

# Demonstrating social responsibility and integrity

2009 Aetna Corporate Responsibility



**“No single group can solve the world’s problems, but public companies can move the collective needle by using their human and financial resources to innovate in ways that benefit both private interests and the public good.”**

**Ronald A. Williams**  
**Aetna Chairman and CEO**  
**Forbes.com, October 2008**



Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies (Aetna).

# Executive summary

**At Aetna, we believe that being a leader in health care benefits means not only meeting business expectations but also exercising ethical business principles and social responsibility in everything we do. Responsibility and integrity are woven into our corporate fabric and demonstrated through our commitment to:**

## Community involvement

The Aetna Foundation is the independent charitable and philanthropic arm of Aetna. Founded in 1972, the Foundation helps build healthy communities by promoting volunteerism, forming partnerships and funding initiatives that improve the quality of life where our employees and customers live and work. Since 1980, Aetna and the Aetna Foundation have awarded more than \$359 million in grants, sponsorships and social investments.

## Diversity at Aetna

We recognize the impact and importance of diversity in all aspects of our business.

- Through recruitment, education and development, we continue to strengthen Aetna's **workplace diversity** to mirror the customers we serve.
- We are diversifying our supplier base, purchasing more than \$106 million in goods and services from certified women-owned and minority-owned business enterprises in 2008.
- We are bringing our health and related benefits to some of the fastest growing segments of our populations — the African American, Latino and Asian markets.

## Public policy leadership

Aetna is committed to transforming health care in America by playing a leadership role in advancing public policy solutions. We are fully engaged in the ongoing health care reform debate and are working with Congress and the Obama Administration to help offer guidance on workable, meaningful reforms.

- Aetna played a significant role in helping to formulate and get passed a mental-health parity bill, which promotes equitable care for mental health illnesses and became law in 2008.
- Aetna has made a commitment to helping to keep Americans healthy through a significant investment in health information technology that produces actionable data and through highly valued health and wellness programs.
- Our pioneering **To Your Health! Aetna's Proposal for Health Care System Transformation** is a comprehensive health reform plan that proposes a framework for constructive dialogue and meaningful change.

## Our Values

At Aetna, we put the people who use our services at the center of everything we do, and we live by a core set of values:

- Integrity
- Quality Service and Value
- Excellence and Accountability
- Employee Engagement

## Environmental practices

Aetna has been engaged in recycling and energy-use reduction programs for many years at Aetna-owned facilities. In recent years, our accelerated efforts have resulted in numerous distinctions, such as a 2009 Connecticut Climate Change Leadership Award from the State of Connecticut, and Leadership in Energy and Environmental Design (LEED®) Silver certification in 2009 for the environmentally friendly construction of the new Aetna Customer Center. Aetna's teleworker program is reaching some impressive milestones, saving more than 65 million miles of driving per year and reducing carbon dioxide emissions by more than 23,000 metric tons each year.

## Corporate governance

Aetna's reputation, one of the company's most valuable assets, relies on sound corporate governance policies, publicly available on our website. We share documents — Aetna's Code of Conduct and Aetna's Corporate Governing Guidelines — with our key stakeholders. In doing so, we help ensure our commitment to excellence, integrity and accountability.

# Aetna community involvement



Nothing exemplifies our commitment to responsible leadership more visibly and resolutely than the activities of our independent charitable and philanthropic arm, the Aetna Foundation. Founded in 1972, the Foundation helps to build healthy communities by promoting volunteerism, forming partnerships and funding initiatives that improve the quality of life where our employees and customers work and live.

## Working to build healthier communities

Since 1980, Aetna and the Aetna Foundation have awarded more than \$359 million in grants, sponsorships and social investments. Today, the Foundation continues to thrive, focusing on health, diversity, and employee community involvement. We remain committed to supporting diverse communities through our philanthropic and volunteer activities, and are especially interested in funding programs that seek to advance racial and ethnic equality in health care.

