

CIGNA PREVENTIVE CARE RESEARCH

October, 2015

Quantitative Research Report

Prepared by:
Global Market Research & Insights
M/A/R/C® Research

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RESEARCH METHODOLOGY

Sample	<p>National Survey of 1,000 participants between the ages of 25-75 who have health insurance and are decision makers related to their family's health.</p> <p>The sample included 100 participants from each of the following markets: Dallas, Atlanta, Washington DC, Miami, Houston and New York.*</p>
Fielding Dates	Interviews were completed from Sept 24 through Sept 28, 2015
Length of Survey	10 minutes
Distribution Method	Online
Conducted By	M/A/R/C Research
Margin of Error	<p>At a 90% confidence level, the margin of error on n=1,000 is +/- 2.6%.</p> <p>At the market level, min recommended sample is 60 and the margin of error is +/- 9.8%.</p>



*Age, gender, ethnicity match the U.S. census proportions

SUMMARY

KEY MESSAGES AT THE NATIONAL LEVEL

Based on a US national representative sample of 1,000 people who have insurance and are decision makers in their household

- ▶ Only 55% know that they should go for a health **check-up on annual basis**. That percent is lower among males
- ▶ Only 50% of the study participants know **their blood pressure**
- ▶ Only 20% know their **biometric numbers** (HDL, LDL, triglycerides and BMI)
- ▶ Less than 50% know that they can discuss **diet and exercise habits** as part of their annual check-up
- ▶ Only 45% know that **vaccination/immunization**** are covered in their annual check-up
- ▶ Less than 20% know that they can get **obesity / depression screening** and **alcohol/drug use assessment** as part of their health check-up
- ▶ Only 55% agree that **annual check-up cost \$0 out-of-pocket***
- ▶ Only 45% know that an **annual check-up is covered at 100%** for everyone with insurance*
- ▶ 50% expect to pay a **co-pay for annual check-up***

*Some of the study participants could have insurance plans (e.g. Cigna grandfathered) that don't cover preventive care at no cost. Hence, these statements are true for them. However, the incidence is low.

**Most immunizations for travel may not be covered



KEY MESSAGES AT THE NATIONAL LEVEL

Based on a US national representative sample of 1,000 people who have insurance and are decision makers in their household

On the other hand,

- ▶ 85% of pet owners know when **their dog/cat is due to get its shots**
- ▶ 80% of females are clear on the **frequency with which they have manicures/pedicures**
- ▶ 80% of females with children remember the **birth weight of their oldest child**
- ▶ 80% of males know the **mileage between oil changes**
- ▶ 80% know how frequently they need to **change the smoke detector batteries**
- ▶ About 75% know **their remaining vacation days for the year**
- ▶ 75% are clear on number of **hours spent on Social media**
- ▶ 70% know the **monthly premium for their auto insurance**
- ▶ 60% know the **# of Facebook friends** that they have
- ▶ 50% remember their **college GPA**

