GETTING TO THE HEART OF THE MATTER

Cigna's journey to addressing gender disparities in cardiovascular disease management.

**KEY FINDING**

11% fewer women than men with coronary artery disease (CAD) initiate or adhere to statin therapy.

**OUR STEADY RHYTHM APPROACH FOR CHANGE**

Cigna will implement a phased pilot demonstration project to improve therapy engagement and overall health outcomes of the participating women.

**PHASE 1: IMPROVE AWARENESS (CURRENTLY IN PROGRESS)**

- Submitted findings for publication to a peer-reviewed journal in collaboration with RAND Corporation
- Trained our chronic disease management coaches on how to address statin therapy and CAD
- Broadcasted a podcast interview with Dr. Victoria Dickson, women's heart health expert from New York University College of Nursing and shared via Cigna's social media channel
- Published newsletter article in our health care provider newsletter
- Developed cultural competency training for Cigna coaches, as well as our Embedded Care Coordinators at Cigna Collaborative Care Groups

**PHASE 2: IDENTIFY THE ROOT CAUSE**

Identify potential Cigna Accountable Care (CAC) members with large clusters of non-adherent women with CAD.

Conduct a medical record review to identify root cause for non-initiation and low adherence.

Identify pilot intervention opportunities with the CAC environment.

**PHASE 3: IMPLEMENT A SYSTEM FOR INTERVENTION**

- Collaborate with primary care providers and the Coach Rx Program in a pilot initiative aimed at improving statin therapy initiation. System triggers nurses in medical groups to refer women newly diagnosed with CAD to Cigna's Coach Rx program.
- Improve the algorithm for identifying customers with CAD for disease management outreach and coaching. Then, customize messaging to better engage customers at risk for noncompliance with statin therapy.

**HOW RACE FITS INTO THE PICTURE**

Through our research, we also found that race could make as much as a 26% difference with regard to initiating or adhering to statin therapy. Cigna plans to assess opportunities for targeted engagement strategies.

**Impact of race on initiation and adherence to statin therapy**

- **Customers never initiated or not adherent to statin therapy:**
  - White: 36%
  - Black: 55%
  - Asian: 56%
  - Hispanic: 50%
  - American Indian/Alaskan Native: 38%
  - Other: 41%
  - Unknown: 41%

- **Customers adherent to statin therapy:**
  - White: 64%
  - Black: 55%
  - Asian: 62%
  - Hispanic: 51%
  - American Indian/Alaskan Native: 49%
  - Other: 41%
  - Unknown: 59%

Together, all the way.