

2012 Cigna Web Meeting Series



Earning the Privilege to Help

Creating a decidedly different health care customer experience

Today's health care consumers are evolving – becoming more diverse, savvy and demanding than ever before. They want the companies they work with to know them and to treat them like individuals. And they demand a higher level of customization and control in all their interactions.

Learn how a customer-centric focus can help organizations like yours chart a clear and precise pathway to better health. And how you can help every employee break from the status quo and reach their full potential.

Specifically, you'll hear how:

- Understanding and delivering what's most important to customers helps them reach their goals.
- Being easy, helpful, more enjoyable can help drive higher levels of engagement across health and productivity programs and services.
- Making it easy to access meaningful information – like cost and quality-of-care tools – helps customers make the best health care decisions for themselves and their families.

Register at <http://webinar.cigna.com/?elqPURLPage=646>

Join us for a live, interactive, one-hour Webinar

Featured Speaker

Karen Clarke

Director of Customer Communications, Cigna

**Thursday, October 11
2 PM ET**

(1 p.m. CT, 12 p.m. MT, 11 a.m. PT)

> REGISTER NOW

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