## Meeting the needs of our multicultural markets and diverse populations

In 2008 Aetna and the Aetna Foundation awarded more than \$25.5 million in grants and sponsorships that support an array of initiatives, strengthening our long-term commitment to diversity. Here are some examples:

### Sustaining strong Latino communities

Over the past decade, we have awarded nearly \$490,000 to Hispanics in Philanthropy, helping it grow into a national catalyst for Latino philanthropy. Our early guidance and funding helped Connecticut become one of the first states to participate in the Funders' Collaborative for Strong Latino Communities Initiative, infusing a health focus from the beginning.

### Creating opportunities for the disabled

\$50,000 in funding was directed to the Special Olympics in four cities, supporting the organization's various programs and events designed to empower children and adults with intellectual and developmental disabilities.

### Supporting diverse arts and cultural opportunities

Aetna and the Aetna Foundation have awarded The Amistad Center for Art & Culture nearly \$600,000 over the past two years, most notably in support of their acclaimed traveling exhibit, Double Exposure; African Americans Before and Behind the Camera.

A \$200,000 Aetna Foundation grant to the Philadelphia Museum of Art sponsored the first major United States exhibition in nearly 15 years devoted to the influential Mexican artist Frida Kahlo.

### Honoring veterans

A \$50,000 Aetna award to Helmets to Hardhats supports its national program that connects American military veterans and wounded warriors to quality career opportunities in the construction industry.

### Supporting diversity in higher education

Since 2006, Aetna has awarded the Hispanic Association of Colleges and Universities (HACU) \$135,000, which has provided support for scholarships and the organization's annual conference.

### Community building at the local level

- In Atlanta, a \$100,000 grant to 100 Black Men of Atlanta, Inc., funded the group's Health & Wellness Initiative, among other programs. The initiative educates the African American community about the benefits of healthy living through a series of health and wellness events.
- Since 2006, the Aetna Foundation has awarded Florida-based MicheLee Puppets, Inc., \$150,000 toward its EXTREME Health Challenge, a program that uses puppets to teach elementary school children about the importance of good nutrition and active lifestyles.



### **Lesbian, Gay, Bisexual and Transgender (LGBT) involvement**

The Aetna Foundation's \$60,000 grant to the Mautner Project supports the Removing the Barriers (RTB) in three cities. RTB, a cultural competency training program helps medical professionals better meet the unique health needs of this medically underserved population.

### **Celebrating diversity through publications**

For the past 28 years, Aetna has recognized the outstanding contributions of African Americans through an educational calendar printed and distributed to schools, businesses and nonprofits. In 2007, Aetna added its first bilingual Hispanic calendar. The latest African American and Hispanic calendars are respectively titled: *"Healthy Communities, Health and Wellness Across America"* and *"Recetas de mi Abuela, My Grandmother's Recipes"* and are available online.

### **Aetna Voice of Conscience® Award**

Created in 1993 in memory of tennis superstar, humanitarian and Aetna Board of Directors member Arthur R. Ashe, Jr., the Aetna Voice of Conscience Award is presented to both a national figure and an Aetna employee whose commitment to advancing human rights, opportunity and dignity speak to Ashe's legacy.

### **Health care disparities: Philanthropy's role**

Since 2001, Aetna and the Aetna Foundation have committed more than \$24.5 million to advance racial and ethnic equality in health care, including \$5.7 million in 2008. The following are a few examples of our support in this arena:

#### **Seeking sustainable outcomes**

A \$300,000 grant to the Disparities Solutions Center at Massachusetts General Hospital is preparing new leaders focused on taking action and making changes in health care towards the advancement of racial and ethnic equality, while simultaneously fostering new collaborations and innovative strategies.

#### **Expanding opportunities**

A \$175,000 grant to the National Council of La Raza (NCLR) is supporting The Health Care Career Pathways Initiative, an educational program focusing on Latino communities in which to recruit and train individuals for careers as health care professionals.

