

Championing health equity

Improving health outcomes in the African American/Black community



Health inequities significantly impact your workforce

Healthy employees are healthy for business and their wellness journey begins with where they live, work, learn and play. Environmental factors, socioeconomic status, education and neighborhood attributes have a greater impact on population health than biology or clinical care. In fact, these drivers of health, referred to as **social determinants of health (SDOH)**, play a critical role in achieving optimal health, wellness and vitality.

SDOH disproportionately affects the African American/Black communities due to structural and systemic inequities. For example, African American/Black individuals living in under-resourced communities may have reduced access to quality health care, limited availability of healthy foods, lower income status and lack affordable housing options, all of which can negatively impact mental and physical health outcomes.



SDOH factors are directly correlated to higher rates of disease complications and morbidity¹



African American/Black adults are **60% more likely** to be diagnosed with diabetes vs. non-Hispanic White adults²



African American/Black women are **3x more likely** to die of pregnancy-related causes than White women³

Striving for health equity

Removing barriers to health will always be at the forefront of what drives Cigna to be a better partner to you and your workforce. Health equity recognizes that not everyone is starting from the same social factors or living in the same environment.

Achieving optimal health and vitality for all means creating:

- › Innovative experiences
- › Improved access to care
- › Tailored products
- › Stronger communities

Addressing SDOH in the African American/Black community

Cigna's health equity mission is to enable all people to have the opportunity to achieve their full health potential, regardless of social, economic or environmental circumstances — without exception.

The African American/Black community makes up 13.6% of the U.S. population⁴ — addressing SDOH gaps in the African American/Black community is important for improving health and reducing longstanding disparities in health care.

Cigna is taking health inequity challenges head-on by systemically addressing the needs of you and your employees each day.

Changing lives for the better

By working together with employers, local health systems, policymakers and communities, we are investing in solutions to address health literacy, inclusivity, and economic, environmental and social support systems — all designed to make a meaningful impact on health equity.



Read more about how Cigna is addressing health disparities in the African American/Black community and talk with your Cigna representative or broker today about how we can partner to make a meaningful impact together.



Offered by Cigna Health and Life Insurance Company

We are working to reduce health inequity



Embedding equity into the core of our benefits

- › **Respecting and understanding the unique needs of each customer** by screening them for SDOH across every case management and coaching touch point, and providing support for those with SDOH to help resolve those barriers
- › **Engaging a diverse provider network** with incentives aligned to positive health outcomes by empowering providers with data and insights, and rewarding them for SDOH screenings, referrals to community support organizations, and action plans to help eliminate disparities
- › **Supporting our clients** with resources and expert support, including health engagement teams who help identify and address SDOH-related needs, and access to experts on specific clinical issues and benefit design options

Connecting with local communities

Making powerful connections that positively impact the health of people, their communities and their environment.

- › **Connecting customers with community resources** like FindHelp.org, which offers access to transportation, food assistance and more**
- › **Expanding and accelerating efforts to support diversity:** Cigna's five-year [Building Equity and Equality Program](#) supports diversity, equity and inclusion for communities of color⁵
- › **Investing in nonprofits to improve SDOH in local communities:** \$50M in combined charitable giving efforts that focuses on eliminating health disparities⁵
- › **Building economic growth within diverse communities:** The Cigna Foundation created an endowed scholarship to increase the diverse medical doctor pipeline and awarded a grant to support the HAIR initiative with The University of Maryland School of Public Health to promote the importance of preventive care including vaccinations and colorectal cancer screenings

Creating solutions that produce equitable outcomes

Leveraging our Social Determinants Index (SDI), we help identify disparities in care and outcomes — enabling us to address key areas:

- › **Ensuring access to quality care** with virtual care and digital tools such as MDLive®, Cigna Virtual Dental Care and Confide Behavioral Health Navigator^{SM*}
- › **Improving affordability** through payment assistance, preventive care and prescription drug savings programs like Express Scripts® Pharmacy home delivery, Patient Assurance Program and SaveOnSP
- › **Promoting health literacy and accessibility** with interpretation and written translation services

Innovating to do more in the African American/Black community

- › **COVID-19 S.A.F.E. campaign** educated African American/Black and Hispanic/Latino communities on the importance of preventive health care — **5.8M people reached, 265K PPE and nearly 600 flu shots delivered**⁶
- › **Breast cancer screening reminder campaign eliminated breast cancer screening rate** disparity between African American/Black and White customers⁷
- › **Preterm birth program** to help reduce disparities in preterm birth and poor maternal health outcomes for African American/Black and Hispanic/Latino women, with provider collaboration, risk screenings, free prenatal vitamins and aspirin to prevent preeclampsia, behavioral screenings, oral health, education/support and transportation
- › **Provider training materials** that include diabetes resources and cultural competency resources in caring for the African American/Black community

1. Hill, Latoya, Artiga, Samantha and Haldar, Sweta. "[Key Facts on Health and Health Care by Race and Ethnicity](#)." January 26, 2022.

2. U.S. Department of Health and Human Services Office of Minority Health, "[Diabetes and African Americans](#)."

3. CDC, "[Working Together to Reduce Black Maternal Mortality](#)." April 6, 2022.

4. U.S. Census Bureau. "[QuickFacts United States](#)." July 1, 2021.

5. 2021 Cigna Diversity Scorecard Report, [2021-cigna-diversity-equity-and-inclusion-scorecard-report.pdf](#).

6. Cigna S.A.F.E. campaign pilot in Memphis, Houston and South Florida, September-December 2020. Results may vary.

7. Based on Cigna analysis of claims data 12/2018. Results may vary.

* Cigna provides access to virtual care through national telehealth providers as part of your plan. This service is separate from your health plan's network and may not be available in all areas. Video may not be available in all areas or with all providers.

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