

Creating **value**, shaping the **future**





Building for the future by delivering value today

When individuals and employers choose Aetna, they become part of a company founded nearly 160 years ago and that today is firmly rooted in a value system centered on the customer. Our core beliefs are focused on excellence and accountability, quality service and value, integrity, and employee engagement. We take these attributes seriously because we protect the health and financial security of 36.1 million unique members.

Built upon our values, our customer-focused business strategy has enabled us to create value for the people who use our services in ways we might not have imagined even 20 years ago. As one of the country's largest health insurers, we no longer "just" process claims and perform transactions. Instead, investments in disease management, targeted products and services, and technology have broadened the value we bring to the people who use our services. And, our 34,000 talented employees are constantly setting the bar higher, anticipating customers' needs and finding ways to meet our customers' unique challenges.

With the historic passage of health care reform, we are aggressively working to determine the impacts this legislation may have on our operating environment and market dynamics. We will continue to play an active role during the lengthy implementation process until all of the legislation's provisions take effect. And, we will be actively involved when the nation inevitably turns its attention to additional reforms needed to address the many underlying factors that are driving soaring health care costs. You can be sure that Aetna will continue to play a leadership role in developing solutions that meet the needs of all Americans.

Ronald A. Williams
Chairman and Chief Executive Officer

As one of the nation's largest health insurance companies, we help millions of people manage one of the most important things they possess — their health. Our success in helping our members and employers is rooted in our ability to create value for those we serve, both now and in the future. And we work, every day, to fulfill that mission — through the relationships we forge, the products and services we offer, and the technologies we develop.

Supported by the values we hold, our goal is to help our constituents meet the challenges they face in navigating a complex health care system. Through technological tools, we educate. Through quality service, we solve problems. Through case management, we make connections.

This year, we asked some of the people who use our services — including a physician, a broker, a Medicare Advantage member, a community-based non-profit organization and employers — to share their opinions about Aetna. They say it best, and we want to share their comments about how Aetna is creating value and shaping the future for them.



Driving for quality outcomes and improved costs for employers

At The Dow Chemical Company, health care benefits are considered an investment in the health and well-being of Dow's employees. Teri Ferguson, a benefits strategist for Dow, says, "I think of Aetna as being innovative, forward thinking, thinking outside the box — working with their customers on what we need in order to have healthy members."



Making a difference in communities

When Sandy Centorino, executive director of The CUREchief Foundation, thinks of Aetna and the Aetna Foundation, she thinks of "... a strong, solid company with great values and just a lot of care for getting their employees involved in helping the communities."





Making connections for members

Meet Shirley Smith, a Medicare Advantage member. Smith says, "When I think of Aetna, I think of a safety blanket and the comfort of knowing that I have what I need, and I can get it when I need it. They make promises, and they do their very best to keep them."



Innovating products to help brokers

"Aetna Avenue® is a whole slew of really great products that we can go and present to our clients that are a good example of the innovation that Aetna brings to the market," says Angie Koury Lieb, vice president of George Koury & Associates Insurance. Adds George Koury, president: "It allows them to get their dental and life and disability under one billing package, which makes their life a lot easier."



Anticipating customers' service needs

"We have no issues with Aetna Global, at all. Claims are paid. Billing is done correctly. Response time from the management team — it's awesome," says Robin French, a human resources benefits supervisor for Choctaw Management Services Enterprise, an Aetna Global Benefits customer based in Oklahoma.



Advancing technology in support of physicians

"Aetna provides value for my patients by ensuring that they have access to outstanding medical care with as few hassles as possible," says Dr. Scott Hayworth, president and CEO of the Mount Kisco Medical Group. "We deal with a number of Aetna employees, and we find that they have really worked hard to try to do the right thing for patients."



Helping employers achieve a healthy bottom line

"We believe that the ActiveHealth Management program provides cutting-edge information, technology and medical background that provides a cost-effective solution to the improved health of our employees," says Dr. Richard Moggio, medical director for L-3 Communications, an Aetna National Account and AGB customer. (ActiveHealth is an independent subsidiary of Aetna that provides health management and data analytics.)

To watch testimonials from our constituents, visit our online Annual Report at www.aetna.com/2009annualreport

Aetna facts*

Membership:

- 36.1 million unique members
- 18.9 million medical members
- 14 million dental members
- 11 million pharmacy members
- More than 400,000 expatriates

Networks:

- Nationwide network of nearly 952,000 health care professionals
- More than 539,000 primary care doctors and specialists
- 5,000 hospitals

Community Commitment:

- Over \$24 million in charitable giving in 2009
- Over \$379 million in charitable giving since 1980
- Since 2003, Aetna employees have logged nearly 2 million hours of community service

*As of December 31, 2009

Aetna continues to lead the way

Aetna has a proven history of leading the way in transforming health care. Aetna was the first national health plan to:

- Promote price transparency for members by displaying the cost of actual provider charges, in selected markets, as well as clinical quality information.
- Introduce a consumer-directed health care product, Aetna HealthFund®, and announce a health savings account product.
- Offer a Personal Health Record that sends personalized alerts and messages to members when there is an opportunity to improve care.
- Issue guidelines for coverage of genetic testing and protection of consumer privacy.
- Offer employers the option of waiving deductibles for selected preventive and chronic illness medications in consumer-directed plans.
- Launch a national depression management program integrating care at the primary care physician's office.
- Introduce a benefits package to address end-of-life care issues.
- Implement performance-based health care professional networks.
- Support Leapfrog's "Never Events" policy by not reimbursing hospitals and physicians for serious, reportable medical errors.
- Voluntarily provide for external review of coverage decisions by neutral, independent physician reviewers.

Aetna recognitions

At Aetna, we take great pride in creating value for the people we serve. In 2009, our work was recognized by a wide range of public, private, and nonprofit organizations and print publications. The following are some of the awards and recognitions we earned:

- Aetna was named *FORTUNE* magazine's Most Admired Company in the Health Care: Insurance and Managed Care category for 2010, the third consecutive year that Aetna has earned this distinction. *FORTUNE* ranks companies in various industry sectors in eight categories, according to their peers.
- In October 2009, J.D. Power and Associates certified Aetna's concierge customer service call center in High Point, N.C., under the J.D. Power and Associates 2009 Call Center Certification ProgramSM for providing "An Outstanding Customer Service Experience."^{**}
- Aetna was identified as the preferred partner for hospitals and health systems across the U.S. in the Davies Public Affairs 2009 national payer survey of hospital executives. The survey reveals a "strong preference from hospitals based on trust, honesty, business practices and good faith negotiations."
- Aetna was awarded a 2009 Connecticut Climate Change Leadership Award by the state of Connecticut for its efforts to reduce its environmental impact.
- The CEO Roundtable on Cancer recognized Aetna in 2009 with CEO Cancer Gold Standard accreditation for its commitment to improving the health of employees and their families.
- Aetna was named a Platinum winner by the National Business Group on Health for the 2009 Best Employers for Healthy Lifestyles awards. Aetna was recognized in the "Healthy Weight, Healthy Lifestyles" category for demonstrating measurable success and documenting outcomes.

**For J.D. Power and Associates 2009 Call Center Certification ProgramSM information, visit www.jdpower.com.