#### **Addressing childhood obesity**

A \$300,000 grant to the National Latino Children's Institute for Salsa, Sabor y Salud (Food, Fun and Fitness), is supporting a healthy lifestyles educational program targeting Latino communities in eight sites.

A \$240,000 grant to the BET Foundation is funding the Health Education & Active Learning Academy, helping to prevent obesity and promote healthy lifestyles for African American girls between the ages of 10 and 18.

### **Volunteerism: A culture of caring**

Aetna strives to be a leading corporate citizen, improving the quality of life in communities where we live and work. This commitment has created Aetna's "culture of caring" — a tradition of volunteerism and employee community involvement that is part of our core values. For example:

- Employees have logged 1.6 million hours of community service since 2003.
- More than 40 Aetna Volunteer Councils (AVCs) are composed of hundreds of employees who develop and deploy local employee volunteers to help improve the quality of life in their communities.
- Since 2005, the Points of Light Institute has honored 13 individual Aetna employees and two groups with its Daily Point of Light Award, given to those who exemplify the best of volunteerism.
- In August 2005, Aetna was honored by the Points of Light Institute with an award for Excellence in Workplace Volunteering for our comprehensive employee volunteerism program, Aetna Employees Reaching Out (AERO).

# Diversity at Aetna

Aetna is serious and sincere about cultivating and leveraging diversity; we have successfully incorporated an inclusive mindset into all that we do. If you interact with Aetna — no matter from what area of interest — our diversity initiatives and strategies are bound to touch you in some way. Whether you are a customer, a supplier, an employee, a provider or a consultant, we have programs that focus on your needs.

Diversity at Aetna is a business strategy. We recognize the impact and importance of diversity in all aspects of our business, whether it is providing products and services to meet a wide variety of consumer needs, fostering relationships with women and minority business owners and suppliers, or developing a truly diverse work force.

## Diversity priorities at Aetna

- Leveraging diversity as an organizational initiative in order to increase our business opportunities and partnerships.
- Building a diverse and agile workforce by focusing on recruitment, development, and advancement of talent at all levels of the organization.
- Creating an inclusive workplace that fosters full engagement, so our employees do their best work in providing quality service and value.
- Providing enterprise-wide and department-specific diversity education integrated into executive, supervisory and employee learning, as well as enhancing cultural competency for Sales, Patient Management and Customer Service areas.
- Partnering with the Racial and Ethnic Disparities in Health Care Task Force, which works to reduce disparities in health care by providing tailored support for our members, and leveraging the Aetna Foundation's research funding.

## Workforce and workplace diversity

Reflecting the changing face of America, Aetna seeks to build a workforce that fully understands the customers we serve. (See our 2008 Diversity Annual Report for our company demographics.)

## Recruitment and retention

We have a recruiting strategy that aims to attract highly motivated and talented individuals, including under-represented groups, such as people with disabilities and lesbian, gay, bisexual and transgender individuals (LGBT), while meeting the unique needs of the multigenerational groups represented in the workforce. Employees are provided with a number of opportunities to learn more about our strategy's impact, including:

- Web-based and instructor-led training that raises employee awareness of diversity.
- Cultural competency training program for Aetna's health care professionals to increase awareness and improve the way we assist members.
- A "Diversity in Action" lecture series to help employees think about diversity in new and different ways.

Our Leadership Development Program initiatives focus on identifying emerging talent among under-represented groups. Our **Diverse Discoveries** program, for example, provides training for mid-level and senior-level women and people of color.



We have received wide recognition related to diversity:

- DiversityInc has named Aetna to its **2009 list of Top 50 Companies for Diversity®**. The company also ranked fifth on The DiversityInc Top 10 Companies for Lesbian, Gay, Bisexual and Transsexual (LGBT) Employees and seventh on The DiversityInc Top 10 Companies for People With Disabilities.
- Aetna was named to Diversity/Careers in Engineering & Information Technology's **2008 list of Best Diversity Companies**.
- **100 Percent Perfect Score**, Human Rights Campaign Corporate Equality Index, 2009.
- **Top 40 Companies for Diversity**, *Black Enterprise* magazine, 2008.
- **Top 10 Companies for Executive Women**, National Association for Female Executives, 2009.

