

## **Cheksha Kidd Joins Cigna as Head of Voluntary Benefits Organization**

PHILADELPHIA, August 13, 2014 - Cigna has named Cheksha Kidd as vice president of Cigna's voluntary benefits organization. In this role, Kidd will lead the development of Cigna's enterprise voluntary strategy and benefit offerings that meet the varying needs of employers and individuals. She will also collaborate with leaders across the company to build on Cigna's personalized voluntary benefits solutions and service.

Prior to joining Cigna, Kidd served as president of student health at Aetna, leading a product portfolio redesign and growth strategy. Kidd has also held a number of leadership positions in health care and financial services and currently serves on the board of the Metropolitan Jewish Health System.

"Voluntary products have already begun to shape the future of employer-offered benefit packages. For individuals and employers alike, voluntary benefits offer greater choice and more control over costs," said **Mark Marsters, senior vice president, Group Operations**. "Cheksha's experience and leadership will help us to further grow our market position for both employers and individuals, while building on our [customer experience](#) focus."

As underscored in the "[Weathering Unforeseen Financial Storms](#)" consumer survey, U.S. workers are worried about financial security when it comes to unanticipated illness or injury and prefer buying voluntary benefits offered through their employer. The growth of Cigna's voluntary product sales has been driven by a focus on the customer's desire for greater financial protection, more choice in benefit options and easy-to-use enrollment services.

[Cigna's voluntary products](#) currently include group life, accidental death and dismemberment (AD&D), disability, critical illness, accidental injury, vision, and dental benefits.

### **About Cigna**

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