



Wellness and Your Workforce

HOW DIVERSITY CAN IMPACT OUTCOMES

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Chief Diversity Officer
15 September 2015



Differentiating the signal from the noise...



So what's your prior belief?

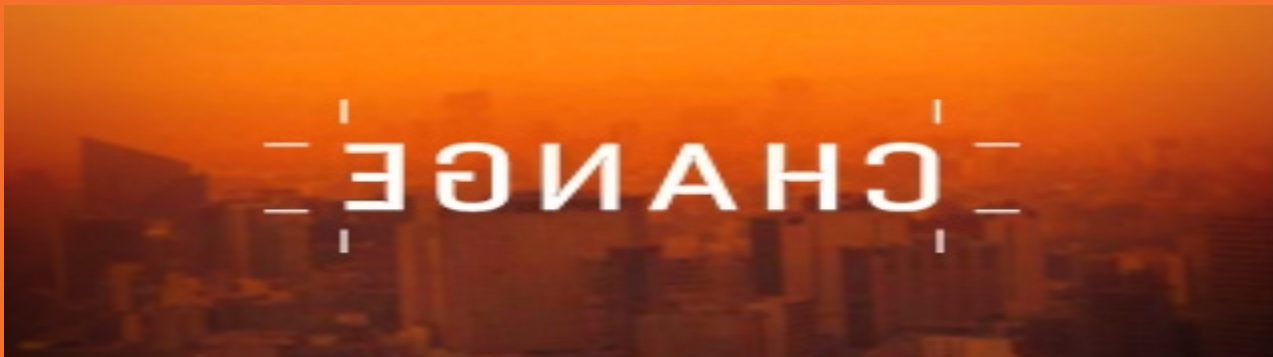
$$P(A | B) = \frac{P(B | A)P(A)}{P(B)}$$

Bayes Theorem



Wellness and Your Community

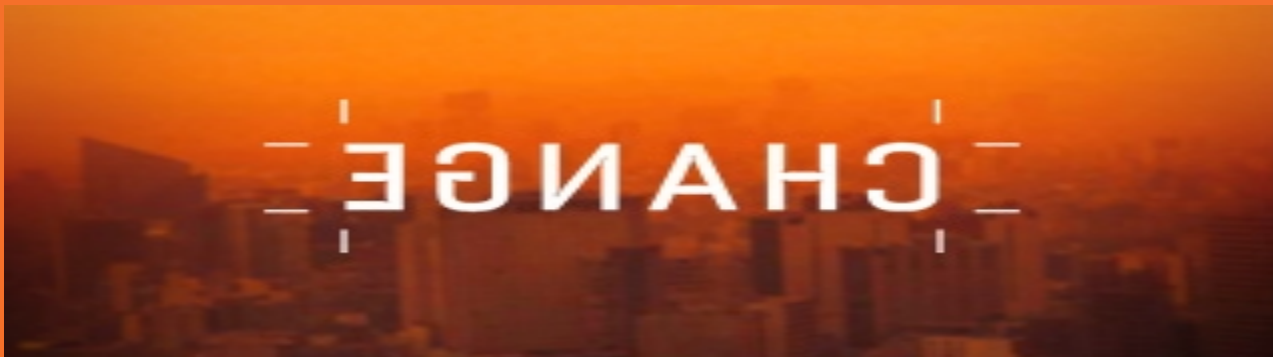
CHANGE IS COMPLEX





Wellness and Your Workforce

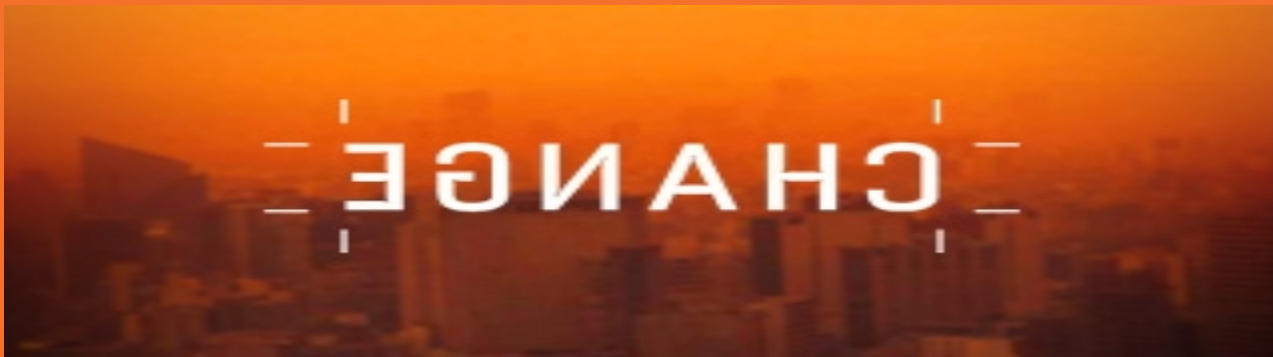
CHANGE IS DIFFERENT...





