

As seen the week of:

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EMPLOYEE ASSISTANCE PROGRAM PROVIDER

CIGNA's focus on employees improves quality of EAP offering

CIGNA Behavioral Health Inc.

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It is the people that work for CIGNA Behavioral Health Inc. that help it stand out from its competitors as an employee assistance program provider, said President and Chief Executive Officer Keith Dixon.

"I think we've been very good" about recruiting the right people and training them effectively, said Mr. Dixon. "We work very hard at trying to create a

healthy work climate within our own organization."

"There's lots of people out there with really good clinical credentials and experience, but if they are in an environment that doesn't allow them to really listen to people and pay attention to them," a program's quality can deteriorate "pretty quickly," Mr. Dixon said.

"We're doing a lot more management



consultation" this year, including offering training seminars on mitigating the effects of stress. Some CIGNA customers have large call centers, and "those environments can be pretty stressful," Mr. Dixon said.

The EAP has also worked with management on difficult issues such as workplace violence.

CIGNA Behavioral Health rolled out a new smoking cessation program July 1, he said. "We've been pretty thorough about trying to find the world's best experts in changing behavior around smoking," said Mr. Dixon. "Arguably, this is a major factor" in rising corporate medical costs.

He noted that the most successful programs "are not necessarily focused on the smoking behavior," but attack a broad range of lifestyle and personal issues. "You can't just deal with a smoking cessation program" but also must help people with stress, work and family conflicts, and abuse of other substances, Mr. Dixon said.

Meanwhile, with an eye toward the future, the EAP is gearing up to address the issues of returning veterans, whether they are employees or family members, said Mr. Dixon. "We're quite concerned as an organization" about this issue, he said.

Many veterans are National Guard members who did not enter the Guard expecting aggressive combat duty in foreign countries. This has been "particularly nasty from a psychological point of view. We're trying to be prepared now" as to what services the EAP can offer, Mr. Dixon said.

—By Judy Greenwald



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Keith Dixon, Ph.D.
President and CEO

CIGNA BEHAVIORAL HEALTH INC.

2005 REVENUES: \$500 million
EMPLOYEES: 900