

Quality health plans & benefits  
Healthier living  
Financial well-being  
Intelligent solutions

**aetna**<sup>SM</sup>

# Uncommon connections to good health



**We are putting the power of health in people's hands by providing them with the connections they need to access the right care at the right time.**

# A letter from Mark Bertolini, Aetna's Chairman, CEO and President

Aetna has built a sound foundation for the evolving health care industry. Starting with our expertise in health benefits solutions and health information technology, we have added new relationships, new technology solutions, and new capabilities to chart a path that we believe will lead to better health care systems in the United States and around the globe.

In the U.S., we fundamentally believe the American health care system needs reform. Much of the public and political dialogue has been focused on access to care. However, achieving reform that fully addresses access, cost and quality will be a journey that extends well beyond any one piece of legislation. We believe the most fundamental flaw to be addressed is that our current system pays health care providers according to activity, rather than the quality or result of care delivered. This payment model drives health care costs higher than necessary, without providing any clear advantage in terms of quality. As such, quality and affordability are at the top of our list of reform goals.

We believe Accountable Care Organizations, where health care providers are incented to help people get and stay healthy, are the future of the provider and health plan relationship. In 2011, we built our own Accountable Care Solutions business to bring the full power of our investments in technology and our intellectual property to the task of working with health care providers to form and maintain market-leading Accountable Care Organizations. With each Accountable Care Organization, we move further down the path toward changing the way health care is delivered, and improving quality and affordability of care.

The solutions we are developing to improve the quality and affordability of health care in the U.S. will be valuable in the global marketplace. Nations around the world are looking for more efficient ways to provide care and to do so with tighter budgets. As a global neighbor and industry leader, we are active in formulating public policies that will influence economies and health care systems in ways that can benefit generations to come.

Making quality health care more affordable, accessible and easy to use for people around the globe is a worthy and attainable cause. We believe the health information technologies we are developing will help nations, physicians, and consumers use the health care system in smarter and simpler ways that will improve choice and affordability. In return, our customers gain greater value for their health care dollar and access to higher quality care.

I am confident that the opportunities ahead of us will create greater value for our stakeholders, relevant solutions for our customers, and a chance for our employees to help make the world a healthier place.

**Mark Bertolini**



# Through **uncommon connections**, we are making the health care system work better for consumers, patients and their care providers.

Our technology solutions and new care delivery and financing models are breaking new ground in quality, affordability and convenience. Aetna provides people with the connections they need to access the right care at the right time.

We believe our solutions and capabilities provide greater efficiency, speed and effectiveness of care for our members, and lower total effective costs for our customers.

| Consumers   | Technologies  | Providers  |
|---|---|--|
| <p><b>We are making health care easier to understand and use to help consumers navigate and personalize the health care experience.</b></p> <ul style="list-style-type: none"> <li>• We are helping millions of consumers connect fragmented health care information with our enhanced iTriage® App, named one of the “10 Apps That Could Save Your Life” by <i>Parade</i> magazine in 2011.</li> <li>• Our <b>Payment Estimator</b> helps members cut through the financial complexity of health care and make decisions.</li> <li>• A <b>special texting program</b> helps members with diabetes to more easily and successfully control their condition.</li> <li>• More than 2 million members are using Aetna’s online <b>Personal Health Record</b> to track and improve their health.</li> <li>• <b>Aetna Rx Healthy Outcomes</b> eliminates copays for targeted prescription drugs to help members take medications proven to help avoid second heart attacks.</li> </ul> | <p><b>We use innovative technologies that engage consumers and support health care professionals. Our new capabilities make it easier for consumers and their physicians to engage and interact, helping us put meaningful health care information into action faster than ever.</b></p> <ul style="list-style-type: none"> <li>• Our <b>CarePass®</b> digital platform delivers an integrated health care solution that securely provides information when and where consumers want it.</li> <li>• <b>New Blue Button®</b> technology enhances the value of our <b>Personal Health Record</b> by allowing consumers to download their health information into a simple text file that can be shared with physicians, caregivers or family members.</li> <li>• <b>Medicity®</b>, our leading health information exchange business, enables health data to be securely accessed and shared.</li> <li>• <b>iNexx®</b>, a free, downloadable data exchange and application platform, makes it possible for a physician to set up their own secure collaboration network with other providers, and download and install the apps they need to fill functionality gaps.</li> </ul> | <p><b>Aetna is helping to lead the health care system toward a new collaborative approach. We are making it easier for providers to interact with us and improve the quality of their patients’ health care experience. Empowered in new ways, physicians can then make more informed decisions that result in better outcomes.</b></p> <ul style="list-style-type: none"> <li>• We launched a national <b>Patient-Centered Medical Home</b> program that rewards primary care physicians for improved patient care coordination.</li> <li>• With our patented <b>CareEngine®</b> system, we provide clinical decision support that finds gaps in care and alerts attending physicians, resulting in better quality care. And our <b>Active Care Team<sup>SM</sup></b> makes it easy for physicians to track, coordinate and monitor the care of their patients across different care settings.</li> <li>• Supported by <b>NaviNet Mobile Connect</b>, we launched new mobile health care tools for doctors in 2011 that quickly alert them to opportunities to improve care and e-prescribe.</li> </ul> |