Wellness and Your Viewpoint

CHANGE IS A PERSPECTIVE...





Wellness and Sustainable Change

CHANGE IS A RESPONSE...

- Generational and Cultural
- Communication & Technology
- Finding Solutions That Work

Cross-cultural competence

The ability to discern and take into account one's own and others' worldviews - to solve problems, make decisions, and resolve conflicts in ways that optimize cultural differences – resulting in better, longer-lasting, and more creative solutions.

Source: *The Inclusion Paradox* by Andres Tapia. Copyright 2011 Diversity Best Practices

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Wellness and Your Generation



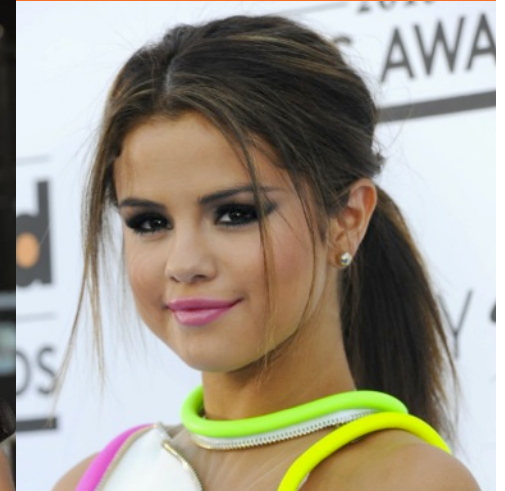
Traditionalist



**Baby
Boomer**



Gen X



Millennial



United States

In 1950, 90% of the U.S. was white¹; 67% today³, and by 2040, only 50%². Asians represent the fastest-growing race at 3.1% growth, compared to 0.7% growth for white and 1.1% for black²

“Minority” representation *today* by age bracket⁴:

- 41 years or older—23%
- 40 years and younger—35%
- 10 years and younger—40%

Starting in 2008, 70% of new entrants into the workforce have been women and minorities⁵

1. U.S. Census Bureau, 1951 Census Report
2. 2010 American Community Survey, U.S. Census Bureau
3. 2008 U.S. Census Bureau National Population Projections
4. 2010 American Community Survey, U.S. Census Bureau
5. Bureau of Labor Statistics, 10-Year Labor Force Demographic Data Projections, 2010

