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### **DALBAR Issues Excellence Award to Cigna for Health Care Innovation**

(December 12, 2012 --Boston MA.) Global health service company Cigna (NYSE: CI) is the first health plan to be awarded the DALBAR Recognition for Excellence for 2012. DALBAR issued the excellence award to recognize Cigna's *My Personal Champion*<sup>®</sup> program that offers specialized support for customers with serious illnesses.

A leading independent evaluator of business practices, DALBAR audited the quality and effectiveness of *My Personal Champion* and found that in addition to being innovative and useful when customers most needed support, the program was well run and provided great value to those being served.

The DALBAR award is based on a three-month evaluation consisting of a review of business operations, an evaluation of customers being served and an evaluation of customers who were denied the service. A detailed Audit report is available.

*"My Personal Champion* demonstrates an important way a health service company can put its customers' interest first, when the need is greatest," said Louis S. Harvey, DALBAR's President. "The need for this program is certain to grow as the complexities of our health care system escalate."

"Cigna's My Personal Champion program is designed to offer specialized support for our customers when they need us most: during a serious illness or injury," said Brett Browchuk, senior vice president in charge of Service Operations at Cigna. "Customers eligible for the program are assigned a Personal Champion to help navigate the healthcare system, cut through the red tape, coordinate services and get the most from their health plan benefits.

"It is an honor to be the only health plan to receive DALBAR's Recognition for Excellence award for something that is at the core of our mission of improving the health, well being and sense of security of the people we serve."

Cigna customers who qualify for the *My Personal Champion* program are assigned a *Personal Champion* to support the individual's needs and help reduce the administrative burden of their health care. Support includes health care navigation and education on how to maximize plan benefits, technical assistance and proactive monitoring of claims, coordination of services provided by Cigna health management programs, healthcare professionals and community resources.

Cigna offers the program as part of its U.S. employee health plans. Currently 6000 employers have adopted the program for their employees and families, covering 60 percent of Cigna's health plan customers.

### **About DALBAR**

DALBAR, Inc. is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of investment companies, registered investment advisers, insurance companies, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of excellence in the financial community.

### **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 approximately 71 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).