## Our Values

**Everything we do at Aetna starts with our values — a clear, strongly held set of core beliefs that reflect who we are and what you can expect from us.** We created our core values together, as one company with more than 30,000 individual voices, and with guidance from our customers. Our values carry through our thoughts and actions every day, inspire innovation in our products and services, and drive our commitment to excellence in all we do.

[www.aetna.com](http://www.aetna.com)



## About Aetna

Aetna is one of the nation's leading diversified health care benefits companies, serving approximately 36.1 million\* people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities, Medicaid health care management services and health information technology services.

## Social Responsibility

At Aetna, we embrace our responsibility to use our influence nationally and internationally to make connections that can improve the health of whole communities and create a more sustainable world.

### [www.aetnafoundation.org](http://www.aetnafoundation.org)

Aetna and the Aetna Foundation, combined, awarded \$19.2 million in 2011 to nonprofit organizations working to improve people's health and increase their access to quality health care. Aetna employees, retirees and directors donated an additional \$5.5 million through the company's matching gift program, and they volunteered nearly 340,000 hours.

### [www.healthreformconnection.com](http://www.healthreformconnection.com)

We have a long history of working to build a better health care system. We will continue to advocate solutions, such as payment system reform and accountable care, to our nation's ongoing health care issues. We are guided by a vision of a health care system that helps all Americans have access to affordable, quality health care.

### [www.aetnagogreen.com](http://www.aetnagogreen.com)

Our commitment to protecting our precious health care and environmental resources is long-standing, and we have reached noteworthy sustainability milestones in recent years, such as reducing energy use at all of our largest Aetna-owned facilities and earning Leadership in Energy and Environmental Design (LEED®) silver certification for two significant building projects.

## Awards & Recognitions

In 2011, Aetna's work was recognized by a wide range of public, private, and nonprofit organizations and publications. Here are a few:

- Aetna finished first among national health plans in the **2011 PayerView® rankings**, which found that Aetna's business transactions and processes are among the most simple to use, efficient and transparent.
- For the third year in a row, Aetna's concierge customer service call center has been recognized by J.D. Power and Associates for providing "**An Outstanding Customer Service Experience**."\*\*\*
- Aetna was honored by the National Business Group on Health with its inaugural **Award for Innovation in Reducing Health Care Disparities**.
- The National Comprehensive Cancer Network® (NCCN) **recognized Aetna for its evidence-based approach to drugs used to treat cancer**.
- **Aetna's online benefits advisor won a top honor** from the Center for Plain Language. The virtual advisor named "David" helps people buying a health plan.
- For the third straight year, DiversityInc named Aetna to its list of **Top 50 Companies for Diversity®**.
- For the tenth year in a row, The Human Rights Campaign Foundation named Aetna to its **Best Places to Work** list for lesbian, gay, bisexual and transgender employees.
- Aetna was named to the **2011 InformationWeek 500** – list that identifies and honors the nation's most innovative users of information technology.

\*As of March 31, 2012.

\*\*For information on J.D. Power and Associates 2011 Call Center Certification Program<sup>SM</sup>, visit [www.jdpower.com](http://www.jdpower.com).

**Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance Company and its affiliates (Aetna).**