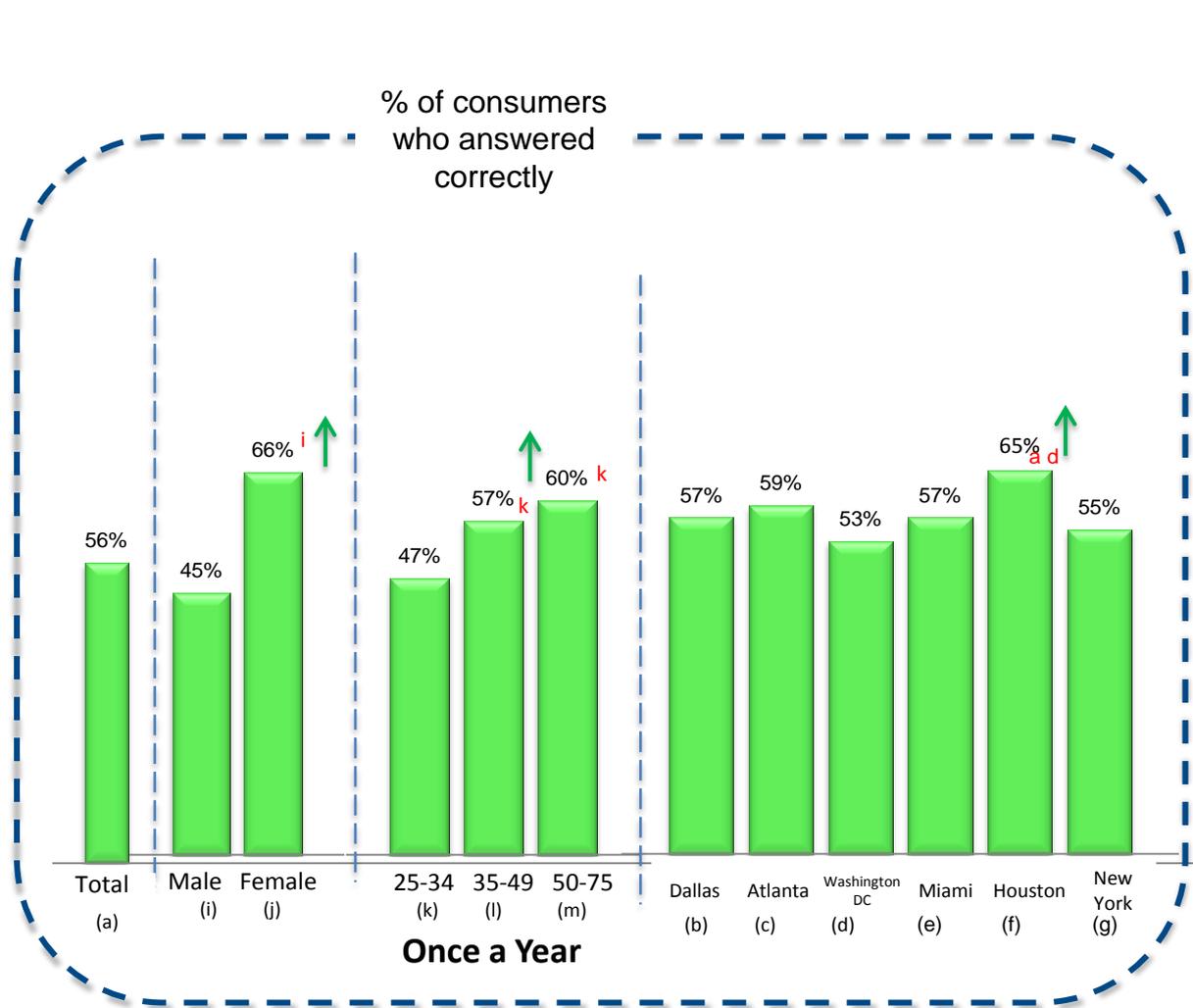
Other key learnings:

- The average amount of **time spent caring for Auto is about 9 hours a month**
- The average amount of **time spent on Social Media is about 4 hours per day**

DETAILED FINDINGS

FREQUENCY SUGGESTED FOR HEALTH CHECK-UP

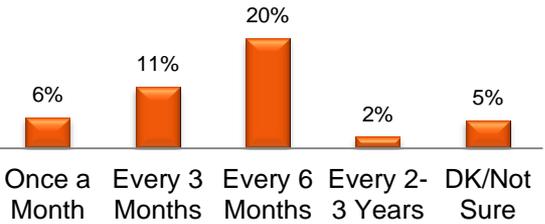
Only 55% know that they should go for a check-up on an annual basis. That percentage is lower among males.



83% - have been for an annual check-up in past 12 months. The base is those that have insurance and are decision makers related to family's health

Definition provided: In general, health check-ups for adults are recommended once a year, also referred to as an 'annual check-up.'

No significant differences by gender, market



Statistical differences shown (i/j), (k/l/m) at 90% c.i.

