

## **Cigna, USA TODAY to Present Health Care Forum in Houston**

HOUSTON, September 17, 2015 - Cigna and *USA TODAY* are joining forces to present "Building Healthier Communities" in Houston September 18, a two-hour forum that will explore ways to improve health care and better manage escalating costs. The forum will be held from 9 to 11 a.m. at the Houstonian Hotel, and will feature remarks by Cigna President and CEO David M. Cordani about building a stronger, more sustainable health care system in the U.S. Two panels of experts will follow, speaking about innovations in public health programs, as well as how to reach underserved rural areas. Both panels will be moderated by leading *USA TODAY* health reporters Laura Ungar and Jayne O'Donnell.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150917006278/en/>

The public is invited to follow live Twitter coverage of the event @usatodayhealth and @cigna, which will be featured on Cigna's new [health care leadership site](#).

"Disruptions such as economic forces, an aging population and the rise of chronic disease are having enormous impact on health care systems around the world. By shifting our emphasis from 'sick' care to 'health' care, we can promote better health, sustainability and economic vibrancy, while lowering the cost burden on consumers and on the entire health care system at the same time," Cordani said.

Cigna and *USA TODAY* joined together to focus the country's attention on the need to build affordable health care programs throughout the U.S. Houston was selected as the site for the first forum because the city has aggressively tackled the challenge of improving the health of the city's employees and communities while lowering costs. Texas is among the fastest growing states, and according to the Texas State Data Center, health care costs in the state could grow faster than its population by 2040. In the face of these cost and health challenges, Houston took action five years ago, including the start of an aggressive wellness program designed with Cigna, who provides health service to the city's workforce.

Houston, now the fourth largest in the country, also initiated Go Healthy Houston, <http://www.gohealthyhouston.org/>, which seeks to improve the health of all Houstonians by increasing access to healthy foods, physical activity, and tobacco-free zones. The innovative health care initiative was launched by Mayor Annise Parker in 2012 and is led by a coalition of public and private partners, including Cigna. The initiatives employed by the city serve as a model for other cities around the country.

### **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 by or through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America and Cigna Life Insurance Company of New York. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy, vision, supplemental benefits, and other related products including group life, accident and disability insurance. Cigna maintains sales capability in 30 countries and jurisdictions, and has more than 89 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).

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