

CUSTOMER ENGAGEMENT IMPROVES VALUE

Employees and employers save with myCigna

Your trusted partner in increasing value and driving better outcomes.

Using whole-person health insights, learnings and experience, we have built dental solutions that help today's busy consumers live their healthiest lives. We do this through an engagement process designed to help customers manage their benefits and access the care they need to stay healthy. A key piece of this process is our myCigna® customer portal. By personalizing a customer's user experience on the myCigna portal and giving them access to innovative search tools, we can help them - and you - save money and get the most out of their coverage.

Activate

Welcome email drives customer registration on myCigna

Engage

Timely messaging promotes online tools

Log in

to myCigna to find high-value dentists using the Brighter Score® feature, patient reviews and more

Save

High-value dentists help employees and employers save money



Together, all the way.®



Offered by: Cigna Health and Life Insurance Company or its affiliates.

The results

We recently completed a study comparing customers who used the myCigna portal and had a claim to customers who did not use myCigna and had a claim. We found that customers who use myCigna choose higher-value dentists and have more in-network claims than those who don't use myCigna.* This not only results in savings for them, but also confidence that you are maximizing the value of your benefits investment.

myCigna increases in-network use

More customers with out-of-network claims chose in-network dentists after visiting myCigna*



39.9%
moved in-network after visiting myCigna

13.1%
moved in-network without visiting myCigna

8.6% higher in-network visit rate across all services*

9.1% higher diagnostic/preventive

12.3% higher orthodontics

5.9% higher periodontics

11.9% higher restorative

9% higher miscellaneous



myCigna drives savings – Average cost for procedure*

| Service | myCigna users | Non-users | Savings |
|----------------------------------|---------------|-----------|---------|
| Crown and Bridge | \$397.10 | \$524.40 | 24% |
| Orthodontics - monthly treatment | \$72.20 | \$178.00 | 59% |
| Removal of impacted tooth | \$123.30 | \$206.90 | 40% |
| Diagnostic consultation | \$23.40 | \$38.50 | 39% |
| Perio - scaling and planning | \$84.40 | \$104.60 | 19% |

For more information about Cigna dental products, and our innovative customer engagement programs, contact your Cigna representative today.



* Cigna Internal Data and Reporting, July 2018. Study Design: retrospective matched case control analysis, using one to one coarsened exact matching method. Population: new DPPO standalone members who joined between February 1, 2017 and January 31, 2018 and were not enrolled in a family plan. Study group: members who visited mycigna.com and had at least one dental visit after the search. Control group: members who didn't visit myCigna and had at least one dental visit during the measurement period. Measurement Period: dental claims occurred from 2/1/2017 through 4/30/2018. Matching Factors: Age, Gender, ZIP Code (first 3 digits), Enrollment History.

Product availability may vary by location and plan type and is subject to change. All group dental insurance policies and dental benefit plans contain exclusions and limitations. For costs and details of coverage, contact a Cigna representative.

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