

SERVICE AS UNIQUE AS EACH INDIVIDUAL



My Personal Champion works with a team of experts to provide dedicated support to individuals during times of critical need.

When a higher level of attention is needed

When it comes to taking care of their health and understanding their health plans, no two employees are the same. Cigna works to address those individual needs and provide your employees with the support they need to effectively navigate the world of health care.

And when employees are faced with challenging situations that can require more time, energy and expert assistance, we offer the My Personal Champion® program. Offered at no additional cost for eligible customers, My Personal Champion is designed for employees and their covered family members who can benefit from the highest level of individual attention. Those accepted to the program are assigned a personal champion who provides dedicated service and administrative support throughout their particularly difficult time of need.

More than five million Cigna customers have access to My Personal Champion at no additional charge to their employers*.

One contact, many resources

The My Personal Champion program reaches out to individuals, often before they ask for help, and accepts referrals from a variety of sources. Individuals may be recommended or identified through:

- Employer, plan administrator or account team referral
- A Cigna customer service advocate, case manager or health coach referral
- Review of claims, inpatient admissions and call data

Each situation is reviewed and considered on a case-by-case basis. When it appears My Personal Champion would be beneficial to an individual a call is made to explain the program and ask if he or she would like to participate. Once the individual agrees, his or her personal champion works to develop a unique service plan based on that individual's specific needs.

*Cigna internal data for employers with fewer than 250 employees for the 2012 year.

GO YOU.



Customized service for every need

Personal champions are trained to deliver an intense level of service that will help your covered employees and their family members when they need it most.

A customized service plan identifies the roles a personal champion may play, alternating between advocate, coordinator, researcher and teacher to accomplish key objectives, including:

- Educating individuals about their health benefits, using network health care professionals and various options available to them
- Overseeing application of benefits
- Reviewing claims payment
- Engaging clinical support (e.g., nurses/coaches)
- Identifying local resources (e.g., financial assistance or appropriate health care services)

A focus on the complete continuum of care

Throughout the entire time of need, the goal of the My Personal Champion program goal is to support the individual at every turn. This reinforcement continues as long as it's needed – there's no time limit for participation in the program. When the heightened level of support is no longer required, the individual returns to using the service channels available to all Cigna customers.



For more information

To learn more about how My Personal Champion may enhance your covered employees' health care experience during times of critical need, please contact your Cigna account manager.

