



LOUDOUN COUNTY GOVERNMENT



A well-designed wellness and health improvement strategy led to higher engagement, significantly lower health risk and medical savings of over \$1.6 million since 2005. The government of Loudoun County, Virginia had experienced unprecedented cost increases, including health care costs for the county's employees and their families, as the rapidly developing area grew. Since 2005, the county has collaborated with Cigna to develop and implement a robust wellness program that has changed the culture of health care from crisis care and unhealthy choices to prevention and healthy lifestyles.

Loudoun and Cigna - a healthy partnership

When Loudoun County Government first came to Cigna, the focus was on creating a culture of health within the County through their wellness and health improvement strategy. This was a top-to-bottom effort with engagement by senior leaders, managers and employees. As the numbers bear out, the strategy paid off. After the first year of their relationship with Cigna when they experienced a double-digit reduction in trend, the wellness strategy continued to gradually improve their trend and reduce the County's medical spend. As of 2011, Loudoun County Government's trend was just 3.6% over 2010 and their medical costs were a significant 13.6% below the Cigna national norm.

An evolving strategy

The goal is to have employees and family members become active partners in improving their health and maintaining good health through lifestyle changes and sustained behavior change. Loudoun County Government's strategy includes tracking its engagement data in onsite programs, such as preventive screenings and the health and wellness lecture series, as well as in Cigna's health advocacy and health improvement programs.

Each year's wellness and health improvement strategy is designed based on the previous year's data, with a focus on areas that will have the most impact for the individual's health and the total cost of the plan. Preventive care has been a key component annually, as understanding what is healthy and how to maintain good health prevents many instances of serious illness or catastrophic events such as heart attack or stroke.

Population facts

- Average employee age: 44.3
- 49% male/51% female
- Fastest growing county in the United States

Actions

- Promoted culture of health
- Engaged employees in health advocacy
- Encouraged preventive care and completion of health assessment

Outcomes

- Increased employee engagement in health improvement programs
- Considerable shift from high risk to medium and low risk
- Significant medical cost savings - \$1.6 million
- Earned American Heart Association Fit Friendly Company awards: Platinum in 2011, 2012; Gold from 2008-2010

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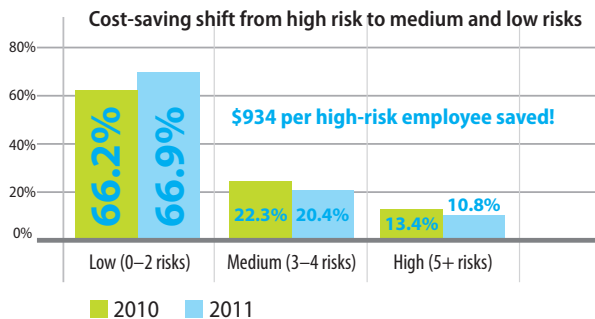
Increase in health assessment completions

Key to Loudoun County Government's success is completion of the health assessment by employees. It forms the base of their incentive program, the Wellness Passport, and is a requirement for earning the year-end reward which is deposited into the employee's FSA or HSA account. Each year, the number of employees completing the health assessment with their biometric values has improved. Although there was no change in plan design, 2011 saw a 6% increase in the number of completed health assessments with biometric screenings over the previous year. This is significant, as the biometric markers are integrated into Cigna's predictive modeling and provide more information for targeted outreach by Cigna's health coaches to assist employees with improving their health.

Shift from high risk to medium and low risk

As high-risk employees have five or more health risk factors, they have a greater incidence of chronic conditions and are more costly than their healthier peers. For those employees in particular, the health assessment showed the impact of the wellness program in 2011 over 2010 – a shift out of high risk category into a lower risk category with a 10% cost reduction per employee in the high-risk category.

- 3.4% shift out of high-risk and into medium- and low-risk categories when two health assessments were completed in the last 12 months



Educating to lower ER usage and costs

As Loudoun County can be rural, especially in the western end of the county, employees often found their choice of after-hours care limited to the emergency room. To address this challenge, the County provided consistent education around the 24-hour health information line, encouraging employees to contact a nurse as they seek the right level of care, and added a higher copay to discourage inappropriate use of the emergency room.

Emergency room visits per 1,000 customers has decreased 11.1% since 2008, an average annual decrease of 2.2%.

The rewards of preventive care

Loudoun County Government also has a comprehensive wellness education strategy in place. Seeking to continually encourage employees to establish a healthy working relationship with their own physicians, preventive visits are rewarded with points on their Wellness Passport. The goal is for employees and their families to develop strong relationships through Well Care, so that when they are ill, they will turn to their own physician who is familiar with their medical histories. Constant preventive care education has successfully engaged employees and their family members, as demonstrated by the higher-than-norm preventive screening rates for breast and cervical cancer and chronic condition treatment compliance, as indicated by their gaps in care data captured by Cigna.

- **Cervical and colon cancer screening rates have increased 2.8% and 13.1%, respectively, since collaborating with Cigna.**
- **Breast cancer screening rate exceeds the HEDIS norm by 12%.**
- Overall, employees are more compliant with managing chronic conditions and age-appropriate screenings. This is reflected by the **gaps in care compliance rate increasing from 76.2% in 2008 to 79.5% in 2011.**
- **73% of employees are now registered on myCigna.com, up from 53.6% in 2007.** This increase in usage of Cigna's online tools helps our customers make better choices concerning their health, and drives outreach from Cigna's health promotion team to those in need.

Next steps

In 2013, Loudoun County Government is focusing on three areas: health assessment completion with biometric screenings; preventive care, especially for cancer screenings; and Healthier Lifestyles, especially for weight management and healthy pregnancies. The County will also leverage the Cigna health improvement programs to help drive engagement even further and provide employees and their family members with individual coaching that meets the needs and goals of each individual.



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