Innovation

To make health care simpler, more accessible, and convenient.

Our people, our ability to innovate as a company, and our focus across the organization are helping to move us closer to our goal of building a healthier world, community by community.
Dr. Hal Paz, Chief Medical Officer, Aetna
Personalizing Care for the Chronically Ill

People suffering with chronic conditions face unique and difficult challenges when it comes to maintaining their health and managing health care costs. A new patient-centered Aetna program offers them a more promising way to achieve both.

AetnaCare℠ takes a forward-thinking, customized approach to treating members with chronic conditions by developing a personalized care plan, or care map, and providing access to a range of clinical and non-clinical resources that fits their needs.

The program gives members enhanced tools and resources that empower them to better understand their health and chronic conditions. It also employs more effective ways to engage individuals in managing their own care. More complex member engagements are done in person. The timing of these in-person engagements is determined by key moments or events, such as discharge from a hospital.

“With AetnaCare, we’re answering member demand for a user-friendly, personalized health care experience,” says Dr. Harold Paz, Aetna’s chief medical officer. “We’re also helping members at highest risk for medical complications improve the quality of their health. We offer them access to an entire ecosystem of health services that includes a checklist of evidence-based activities to round out their care.”
Personalizing Care for the Chronically Ill

A care map is built around three primary objectives:

• Promoting treatment adherence.
• Ensuring that critical support needs are met.
• Reinforcing healthy behaviors.

A nurse connects members to all the different resources that are needed, such as nutrition counseling or behavioral health services.

The program was launched in 2017 for members with diabetes and hypertension in Aetna’s accountable care organizations (ACOs).

“This is fundamentally a better way to engage with our at-risk members,” says Paz. “We build off patient trust in the health care system by collaborating with primary care physicians. If the doctor calls, people are more likely to take the call and listen. Integrating all of these services into a coherent and collaborative plan with the physician’s input gives the member the kind of convenience and simplicity needed to make access and compliance easy.”
Digital Health

Dave Hildebrand, Network Product and Telemedicine Strategies
Digital Health

Simplifying the Health Care Experience to Improve Health, Reduce Costs

At Aetna, we are connecting members to a growing number of digital tools and services that are making their health care journey simpler and easier to navigate.

“We are building a digital platform that easily connects members to the whole package of resources to help them understand their health and take the best quality care of themselves,” says Gary Loveman, president of Consumer Health and Services. “We are developing simple, intuitive tools that provide a seamless experience while helping members achieve their health ambitions.”

ActiveHealth Management, part of Aetna Consumer Health and Services, helps members achieve their health care goals through health and wellness programs, care management services and targeted analytics. In 2016, ActiveHealth launched a member-centric “health event” initiative that connects with diabetic members at key moments in their health care journey.

ActiveHealth’s program is designed to connect diabetics patients with key information when they really need the support most, like at diagnosis, when they’ve received new test results, or when they are admitted to the hospital. Targeted content and digital coaching, delivered via smartphone or computer, are key features of the online program.

For many members looking for flexible access to health care services, telemedicine is the right solution. Using a computer or smartphone apps, members can talk with health care professionals face-to-face in real time in high definition video. They also can send photos of wounds to health care professionals, for example, providing physicians with helpful detail in just seconds.

Aetna’s online tools and services help members decide when telemedicine is appropriate for treating their medical conditions. They also have the ability to compare prices for health care services provided.

15 million people used telemedicine in 2015, up 50% from 2013.
Digital Health

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through telemedicine, a local doctor’s office, or a local clinic. That means more options, more flexibility.

“Telemedicine is convenient, it provides members better access to health care, and it saves our customers money versus unnecessary access to emergency room services, for example,” says David Hildebrand, Aetna’s head of Network Product and Telemedicine Strategies.

Adding to an end-to-end member-centric health care experience, Aetna’s bswift® platform helps people more easily navigate the benefits enrollment process by making it more member friendly—and more like a retail shopping experience. Bswift’s platform offers personalized, built-in employee decision support during enrollment. And the popularity of decision-support tools is exploding.

“Our goal is to join each of our members on their health care journey with a digital experience that is simple and easy,” says Loveman. “To do that, we have to deliver the tools and end-to-end capabilities our members are searching for, and the experience has to be personal to them.”