United States

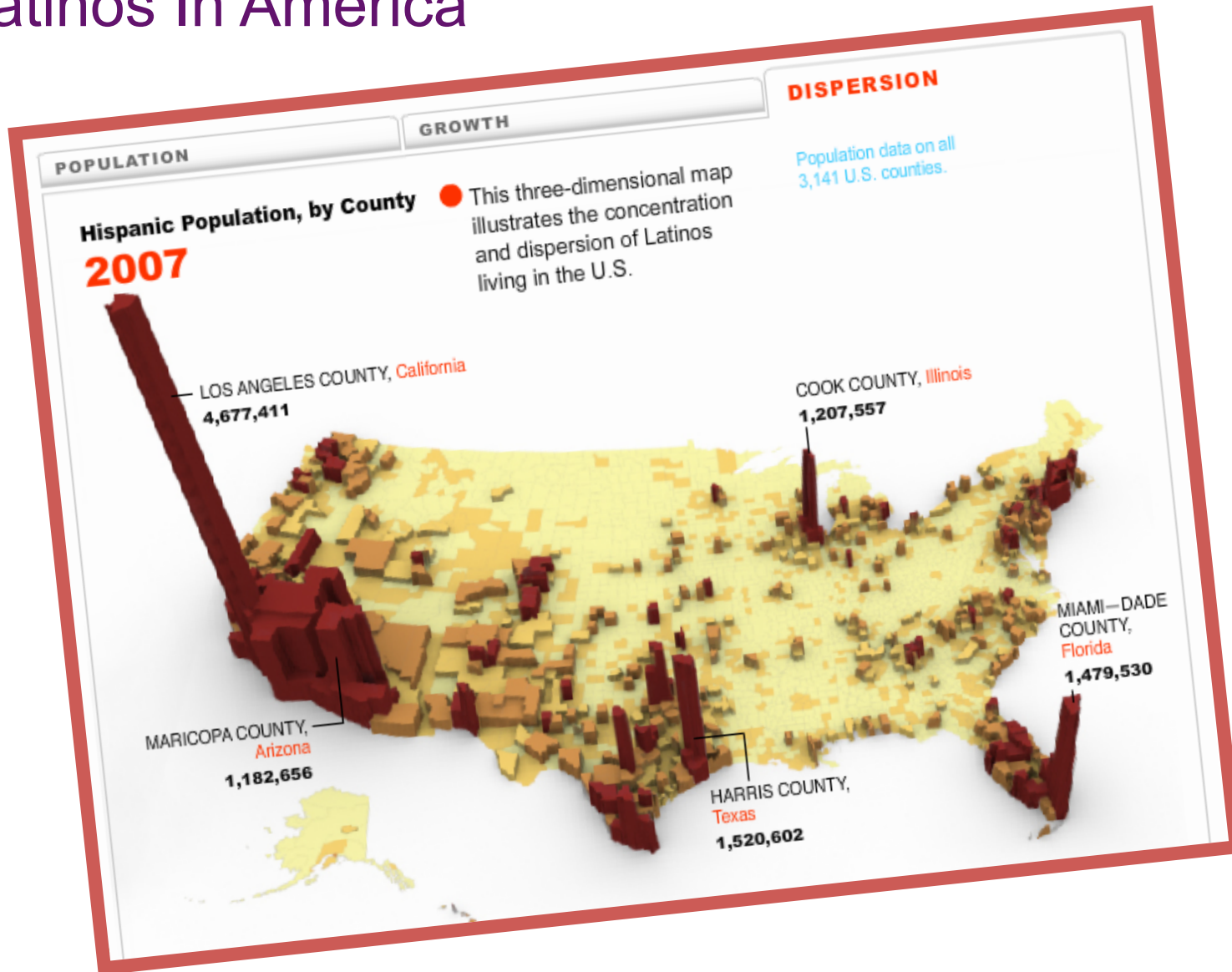
Estimated Buying Power

The total buying power of consumers in the United States is estimated to be **\$12.4 trillion in 2013¹**

- **African American:** \$1 Trillion in 2013
- **Latino:** \$1.2 trillion; 10% of the nation's buying power, up from 5.2% in 1990
- **Asian-American:** \$713 billion in 2013; 7% up from 4.9% in 2010
- **LGBT:** \$835 billion in 2011²

1. 2013 Multicultural Economy Report, Selig Center for Economic Growth at the University of Georgia Terry College of Business
2. The Gay and Lesbian Market in the U.S.: Trends and Opportunities in the LGBT Community, 6th edition, July 2010, Packaged Facts

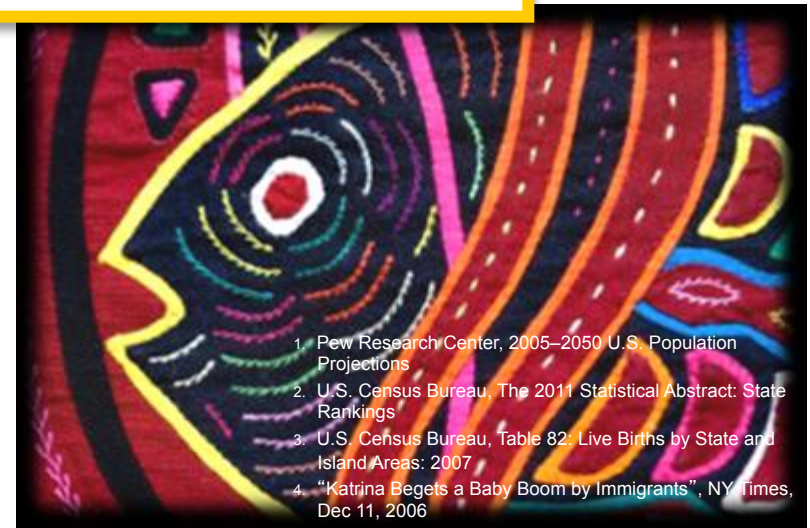
Latinos In America



©

Latinos: A Growth Story

- 25% of the U.S. by 2025¹
- More than 1/3 of California residents²
- Half of babies born in Texas³
- 9 of 10 newborns in New Orleans⁴
- 35% of those in the U.S. are under 18 years old⁵
- Half of the U.S. population growth since 2000⁵
- The fastest-growing minority population in the U.S.⁵



1. Pew Research Center, 2005–2050 U.S. Population Projections
2. U.S. Census Bureau, The 2011 Statistical Abstract: State Rankings
3. U.S. Census Bureau, Table 82: Live Births by State and Island Areas: 2007
4. "Katrina Begets a Baby Boom by Immigrants", NY Times, Dec 11, 2006
5. U.S. Census Bureau, Table 9: Resident Population by Race, Hispanic Origin, and Age, 2000–2009



Women in the U.S.