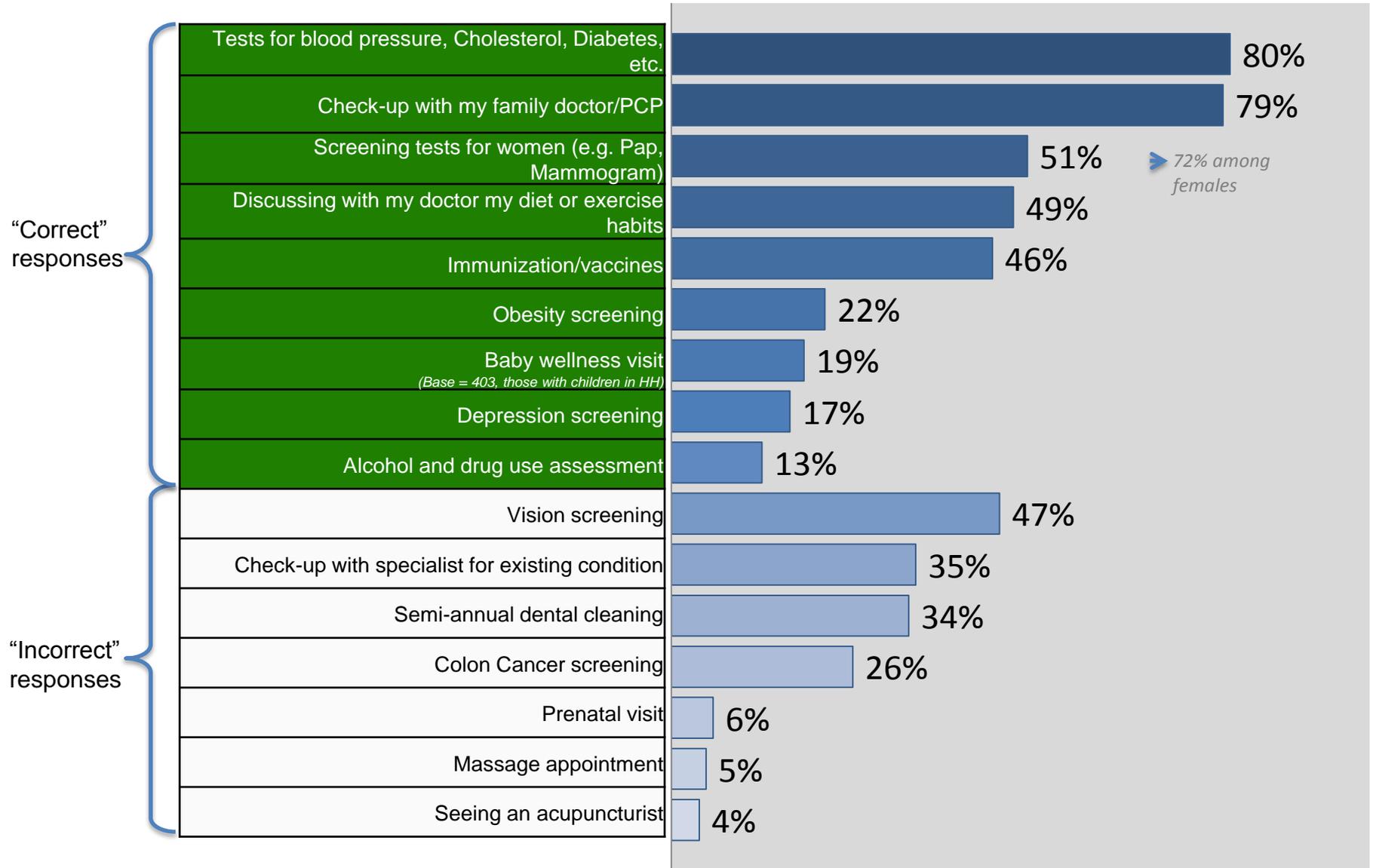
20) How frequently do health experts recommend that a person of your age and gender receive a health check-up?

