



# MEMBER SPOTLIGHT



**Address:** 151 Farmington Avenue, Hartford, CT 06156

**Phone:** 860-273-0123

**Email:** [mediarelations@aetna.com](mailto:mediarelations@aetna.com)

**Website:** [www.Aetna.com](http://www.Aetna.com)

**Twitter:** <https://twitter.com/AetnaNews>

**LinkedIn:** <https://www.linkedin.com/company/aetna>

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*Jay Eisenstock, Senior Director, Aetna, current WEDI Board Member and Member of the Executive Committee provided the following responses for this WEDI Member Spotlight.*

**Please share some history about your organization. How did it begin?**

Aetna Insurance Company organized an annuity fund to sell life insurance in 1850. In 1853, the Annuity department separated from Aetna Insurance and incorporated as Aetna Life Insurance Company in Hartford, CT. The "Aetna" name was retained to take advantage of the good reputation of the original Aetna. The name was inspired by an 11,000-foot volcano on the eastern shores of Sicily, Mt. Etna, which was the most active volcano in Europe. Aetna is committed to providing individuals, employers, health care professionals, producers and others with innovative benefits, products and services.

**What is your primary solution/service/product?**

As one of the nation's leading diversified health care benefits companies, Aetna provides people with information and resources to help them make better informed decisions about their health care – and the financial side of health care.

Our health insurance products include medical, pharmacy, dental, behavioral health, group life and disability plans. We also offer services for health care management, workers' compensation administration and health information technology.

About 46 million people rely on us to help them make decisions about their health care and their health care spending. Every day, we work to make the system easier and more convenient for our customers.

We proudly serve\*

- 23.7 million medical members
- Approximately 15.6 million dental members
- Approximately 15.3 million pharmacy benefit management services members

Our network stretches across the country and across much of the globe:

- More than 1.1 million health care professionals
- More than 675,000 primary care doctors and specialists

- 5,647 hospitals

*\*information as of June 30, 2015*

## **How does your solution/service/product help improve the healthcare system?**

Aetna is working to transform health care to create healthier communities, a healthier nation, and a healthier world.

Aetna is committed to helping improve the consumer experience, providing not just access to quality health care but improved health. We are committed to offering consumers integrated, digital tools that will empower them with the convenience and control to help manage their health. We are enabling providers to deliver on a new model of care through technology that can seamlessly connect the health care community here and abroad.

As a health solutions company, we are uniquely positioned to address the challenges of healthcare in America.

**Provider collaboration:** Work with providers by aligning economic incentives utilizing industry leading technology

**Consumer involvement:** Create a more connected, convenient and personalized consumer experience that helps to simplify the health care system

**Long-term sustainability:** Typically, involved and connected consumers make better decisions and are healthier. Providers operating on a fixed budget learn to change their business model from episodic acute care to patient population management.

One of our businesses under the Aetna umbrella, Healthagen, is playing a strong role in shaping the future of population health management. They combine an integrated, comprehensive portfolio of technology, analytics, care management and health plan services to help health care providers deliver more effective and affordable care for their patients.

## **Who are your customers?**

Aetna's customers include employer groups, individuals, college students, part-time and hourly workers, health plans, health care providers, governmental units, government-sponsored plans, labor groups and expatriates.

## **What differentiates your organization from others?**

"Everything we do at Aetna starts with our values -- a clear, strongly held set of core beliefs that reflect who we are and what you can expect from us. We created our core values together, as a company and with guidance from our customers. Our values carry through our thoughts and actions every day, inspire innovation in our products and services, and drive our commitment to excellence in all we do."

- Chairman, CEO and President Mark Bertolini

**What major projects is your organization currently working on?** We are focused on transforming health care from rewarding the quantity of services delivered to rewarding the personalized, health outcomes across all populations. This transformation requires enabling population health, supporting providers' transformation to quality, evidence-based care and empowering consumers with the right amount of options and information to help them access the care they need and be their healthiest. Transformation requires a lot of internal focus

and coordination to ensure we provide user-friendly decision tools and provide a solid array of coverage options.

**Why did you become a WEDI member?**

WEDI's mission of enhancing the quality of care, improving efficiency and reducing costs of the American healthcare system aligns with Aetna's priorities. WEDI is uniquely positioned as not only a legislative advisor to the Department of Health and Human Services but also represents the most comprehensive coalition of healthcare industry stakeholders.

Through our association with WEDI, Aetna has gained insight into proposed and pending legislation pertaining to administrative simplification, shared best practices across the industry (e.g., ICD-10 testing), and collaborated on initiatives (e.g., Genomics Taskforce) made possible through this coalition.

**What do you find to be the most beneficial part of your membership?**

WEDI's policy advisory groups, conferences and forums, whitepapers and articles are excellent resources for getting the pulse on current industry topics. As a legislative advisor to the Department of Health and Human Services, WEDI is uniquely positioned to provide testimony and comment letters reflecting a diversity of industry stakeholders.

**What are some emerging trends you see in the overall industry that your organization provides thought leadership on?**

The trend we are seeing is related to applying the tenets of population health management in combination with decision tools and advanced technology to facilitate the best possible health outcomes.

Health care is ready for a major transformation. Aetna is reinventing health care by collaborating with providers to radically improve population health, financial sustainability and consumer engagement by utilizing our Accountable Care Solutions.

Accountable Care Solutions from Aetna enhances the health care experience for patients, improves quality of care and reduces costs by:

- Empowering providers to effectively manage all patient populations and improve clinical outcomes through an optimal infrastructure for value-based care and patient engagement
- Offering incentive alignment that allows providers to jointly share in the rewards of a successful transition from reactive, encounter-based care to proactive, value-based care
- Establishing scalable clinical business models to support market share growth and efficient, high-quality care delivery to patient populations