



## THE TV DOCTORS OF AMERICA

### WHAT IS TV DOCTORS OF AMERICA CAMPAIGN?

Strike your doctor poses! With Patrick Dempsey, Donald Faison, Neil Patrick Harris and Kate Walsh, Cigna's new, national **TV Doctors of America** campaign encourages people to improve their health by getting their annual check-up, knowing their four health numbers for blood pressure, cholesterol, blood sugar and body mass index (BMI), and taking control of their health.

Having driven a six percent increase in preventive care visits among Cigna customers<sup>1</sup>, this campaign continues the mission of America's favorite TV Doctors, who are using humor and irony to show Americans how they can save *real* lives: by encouraging people to get their annual check-up and stay in regular communication with their doctors.

Cigna's TV Doctors of America campaign has three objectives:

- Educate people on the **importance** of preventive care.
- **Encourage** people to take action and go get their annual check-up.
- Raise **awareness** to help save 100,000 lives a year by getting more people to use preventive care<sup>2</sup>. That's the number of lives the CDC says could be saved every year if everyone got the recommended preventive care they need.

To help bring its mission to life, Cigna has developed a grassroots Health Improvement Tour. In 2017, this cross-country initiative delivered nearly 7,000 in-person, free biometric screenings for blood pressure, cholesterol, blood sugar and BMI to nearly 65 cities at 100 events nationwide. Across the country, Cigna has helped participants become aware of high blood pressure, cholesterol and blood sugar levels, and counseled people on how to follow-up and seek medical support.

### WHY DOES THIS MATTER?

According to the CDC, Americans only use preventive services at about half the recommended rate<sup>3</sup>, even though they're free with most health insurance<sup>4</sup>. Regular health exams can help find problems early on or even before they start, when chances for treatment and a cure are significantly better<sup>5</sup>. By getting the right health services, people are taking steps to increase their chances for living a longer, healthier life.

- Up to **100,000 lives a year** could be saved if people got their recommended preventive care, which often begins with seeing their doctor for an annual check-up<sup>6</sup>.
- Almost **50% of U.S. adults** have at least one chronic disease<sup>7</sup>.
- Preventive care can also save you money – understanding simple personal information about these four health numbers can help individuals save as much as **\$1,400** a year in out-of-pocket costs<sup>8</sup>.
- Chronic diseases are responsible for **7 of 10** deaths each year, and treating people with chronic diseases accounts for most of our nation's health care costs<sup>9</sup>.
- Your annual check-up is the **first step to taking control** of your health.

### WHAT DO I NEED TO KNOW?

Your four health numbers. Blood pressure, cholesterol, blood sugar and body mass index (BMI) are responsible for the majority of preventable chronic disease and are the main drivers of managing and reducing health care costs<sup>7</sup>.

- **Blood Pressure:** Eating the right foods and exercising daily are important for maintaining healthy blood pressure, and reducing your risk for heart disease, stroke and kidney disease.
- **Cholesterol:** Maintaining the proper levels of good cholesterol (HDL) and bad cholesterol (LDL) can help keep dangerous blockages in your arteries from occurring, which reduces your risk of heart disease.
- **Blood Sugar:** Exercising and eating healthy go hand-in-hand in reducing your risks of the onset of diabetes and other health related issues.
- **Body Mass Index (BMI):** Having excessive body fat can increase your risk for a number of health concerns including high blood pressure, heart disease, diabetes, stroke and even certain cancers.

### BECOME EDUCATED

Visit [Cigna.com/TakeControl](https://www.cigna.com/TakeControl) to schedule your check-up and take control of your health.

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<sup>1</sup> Data includes claims paid out by Cigna health plans for adult preventive care check-ups in September 2015 and September 2016 (excludes Medicare Prime and State of Illinois accounts).

<sup>2</sup> CDC Prevention Checklist, Centers for Disease Control and Prevention, 2015; <http://www.cdc.gov/prevention/>

<sup>3</sup> CDC Preventive Health Care Tip Sheet, 2015,

<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/tips/preventivehealth.html>

<sup>4</sup> Includes eligible in-network preventive care services. Some preventive care services may not be covered, including most immunizations for travel. Reference plan documents for a list of covered and non-covered preventive care services.

<sup>5</sup> CDC Prevention Checklist, Centers for Disease Control and Prevention, 2015; <http://www.cdc.gov/prevention/>

<sup>6</sup> CDC Prevention Checklist, Centers for Disease Control and Prevention, 2015; <http://www.cdc.gov/prevention/>

<sup>7</sup> Chronic Disease Overview, Centers for Disease Control and Prevention, 2015;

<http://www.cdc.gov/chronicdisease/overview/#ref1>

<sup>8</sup> Annual out-of-pocket health care savings comparing 200,000 study participants over three years whose four health numbers — BMI, cholesterol, blood pressure and blood sugar — were within a healthy range versus those study participants who did not know their four health numbers. Source: Cigna Affordability Study, 2014.

<sup>9</sup> Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, 2016;

<http://www.cdc.gov/chronicdisease/> Page last updated: August 10, 2017