24) Have you been for an annual check-up in the past 12 months?



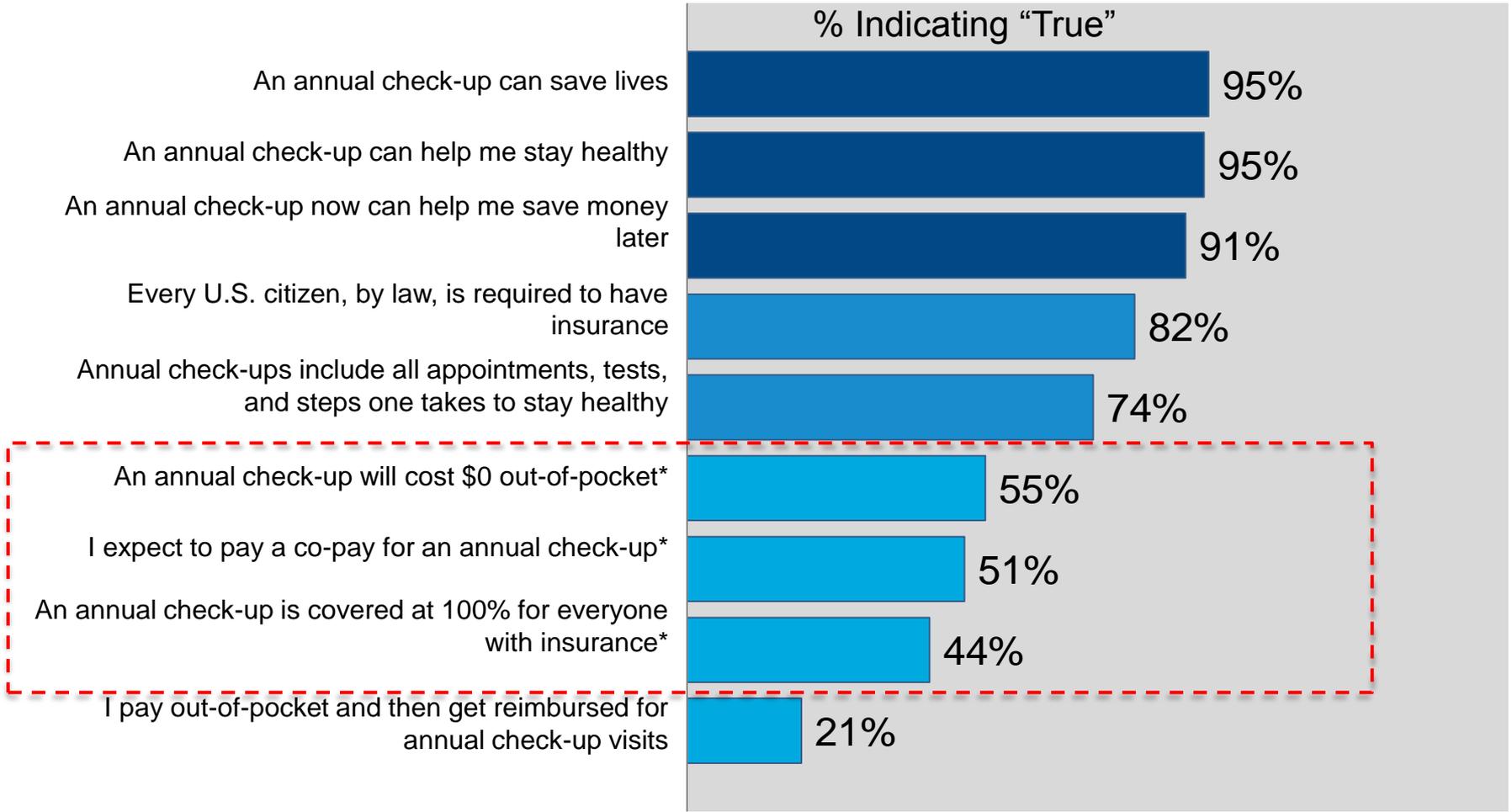
COMPONENTS OF AN ANNUAL CHECK-UP

- Less than 50% know that they can discuss diet and exercise habits as part of their annual check-up
- Only 46% know that vaccinations/immunizations are covered in their annual check-up
- Less than 20% know that they can get obesity/depression screenings and alcohol/drug use assessment as part of their check-up



