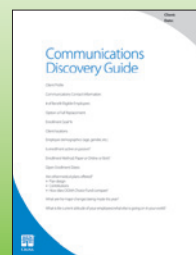
## planning

### Develop a Plan



#### Best Practices Strategy

Your CIGNA representative will share proven ideas to keep in mind as you develop your plan.



#### Audiences, Messages and Media

We will work with you to outline audiences, key messages, the right media mix, and timing so your communications are sure to hit the mark.

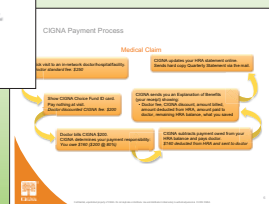
## awareness

### Prepare Leaders/HR



#### Announcement

Introduce the program or announce key changes.

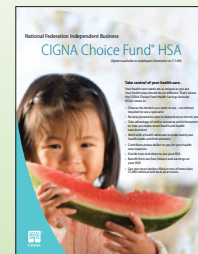


#### Training

Prepare the front lines and develop advocates.

## education

### Engage and Educate Employees



#### Print

The enrollment guide compares plan choices and previews all of the support and resources.



#### Electronic

Effective and efficient, the Web and electronic messaging make an impact.



#### Face to face

Meetings and fairs are where it all comes together. In person is best, but webinars with Q&A are helpful, too.



#### Break Room

Catch them where they work. Posters and table tents help communicate your key messages.

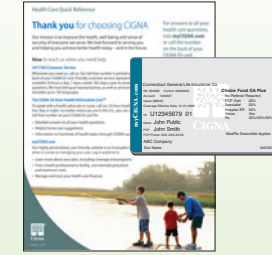


#### Phone

The toll-free pre-enrollment phone line offers answers and information.

## reinforcement

### Provide Helpful Information and Decision Support



#### Getting Started

The ID card and reference sheet are passports to benefits and support programs.

Category	Plan A	Plan B	Plan C
Medical	\$100	\$150	\$200
Dental	\$50	\$75	\$100
Prescription	\$10	\$15	\$20
Health Savings	\$500	\$1000	\$1500

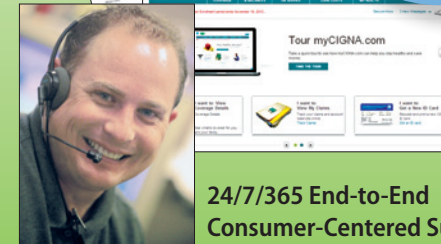
#### Superior Cost and Quality Tools

Available through interactive tools on myCIGNA.com and via Customer Service.



#### My Health Assessment

Completion is key to using the plan effectively and improving one's health.

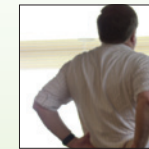


#### 24/7/365 End-to-End Consumer-Centered Support

From EOB statements to Customer Service to myCIGNA.com, there's help for understanding and using benefits and programs.

## maintenance

### Improve Individuals' Health & Well-Being



**Managing Chronic Conditions**  
Personalized education, support and self-help tools for those with an ongoing health condition



**Encouraging Healthy Living**  
Support for smoking cessation, weight management, stress reduction and more



**Saving Money**  
Discounts on products and services not part of one's health coverage



**Outcome-Based Incentive Programs**  
Goals and reward programs



**Tackling Life's Challenges**  
Help finding counselors, contractors, day care and even pet boarding