### Employee diversity programs

Aetna values and respects the strengths and differences among employees and recognizes that customers, suppliers, strategic partners and communities are increasingly diverse and multicultural.

Our **employee resource groups** are composed of employees who share an affinity, a common background or a similar set of experiences. They work together to promote each other's development, while identifying opportunities that support Aetna's goals.

### Supplier diversity

At Aetna, we take every opportunity to be inclusive in our sourcing activities. Therefore, we continue to be proactive in reaching out to minority- and women-owned suppliers. In addition, we have expanded our definition of diverse supplier to include LGBT-owned businesses, as well as small business classifications. Program elements include:

- In 2008, we purchased more than \$106 million in goods and services from certified minority-owned and women-owned business enterprises (MWBs).
- Our supplier diversity goals for 2009 are to:
  - > Set 2009 scorecard objectives for each business area, which include first tier and second tier supplier responsibilities.
  - > Continue to increase our expense with diverse suppliers.
  - > Update our reporting capabilities to include our expanded definition of a diverse supplier and new Economic Impact Report (special non-certified diverse businesses).
- Leverage the Supplier Diversity Advisory Council to more fully integrate Supplier Diversity into our business processes.
- We maintain a website for potential suppliers: [www.aetna.com/about/aetna/sd/](http://www.aetna.com/about/aetna/sd/)
- We use our online, self-registration tool to provide prospective diverse suppliers with an opportunity to "push" their service offerings to us.
- Aetna's senior leadership monitors quarterly progress on diversity goals.

### Community relations

Over the last 20 years, the evolution of the U.S. marketplace has required Aetna to enhance its local presence. We have created and implemented strategies that concentrate on bringing our health and related benefits to some of the fastest growing segments in the United States.

As part of this business strategy, we have a Community Relations organization to facilitate the following components:

- Drive incremental business through national and local partnerships.
- Align our philanthropic giving to business strategies in key markets.
- Develop communication strategies to more effectively articulate Aetna Corporate Citizenship and its long history of community involvement, volunteerism and impact.
- Provide consulting services to develop appropriate infrastructure (through the development of culturally relevant marketing materials, advertising strategies, open enrollment campaigns, multilingual translations, trans-creations and interpretations, and call center and supplier diversity strategies).
- Enhance market presence within targeted business communities.

To that end, we are focusing our efforts on grassroots strategies that better address the needs of a changing marketplace. We do this by supporting community events, working with community leaders and organizations, helping employers manage their changing workforce, and working with brokers and providers to support their business objectives.

# Public policy leadership

As a health care benefits company, Aetna believes it has no more pressing social responsibility than helping to transform the health care system. With Congress poised to adopt health care reform in 2009, we have worked more closely than ever in the past year with members of Congress, their staffs, President Obama's Administration and other public policy leaders to offer insights and guidance to help keep the process focused on meaningful change. We also continue to focus on the development of innovative business initiatives that are already making a difference in the lives of our members nationally while offering model solutions to health care system issues. Our goal will not be reached until all Americans have access to affordable, high-quality health care services.



## Working toward health care reform

Since developing and distributing a comprehensive health care reform plan called **To Your Health! Aetna's Proposal for Health Care System Transformation** two years ago, Aetna has worked tirelessly toward achieving meaningful reform. Our goals include getting and keeping everyone covered, exporting the strengths of the employer-based system to make the individual market function better, and reorienting the system toward prevention, value and quality of care.

Throughout much of 2008 and well into 2009, we have worked with members of Congress and the White House to provide specific data and advice on the kinds of changes needed to help the system deliver high-quality, affordable care to all Americans.