BELIEFS ABOUT HEALTH INSURANCE

- Only 55% agree that an annual check-up cost \$0 out-of-pocket
- Only 44% know that an annual check-up is covered at 100% for everyone with insurance
- 50% expect to pay a copay for an annual check-up

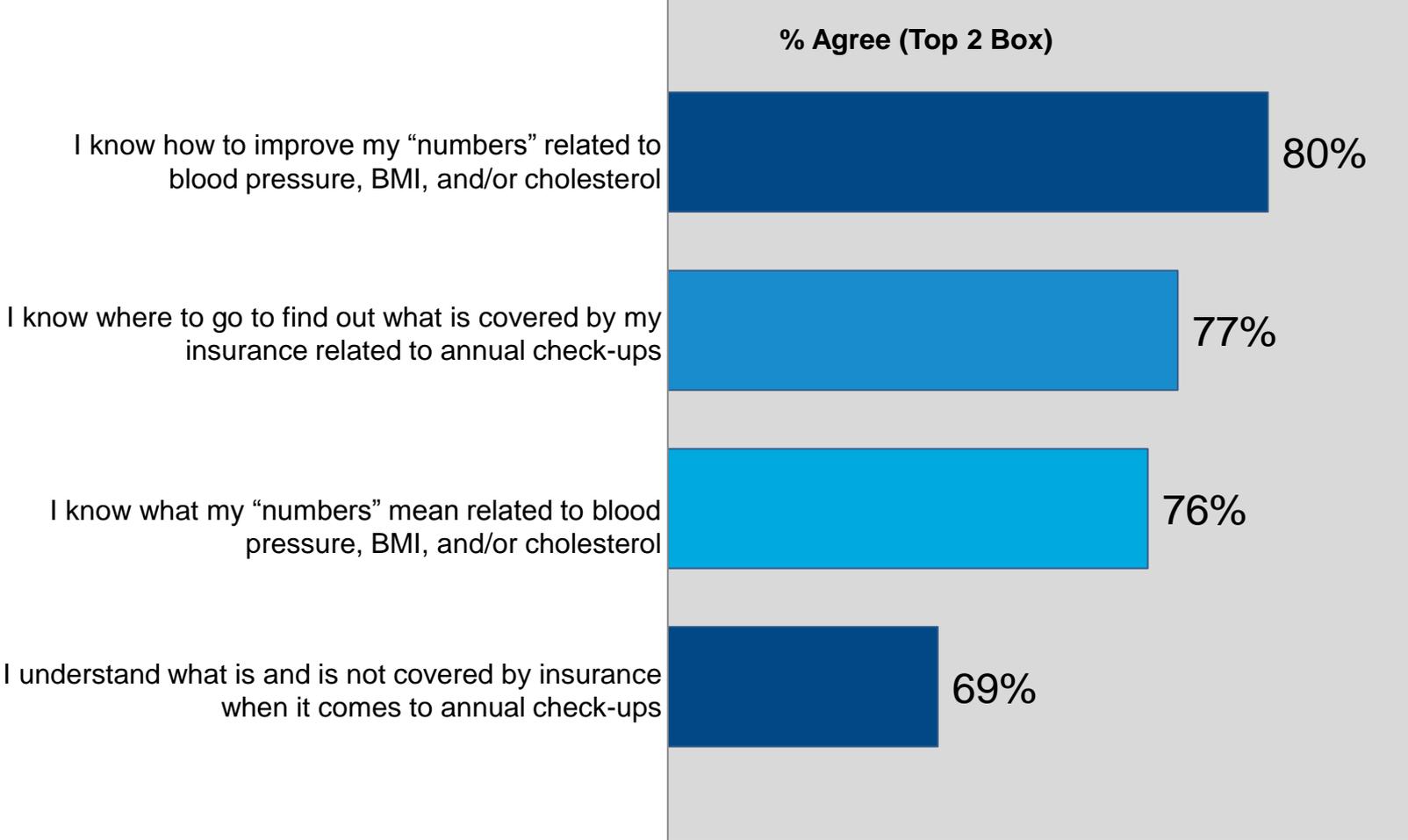


40) Please indicate whether each of the following are TRUE or FALSE, in your mind. n=1,017

