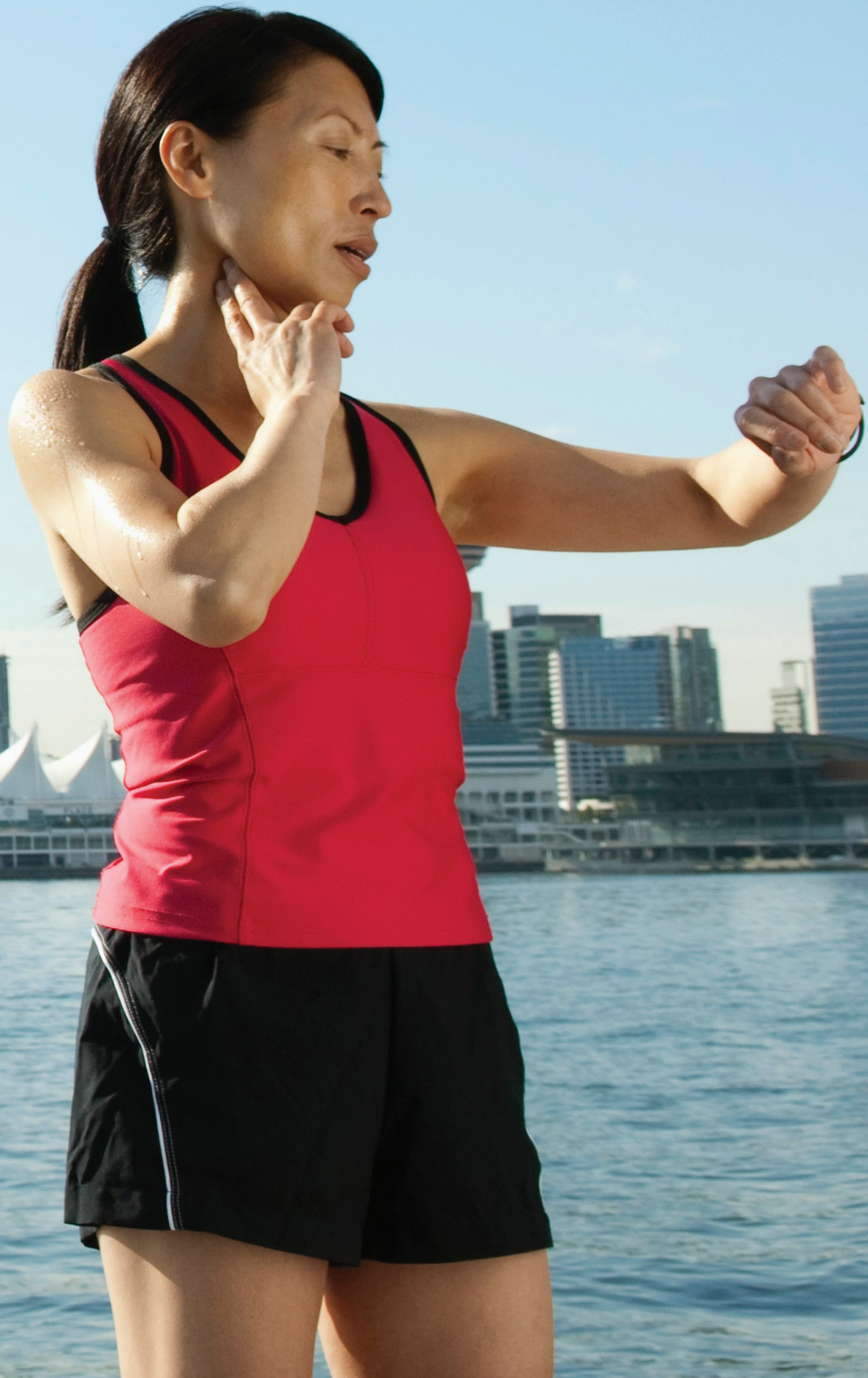


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Aetna Health Connections Get Active!SM

www.aetna.com





Are you looking for a way to motivate employees to get healthier while working together and having fun?

Then Aetna Health Connections Get Active! may be the solution for you. Backed by proven results, this online health and wellness program's unique social approach encourages employees to connect with one another to reach their health goals. And it's powered by ShapeUp, Inc., a leader in global social wellness solutions. ShapeUp has years of experience creating successful social wellness programs, so we're happy to team with them and leverage their experience.

Get Active! works to support a culture of health and build a workplace focused on wellness. By motivating each other, employees get healthy together and your company can save money on health care costs.

Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance Company and its affiliates (Aetna).

Get Active! gets results

The Get Active! program is an innovative approach to behavior change. And social interventions have been clinically proven.¹ Our social approach significantly outperforms traditional wellness interventions:

Program engagement rate:	36.8% ¹
Average weight loss per BMI eligible:	4.95 lbs ^{1,3}
Total weight loss:	92,345 lbs ¹
Change in BMI:	0.80 BMI point reduction ^{1,2,3}
Estimated savings per participant per year:	\$73 in medical and pharmacy cost savings ^{1,2,3,4}

How it works for your employees

Social accountability and peer-to-peer connections are at the heart of our program.

Self-assessment and goal setting

The Get Active! program and online tools help participants identify and set realistic health goals. Whether employees are seasoned athletes or first-time exercisers, we can help them define and reach their unique goals.

Healthy challenges

Our curriculum of healthy, team-based challenges uses the latest medical research and social gaming mechanics. Friendly competitions are focused on fitness, nutrition, lifestyle balance and preventive care.

Progress tracking and milestones

The tracking interface makes it easy for participants to chart their progress toward healthy goals. A computer isn't needed. Participants can print out their chart and post it where it's most convenient for them.

How it works for you

Minimal resources required

Participants receive regular e-mails of encouragement. Team captains take a lead role in motivating their teams in competition.

Marketing materials

We offer effective communications materials to help generate interest and enrollment in the program.

Employee support

Phone and e-mail support for employees is readily available.

Participant performance reports

You can view progress updates and results in real time, and see participant success stories.

Why it works for everyone

Help your employees get on the road to better health and fitness. Having a healthier population benefits your company through:

- Fewer medical claims
- Reduced absenteeism
- Higher productivity
- Increased retention
- Fewer workers' compensation claims
- Less long-term disability

¹Data is based on book-of-business results between January 2011 and December 2011. Participation/engagement rate is based on a total of 53,069 active platform users. This data does not represent the Aetna, Inc. Get Active Aetna program or Aetna employee results. Aetna does not guarantee any specific results or savings. Your results will vary.

²Based on 2011 Aetna Health Connections Get Active! book of business — ShapeUp evaluation with verification through Aetna Informatics.

³Based on participants with a starting BMI (body mass index) of 25+ and a program length ranging from 12 to 52 weeks.

⁴Savings estimate created by calculating the adjusted medical and pharmacy cost difference between 1-point increments in BMI for those 2011 Aetna members who were continuously enrolled and had a self-reported BMI value on record. BMI range of 25 – 50 used.

Want to learn more?

To learn how you can inspire your employees with this exciting wellness program, visit www.aetnagetactive.com. Or talk to your Aetna sales representative or broker today.

This material is for information only. Health information programs provide general health information and are not a substitute for diagnosis or treatment by a physician or other health care professional. Information is believed to be accurate as of the production date; however, it is subject to change. For more information about Aetna plans, refer to www.aetna.com.

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