

# Cigna Healthy Workforce Designation™

Showcase your commitment to creating a healthy work culture



Healthy employees drive healthy businesses, and well-being programs have the ability to transform company culture which can impact business performance.

A health-promoting work culture can **increase employee engagement, productivity and retention**

On average, companies with high employee engagement are **23% more profitable<sup>1</sup>**

Programs with strong support from middle managers can **yield an average ROI of 10x the initial investment<sup>2</sup>**

Your well-being program is essential to reducing employee stress and burnout and establishing healthy practices throughout your organization. Tell us about your program, your commitment and your results to see if you qualify for one of the new Cigna Healthy Workforce Designation™ levels (formerly known as the Cigna Well-Being Award).

## How it works

- › We partner with you to review and evaluate your well-being program's strengths and opportunities for improvement
- › Our evaluation focuses on five key areas: leadership and culture, program foundations, program execution, whole-person health, and utilization of Cigna capabilities
- › Organizations achieving a standard of excellence will receive a bronze, silver or gold designation alongside a digital toolkit with turnkey promotional assets
- › Note that only Cigna medical employers headquartered in the United States are eligible for consideration



Contact your Cigna Account Team to see if your well-being program qualifies.



Your New Growth Plan.

1. Gallup. What Is Employee Engagement and How Do You Improve It?. Gallup. Available from: <https://www.gallup.com/workplace/285674/improve-employee-engagement-workplace.aspx#ite-285782>. 2. Based on "Health and Wellness in Workplaces: What Works? - ROI Analysis of Health & Wellness Interventions" study, Cigna International Markets, November 2020.

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