* Some of the study participants could have insurance plans (e.g. Cigna grandfathered) that don't cover preventive care at no cost. Hence, these statements are true for them.

AGREEMENT WITH HEALTH/INSURANCE METRIC STATEMENTS

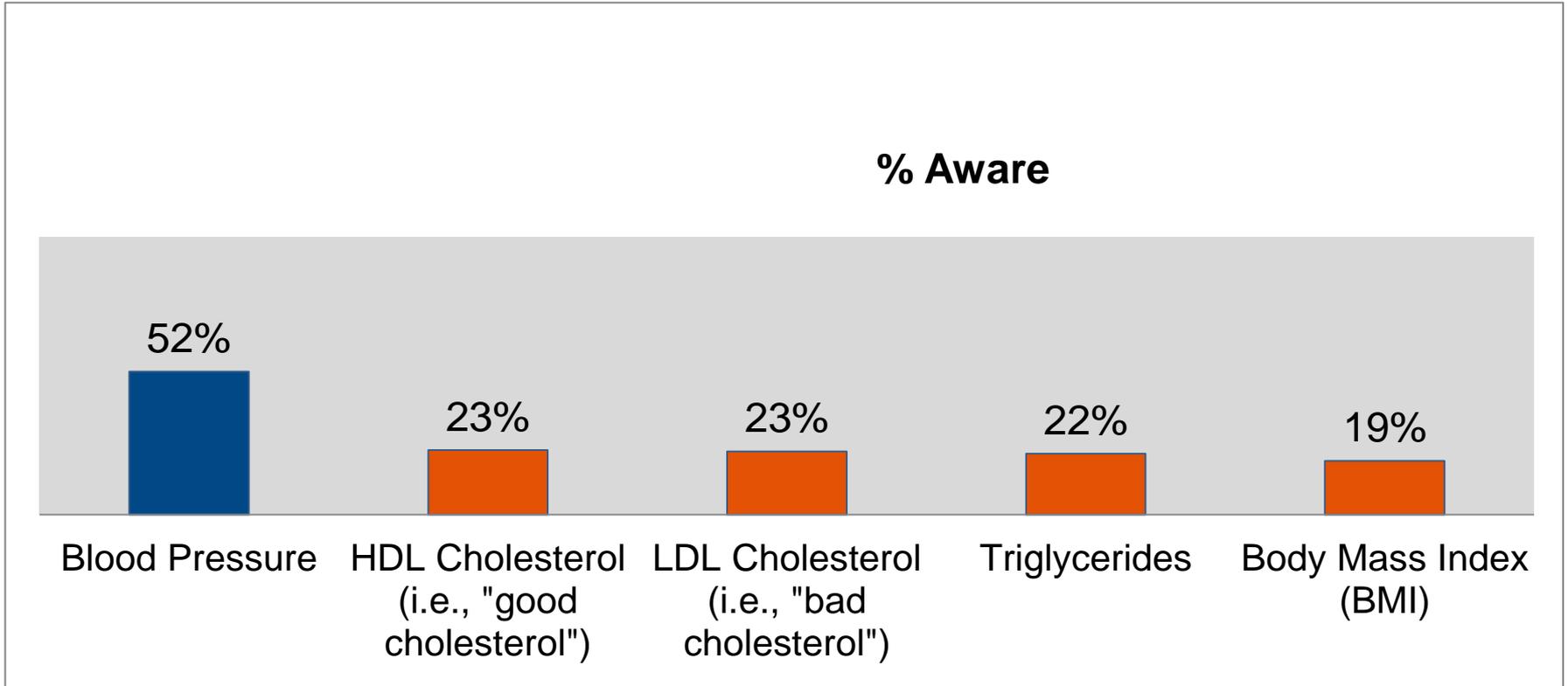
Only 69% understand what is and is not covered by their insurance when it comes to an annual check-up.



