

## **Cigna And SocialWellth to Unveil Marketplace for Health Apps**

BLOOMFIELD, Conn. & SANTA CLARA, Calif., September 30, 2013 - How do you choose a health, wellness and fitness solution that's right for you out of a universe of more than 40,000 mobile health apps?

Global health service company Cigna (NYSE:CI) and digital health social engagement company [SocialWellth](#)™ are co-creating a selective and curated Go You Cigna Marketplace™ that cuts through the clutter of mobile health apps. Cigna customers looking to improve their health and well-being will have easy access to balanced living apps that are certified as being effective and most engaging.

The Cigna/SocialWellth initiative is being announced Tuesday, October 1, at the [Seventh Annual Health 2.0 Fall Conference](#). This announcement coincides with Cigna's efforts to initiate the first version of the marketplace with a select group of clients and customers.

"When it comes to choosing the best health and fitness app, 40,000 choices is no real choice at all," said Joan Kennedy, senior vice president, consumer health engagement, Cigna. "The Go You Cigna Marketplace will be designed to meet each individual where they are, and offer customers a wonderfully specific and engaging starting point for their fantastic journey to improved health and achieving their potential."

Go You Cigna Marketplace health apps are certified to help ensure consumers find effective, high quality apps with the appropriate clinical content. SocialWellth's certification process leverages behavioral psychologists, information architects and other internal and external subject matter experts. Using quick-polls, the marketplace initiates a digital dialog with consumers to gain insights that will ultimately drive a hyper-personalized experience.

"We are honored to be working with Cigna as they continue with their consumer health engagement efforts by offering a profile-driven marketplace where their customers can expect tailored offerings based on their preferences," said David Vinson, Founder and CEO of SocialWellth. "Our solution platform provides Cigna customers with the power of technology and social media designed to help strengthen trusted connections between them and their Cigna health plan services."

According to Cigna's Kennedy: "As we develop this marketplace, we will certify additional health improvement apps that our customers tell us work for them, that they can stick to, and get the results they want. Over time, these apps will be integrated with our Cigna health coaches and employer sponsored incentive programs so that each individual can develop his or her strengths, and make their health an engaging, rewarding and fun part of their everyday lives."

### **About Cigna**

Cigna Corporation (NYSE: CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America, Cigna Life Insurance Company of New York and their affiliates. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy and vision care benefits, and other related products including group disability, life, and accident coverage. Cigna has sales capability in 30 countries and jurisdictions, with approximately 80 million customer relationships throughout the world. To learn more about Cigna®, including links to follow us on Facebook or Twitter, visit [www.cigna.com](http://www.cigna.com).

## **About SocialWellth**

SocialWellth™ is a digital health social engagement company, offering a digital platform to enable Sponsors (health plans and self-insured employers) to connect and deliver best in breed healthcare and balanced living digital interventions. Sponsors and 3rd party health and wellness application providers can leverage the HIPAA-compliant SocialWellth profile-driven marketplace Platform to swiftly deploy and scale their programs and health apps via the web or mobile network, creating trusted and engaging connections with consumers. Visit [www.socialwellth.com](http://www.socialwellth.com) to learn more about SocialWellth