



Information for Bridging Gaps in Care

Gaps in care can occur when individuals don't receive, or adhere to, care that is consistent with medically proven guidelines for prevention or treatment. The result can be more severe illnesses and increased costs for both members and employers.

A significant national health challenge

U.S. adults receive only 55 percent of recommended health care services.

– New England Journal of Medicine, March 16, 2006

The medical system is complex with:

- multiple doctors;
- multiple prescriptions;
- constantly evolving medical standards;
- evolution of new drug therapies; and
- overburdened physicians with limited time to fully educate patients on the importance of therapies and what to expect.

The complexity of our medical system can significantly impact the quality of care. It not only compromises care, it can also result in missed opportunities for managing a chronic

condition or treating symptoms before they become acute – ultimately leading to the need for more costly treatment.

Our Well Informed program is designed to help improve the quality of care and reduce medical expenses by addressing these missed opportunities. Because we believe so strongly that identifying and resolving gaps in care is core to helping members improve their health and well-being, the program is included as a standard feature of our medical management models at **no additional charge**.



Bridging gaps in care – expanded identification and outreach

Many CIGNA health advocacy programs leverage integrated data to proactively identify and address our members' gaps in care. These programs include:

- Health and wellness coaching
- Clinical information for members weighing treatment options
- Medication reminders and coaching
- Preventive care reminders
- Support for members with chronic conditions
- High-risk pregnancy screening
- Depression screening
- Physician communications on patient participation in health advocacy programs

The CIGNA Well Informed program for bridging gaps in care builds on that foundation of clinical excellence by expanding our identification and outreach to provide timely, actionable information to our members and their physicians. Outreach is specifically targeted to members who are identified as having possible gaps in care and to their providers.

What's included

The Well Informed program includes:

- Sophisticated software that identifies potential evidence-based gaps, omissions and errors in care for all our members.
- Mailings to both members and physicians.
- Coordination with existing health advocacy programs, including case management, disease management, CIGNA Health AdvisorSM, behavioral programs and disability programs.
- No additional charge—CIGNA HealthCare believes strongly that identification and resolution of gaps in care are critical to improving the health and well-being of our members. So we provide the Well Informed program as a component of our core medical management plans at no additional charge.

How the Well Informed program works

Using rule-based software, together with our integrated medical, pharmacy, behavioral and lab data, the Well Informed program identifies gaps at a member level every month. The Well Informed program then communicates this information to physicians and members:

- Mailings are sent to physicians advising them of potential gaps, so they can reach out to their patients to discuss possible modifications to, or adherence with, their treatment plans.
- Simple, easy to understand profiles are sent to members, to increase their understanding of potential gaps, improve adherence to existing therapies, and prompt discussion with their physicians.
- The same information is shared with the clinical staff of our medical management programs, including case management, CIGNA Well Aware for Better Health[®] disease management, CIGNA Health AdvisorSM, pharmacy outreach, and CIGNA Behavioral Health. This enhanced information helps our clinical staff reach out to members more successfully, increasing the effectiveness of our outstanding medical programs.

Advantages for employers

- Healthier employees and families
- Reduced health care costs
- Improved productivity

Advantages for employees and their families

- Improved health and quality of life
- Education on their condition
- More personalized support and coaching

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A Business of Caring.