



# Ready To Engage

With a proactive approach to care management, Aetna focuses on your body and mind, not just your condition

It's a universal truth that we fear the unknown, especially in matters of health. But what if rather than waiting for something to go wrong, you had a partner who knew you were at risk for a serious health event before you did, informed you and your physician of that fact, and helped you take the appropriate measures?

Aetna, a national leader in health and related benefits, can be that partner for you. If you're at risk, they help you make informed decisions to avoid complications, and maybe eliminate the risks altogether. If you are healthy, they have tools and programs to keep you that way. If you have a chronic or serious health event, they have nurses and health coaches standing by to help you. In all cases, they work hand in hand with you and your health-care provider to make sure you get support when and where you need it.

"Our focus is on improving the quality and affordability of health care for our members. And we have the tools and capabilities to do that no matter where someone falls along the health continuum," says Paul Marchetti, head of national care management for Aetna.

## Making the connections

Aetna provides critical tools and information to help health-care providers deliver personalized care at any stage of your health. A more complete understanding of your health leads to higher-quality care.

Aetna relies on medical evidence and has invested in world-class health information technology and analytics expertise to help providers make the best decisions about your care. These capabilities also allow Aetna to pinpoint the types of programs that can effectively help members stay healthy or get healthier—and with good reason:

- 70–90 percent of health-care costs are due to unhealthy choices and preventable risk.
- About 3 percent of Aetna members account for 50 percent of attributable medical costs.



**In one program, Aetna members received blood pressure cuffs and regularly called in their readings for feedback and education.**



## A personalized support team

A critical technique in Aetna's care management approach is motivational interviewing, which helps members identify obstacles and shape their personal health goals—one step at a time, if necessary. "We have several thousand clinicians trained to help members identify issues like depression, job or family stress and other behavioral health challenges," says Marchetti. "We focus on their needs and help them identify what is important to them. Since we began this approach more than a year ago, we've seen a 23 percent increase in the engagement levels of patients, and a 17 percent lower dropout rate from treatment plans."

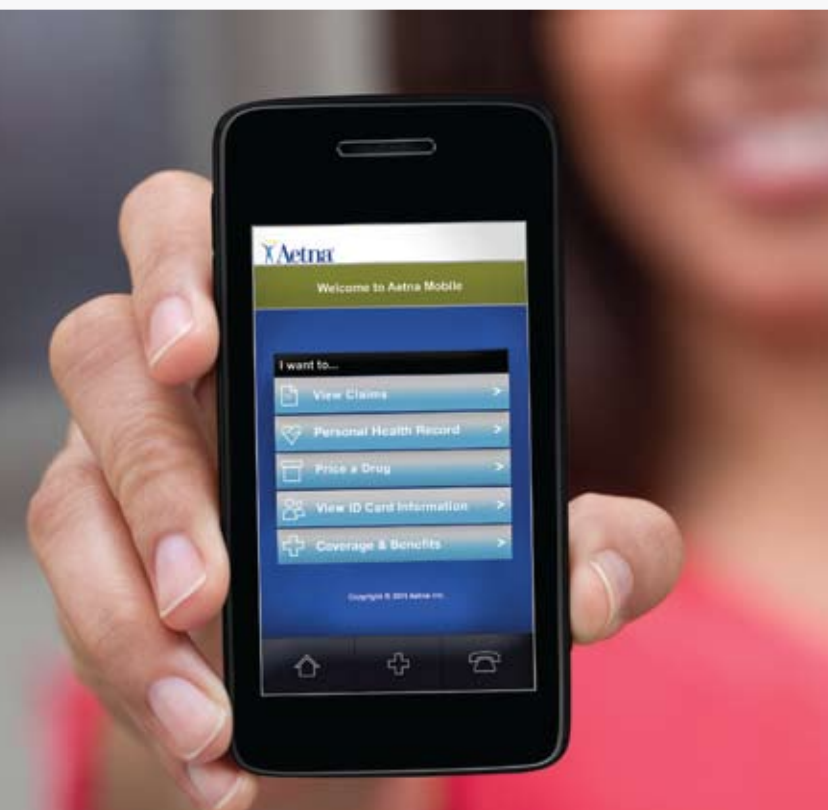
## A new step in engagement

Aetna not only reaches people when and where they need help most, but also on their members' terms, giving them tools to take charge of their own health and wellness. "We just initiated a diabetes pilot program, where members who participate receive educational text messages and reminders about screenings, tests and medications, and tips on healthy eating and exercising," says Marchetti. "Texting is a convenient and easy way to communicate."

In short, Aetna is your partner in navigating your health care. "We care about all of you, not just your condition," Marchetti says.

Go to [aetna.com/smarterishealthy/caremanagement/](http://aetna.com/smarterishealthy/caremanagement/) for more on Aetna Care Management.

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