



CIGNA Call Centers recognized for providing "An Outstanding Customer Service Experience"



MyCIGNAplans 2005 Standard of Excellence Web Award – Web Marketing Association



Best Technology Introduced by a Health Plan Organization for Employee/Consumer Choice –2005 Consumer-Directed Health Care Conference & Expo



CIGNA recognized by U.S. News & World Report and NCQA

Andrew Crooks
President and General Manager
Florida and the Caribbean



CIGNA

A Business of Caring.

"CIGNA is tops in a report card that measures Florida's biggest health-insurance plans against each other and against national standards." Sun-Sentinel, September 17, 2006

"CIGNA tops list of health plans." Palm Beach Post, September 19, 2006

"CIGNA scores high on health insurer survey conducted by major employers." Sun-Sentinel, September 20, 2006

"CIGNA led in four of eight areas." WINK-TV (CBS), September 19, 2006

A Message to Florida's Business Leaders and Health Care Broker Community:

Our primary focus at CIGNA HealthCare is helping our members improve their health. Achieving benchmark clinical quality and administrative efficiency is critical in delivering this promise to our members and their employers. On September 18th we received third-party validation from The Florida Health Care Coalition that we have made significant progress in these areas.

CIGNA HealthCare earned the **best results** among six major carriers measured in Florida, based on eValue8™, a rigorous measurement process developed by the National Business Coalition on Health. The eValue8™ survey compares health plan performance in key areas such as:

- Consumer Engagement and Support
- Primary Prevention and Health Promotion
- Behavioral Health Screening and Management
- Provider Measurement: Incentives and Rewards
- Chronic Disease Management
- Pharmacy Management
- Health Information Technology

CIGNA HealthCare established Florida benchmark results for Consumer Engagement and Support, Primary Prevention, Health Promotion, and Behavioral Health Screening and Management. CIGNA HealthCare was also runner-up for best scores in Provider Measurement and Chronic Disease Management.

Enclosed for your review is a copy of the full report from the Florida Health Care Coalition. I encourage you to visit www.flhcc.com to learn more about the Coalition and eValue8™.

I am pleased that valuable, comparative information, like eValue8™, is now available to members and employers to help select a health plan based on factors and choices important to them, beyond simply cost, but now ...quality as well.

Learn more about how CIGNA HealthCare, a leader in Florida, can help you achieve your health care benefits objectives. Call one of our CIGNA HealthCare representatives today in: South Florida (954)475-6600, Tampa (813)353-4400, Orlando (407)833-3100 or Jacksonville (904)306-5523. We look forward to hearing from you.