42) Please indicate how strongly you agree or disagree with each of the following statements. (5 point agree/disagree scale) n=1,017

KNOWLEDGE OF BIOMETRIC MEASUREMENTS

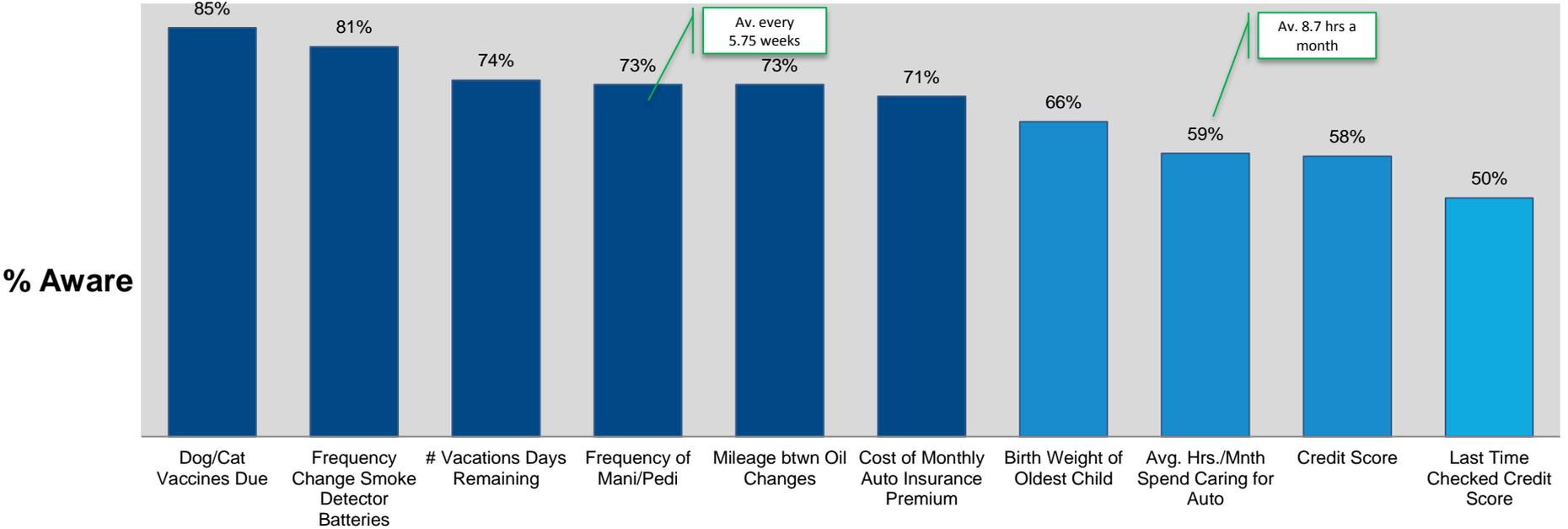
- Only 52% of the study participants know their blood pressure
- Only 20% know their biometric numbers (HDL, LDL, triglycerides and BMI)



CONCEPT/APPROACH 1

People care deeply about the wellbeing of their home, cars, pets and finances but should also care about their health so they can continue to maintain the wellbeing of their home, cars, pets and finances.