Aetna Chairman and CEO Ronald A. Williams has been deeply involved in the reform dialogue. He met with President Obama on several occasions, and he has offered testimony and participated in roundtable discussions with members of the Senate Finance Committee and the Senate Health, Education, Labor & Pensions Committee to help establish priorities for reforming the system. Aetna advocates a focus on several key areas of reform:

- Providing coverage for all Americans, regardless of their health conditions, through an enforceable individual coverage requirement

- Harnessing the power of health information technology
- Making wellness and prevention a priority in the system
- Reforming the payment system
- Implementing critical reforms to enhance the individual and small group markets

Aetna became the first national health insurer in 2005 to call for the adoption of a national individual coverage requirement — with subsidies for those who cannot afford coverage — to help get the nation’s 46 million uninsured covered. Since then, we have openly supported significant market reforms, in conjunction with an individual coverage requirement, including support for guaranteed issue in the small group and individual markets with no condition exclusions.

Nationally and in states across the country, Aetna strongly advocates a public-private coordination and collaboration. It is imperative that government and the private sector work together to expand access, increase affordability and improve quality.

Our **To Your Health!** plan is available on our website at [www.healthreformplan.com](http://www.healthreformplan.com).

## Achieving mental-health parity

As a key participant in the process, Aetna was among those in 2008 able to celebrate the signing into law of mental-health parity legislation. Aetna worked for several years to help pass this groundbreaking legislation, which promotes equitable care for mental health illnesses and is a key component of improving the quality of health care overall.

Aetna has been a proponent of workable mental-health parity legislation since 2004, when Senate leaders approached the company to work on this issue. We worked with members of Congress and other stakeholders to help resolve differences in language between competing bills. By the time a compromise was reached and a bill ready for a vote in Congress, supporters included a broad coalition of medical professionals, consumer advocates, hospitals, employers, Aetna and others.

Aetna is proud to have played a significant role in this landmark legislation, a role acknowledged on the floor of the U.S. Senate. The legislation will benefit all Americans because it makes mental health treatment accessible and affordable.

## The health information technology advantage

It is clear that any comprehensive approach to health care reform must include encouraging the widespread adoption of health information technology (HIT) tools. We need to enhance the delivery of health care by using HIT tools that enable providers and patients to make better use of the right data at the right time to make quality care decisions. HIT can facilitate vast improvements in individuals’ health care experiences by offering them a clearer picture of their own health, a more coordinated interaction with multiple health care providers, and better, safer health outcomes.

In early 2009, Aetna supported President Obama’s economic stimulus package with its significant HIT component. Its focus on subsidies to encourage the adoption of health information technology by physicians, hospitals and other providers represented a significant step toward a truly connected health care system. Without incentives, the adoption rate for HIT has been very slow.

Aetna believes the key to unleashing the power of HIT is to make data actionable. Making patient data more visible to physicians helps them make better decisions for their patients. It’s what has driven much of the \$1.8 billion we have invested in HIT since 2005. For example, our CareEngine® clinical decision support system sent 7 million care alerts (identifying gaps in care, medical errors and quality concerns) to physicians in 2008.

## Promoting health and wellness

Repairing our health care system also requires a renewed effort to get and keep people healthy by maintaining a primary focus on wellness and preventive care. Investments should be made in programs that help consumers become more engaged in their health and adopt sustained behavior changes. Developing innovative wellness programs and funding community-based health programs is an Aetna priority.

- In 2009, Aetna launched a childhood obesity pilot in cooperation with the Alliance for a Healthier Generation (partnership between the William J. Clinton Foundation and the American Heart Association), Aetna’s employer clients and the medical community.
- Aetna Wellness Works<sup>SM</sup> programs in 2008 engaged 55 percent of Aetna’s own employees, who logged 970,000 exercise hours, and is providing valuable lessons for helping customers and others build healthful cultures.
- We have partnered with Earvin “Magic” Johnson to promote health literacy, wellness and healthy behaviors in major urban markets across the country.
- Aetna Health Connections<sup>SM</sup> disease management is helping people with chronic conditions get the treatment and preventive care they need by taking a wider, holistic view of an individual’s health, instead of focusing on a single disease.