A 21st Century Reality

- 2010: Majority of the US labor force (51%)
- 60% of university graduates in developed (and many developing) countries
- Influence 90% of consumer health purchases/93% of pharma purchases
- The “New Entrepreneur” creating each year in the US.
- The growth of wealthy women in the U.S. is 2x faster than wealthy men.
- 40% of Americans with gross investable assets above \$600,000.
- 45% of American millionaires are women.
- 60% of high net worth women have earned their own fortunes.
- *59% help partner with healthcare needs; only 5% helped by partner

Source: Forget Cinderella find Fred Astaire by Avivah Wittenberg-Cox November, 2010

*Cigna 2013 Benchmark Research Report on the Health and Well-being , The attitudes and behaviors of women



Dual Career Factors

74%

of working women say they are primary caregivers versus

40% of men

63%

of working women say they are primary breadwinners versus

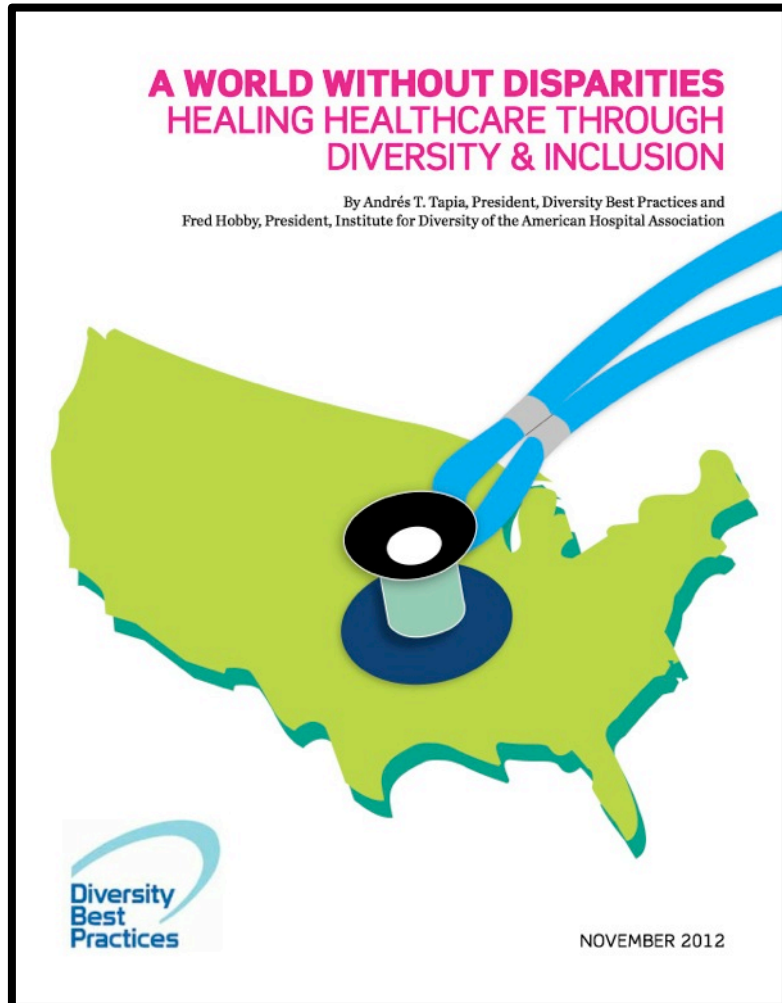
88% of men

51%

of working women say they are primary caregivers *and* breadwinners versus

37% of men

Change can Eliminate Disparities



African Americans and Latinos

- 2x as likely to use emergency rooms
- Less likely to have a primary care physician
- Less likely to receive routine care
- Less likely to fill prescriptions, citing cost as the reason

53% of Hispanics report relying on home remedies, compared to 32% of Whites

Obesity is under-diagnosed 3X more in African Americans with Diabetes, compared to Whites

Communication & Technology



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Wellness and Your Culture



**NO ONE
IS ANY ONE
THING.**

-Martin Short

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Wellness and Your Life

DIVERSITY IS THE MIX



INCLUSION IS MAKING THE MIX WORK



Change is a \$3 Trillion Opportunity



Big data: The next frontier for innovation, competition, and productivity. May 2011.
Authors: James Manyika, Michael Chui, Brad Brown, Jacques Bughin, Richard Dobbs, Charles Roxburgh,
Angela Hung Byers

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Adapting to Change

- 94% of hospitals collect data on race, 87% on ethnicity – less than half have set goals for use
 - ACA requires collection and meaningful use of this indicative data
- Current lack of electronic demographic capture impedes ability to gain insights on differences
- In the U.S., 44% of the population lives in a state with marriage equality for same sex couples
 - 19 states, Washington, D.C. and eight Native American tribes have legalized same sex marriage

What response/action does your environment require to be healthier, more successful, more prosperous?



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