- ▶ 85% of pet owners know when their dog/cat is due to get its shots
- ▶ 80% of females are clear on the frequency with which they have manicures/pedicures
- ▶ 80% of males know the mileage between oil changes
- ▶ 80% of females with children remember the birth weight of their oldest child
- ▶ 80% know how frequently they need to change the smoke detector batteries
- ▶ About 75% know their remaining vacation days for the year



	Base (all exc NA)	593	942	609	467	918	871	719	873	941	913
Males	85%	81%	73%	62%	80% ↑	73%	48%	65% ↑	60%	52%	
Females	86%	82%	75%	81% ↑	67% ↑	69%	81% ↑	54%	56%	48%	

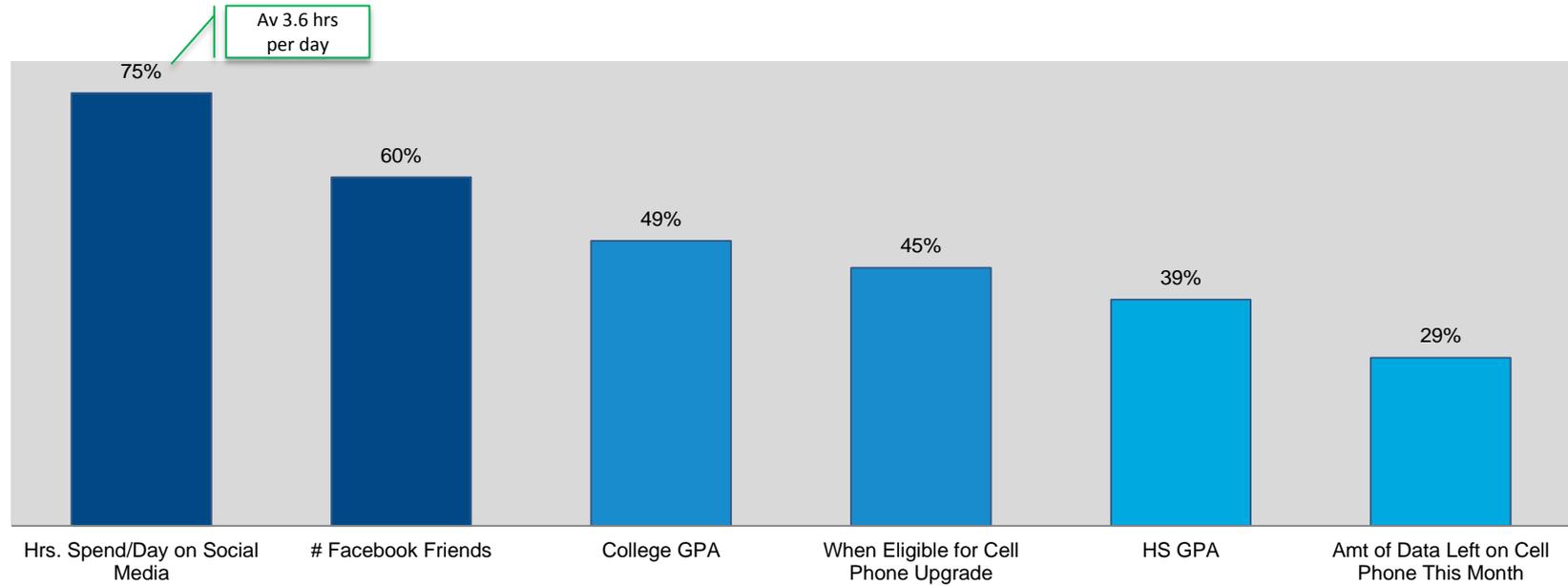


↑ Significantly higher at 90% confidence level

CONCEPT/APPROACH 2

People spend a lot of time worrying about trivial things while they should spend more time worrying about maintaining their health.

- The majority are well vested in their social media usage:
- ▶ 75% are clear on number of hours spent on Social media
 - ▶ 60% know the # of Facebook friends that they have
 - ▶ 50% remember their college GPA



Base (all exc NA)	830	795	823	714	977	673
Males	72%	65% ↑	50%	43%	40%	33% ↑
Females	77%	56%	48%	46%	38%	24%



↑ Significantly higher at 90% confidence level

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