# Environmental practices

**“As a health care benefits company, Aetna is dedicated to helping people achieve health and financial security, and we believe fostering a healthy environment is an important part of this mission. We are committed to limiting our environmental impact by reducing our energy consumption and the use of other resources, and we will work to identify emerging environmental issues and address them, to the extent that we can, because we recognize the impact of a clean environment on the health of our members.” – *Aetna’s Environmental Policy Statement***

Aetna has been engaged in recycling and energy-use reduction programs for many years at Aetna-owned facilities. For example, Aetna has recycled fluorescent light bulbs since 1994, long before it was required. In 2007 Aetna made a clear commitment to a healthier environment with the adoption of a formal environmental policy statement (above). Aetna has since redoubled its efforts to reduce its carbon footprint through a series of initiatives. The impact of these programs has gained wide recognition:

Aetna’s innovative efforts to address global climate change were recognized with a 2009 Connecticut Climate Change Leadership Award by the State of Connecticut.

Aetna earned Leadership in Energy and Environmental Design (LEED®) Silver certification in 2009 for the environmentally friendly construction of a new Customer Center within its 78-year-old headquarters building in Hartford, CT.

Aetna has announced it is undertaking the installation of more than 1,000 solar panels and will be seeking prestigious LEED certification from the U.S. Green Building Council for the top-to-bottom renovation of its Atrium building on its Hartford campus.

Aetna’s teleworkers are reducing Aetna’s carbon footprint by saving more than 65 million miles of driving per year, which saves more than 2 million gallons of gas and reduces carbon dioxide emissions by more than 23,000 metric tons each year. The Clean Air Campaign presented Aetna with a 2008 PACE Spotlight Award for the impact of its telework program in the Atlanta area.

Aetna is a participant in the Business Roundtable’s “Climate RESOLVE” initiative and is one of the companies featured in the Business Roundtable’s “Enhancing our Commitment to a Sustainable Future: 2009 Progress Report.”



# Corporate governance

Aetna's reputation is one of the company's most valuable assets. We have earned this reputation over the course of 156 years by delivering quality products and services, and by adhering to the highest standards of business conduct. These standards include sound corporate governance policies to address the interests of our constituents.

An important principle of good governance is transparency. Therefore, we make our key corporate governance policies and practices publicly available on our website. The site, which can be accessed from Investor Relations on [www.aetna.com](http://www.aetna.com), contains key information about our corporate governance in one simple, clear and easy-to-navigate location.

Those policies provide a framework for governance of the company consistent with shareholder and other constituent interests, and with the principles behind the 2002 Sarbanes-Oxley Act and the New York Stock Exchange's corporate governance rules. We believe that sharing our corporate governance principles with all of our key stakeholders will help ensure that our commitment to excellence, integrity and accountability is apparent to all.



## Corporate responsibility recognitions:

- Aetna has been named *FORTUNE* magazine's most admired company in the Health Care: Insurance and Managed Care category for 2009, the second consecutive year that Aetna has earned this distinction. *FORTUNE* ranks companies in various industry sectors in eight categories, including social responsibility.
- Aetna was awarded a 2009 Connecticut Climate Change Leadership Award by the state of Connecticut for efforts to reduce its environmental impact.
- Black Enterprise magazine named Aetna to its 2009 list of the "40 Best Companies for Diversity," the fourth consecutive year that Aetna earned this distinction.
- Aetna was named one of the Top Companies for Executive Women for 2009 by the National Association for Female Executives. The list spotlights corporations whose commendable practices and employment records demonstrate that women matter to the bottom line. Aetna has been named to the list since 2002.
- DiversityInc has named Aetna to its 2009 list of Top 50 Companies for Diversity®. The company also ranked fifth on The DiversityInc Top 10 Companies for Lesbian, Gay, Bisexual and Transsexual (LGBT) Employees and seventh on The DiversityInc Top 10 Companies for People With Disabilities.

