



# Aetna Community Voice

Building Bridges for healthier communities

## Aetna Community Relations and Urban Marketing

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As we wrap up 2011 and share our news of the last two months of the year, I'd like to take this opportunity to reflect with gratitude on all we accomplished in 2011 with the help of our community partners and Aetna colleagues. Here are just a few highlights:

- Sponsoring the Martin Luther King, Jr., National Memorial in Washington, DC, in celebration of the 10<sup>th</sup> anniversary of Aetna's commitment to help promote racial and ethnic equality in health care
- Launching the Aetna Voices of Health campaign to honor health care heroes who embody the values of Dr. King and are aligned with Aetna's mission to promote access to health care for all. Nearly 640,000 people voted at the [campaign website](#) to select the national winners
- Participating in and/or sponsoring a number of regional and local events that focused on healthy lifestyles (such as the New Haven Open at Yale, Black Enterprise Golf and Tennis and Three-Point Play for school children), events that honored community leaders (such as the USTA ICON Awards), and events that reached across the spectrum of communities we serve (such as the 105 Voices of History, the National Hispanic Prayer Breakfast and the U.S. Chamber of Commerce annual convention)
- Collaborating with the [National Council of Churches](#), which represents 45 million people of faith, to increase the number of insured and promote health care equality; the theme of faith was also central to this year's 30<sup>th</sup> edition of the African American History Calendar

We are proud of our accomplishments in 2011, but are even more excited by the prospect for greater success in 2012. Looking ahead, we introduce two new features in this newsletter, highlighting our participation in tradeshow and events, and our award-winning Aetna Customer Center

On behalf of my entire team, I wish you and yours a happy and healthy holiday season!

-Floyd W. Green, III  
*Head of Community Relations and Urban Marketing*



## ACROSS THE NATION...



Aetna riders and volunteers at the Painted Turtle Camp Challenge Ride in California.

Our efforts are both local and national in scope. Here is some of the work we're doing nationally to promote health and wellness.

**Riding to support the Hole in the Wall Camps** – With \$560,000 in capacity building grants from Aetna, the Hole in the Wall Camps have raised more than \$1.1 million in new revenue over the past three years. Founded by actor and philanthropist Paul Newman, the Hole in the Wall Camps annually serve more than 40,000 children and family members coping with serious illnesses by enabling them to enjoy camping experiences free of charge.

Part of our grant funding was used to expand the number of Camp Challenge Rides, one of the most critical fundraising events supporting the camps. In 2009, the group held one Challenge Ride in Connecticut. This year, rides were held in California, Connecticut, Florida, New York and North Carolina and raised \$540,000.

"We were thrilled to learn that this year, Aetna riders represented the largest corporate team participating in any Team Hole in the Wall event," said Chris Montross, Managing Director of Community Relations. "These rides are a great event in support of a wonderful cause and we couldn't be more impressed with the Aetna employees who participate."

**Honoring veterans at the Marine Corps Marathon** – Aetna has a long history of support for veterans, as is evidenced by our participation in events ranging from Rolling Thunder to the Wounded Warrior Summit.

We recently sponsored another major veterans' event – the Marine Corps Marathon (MCM) in Washington, DC. For the fifth consecutive year, Aetna was a major sponsor of the MCM, also known as The People's Marathon. Runners from all 50 states and seven countries participated in the event, which benefits more than 60 MCM Charity Partners and is the largest marathon not to offer prize money to winners.

## ...AND DOWN THE STREET



Sara Preuss and her son Lucas enjoy a day in the Hartford Auditorium.

We know there's no substitute for local connections, so we continue to work in local communities to promote health and wellness. Here's a sampling of our recent efforts.

**Opening our doors to employees' children** – A devastating October snowstorm left Connecticut families scrambling, as widespread power outages cancelled school across the state. Parents had to patch together child care, often after having to relocate from their own homes, also without power.

In response, Aetna opened the doors of our Hartford headquarters to the children of employees. With help from the Greater Hartford Arts Council, we enlisted performers and teachers from the Hartford Stage and local artists to help entertain the children.



Pictured at the B4-Black Tie event are Aetna staff Duane Cote, Clint Carlton, Maria Mendez, Abel Gonzales and Floyd Green.

Nearly 300 children spent two days in the Hartford Auditorium, playing with costumes from the Hartford Stage, watching movies, and even getting to meet Lucky, Chairman Mark Bertolini's German shepherd. Popcorn, balloons and singing are not typical for the office – but, in this case, they were more than welcome!

**Supporting the LGBT community in Texas** – We were the presenting sponsor of the B4-Black Tie Event, which raised funds for the 2011 Black Tie Dinner. Proceeds from the dinner, whose theme was “Shine,” support 20 non-profit organizations that provide vital resources and services to the North Texas lesbian, gay, bisexual and transgender (LGBT) community. The event is also the largest LGBT contributor to the Human Rights Campaign Foundation. Clint Carlton from Aetna National Accounts addressed the 800 attendees and reiterated our support of the LGBT community.

“We were pleased to help celebrate this organization’s three decades of hard work,” said Maria Mendez, Community Relations Director for Mid-America West. “Aetna’s commitment to the LGBT community continues to shine!”

**Walking for healthier hearts in Washington, DC** – For the fourth consecutive year, Aetna fielded a team for the American Heart Association of Greater Washington’s annual Heart Walk. More than 100 Aetna employees, brokers, consultants and customers joined in the fight to raise awareness and funding to prevent heart disease and stroke – the nation’s number one and number three killers. In addition to sponsoring a team, Aetna donated \$125,000 to the cause.

“The District of Columbia is ranked 44<sup>th</sup> in the nation in terms of cardiovascular disease, including blood pressure and cholesterol. It’s 49<sup>th</sup> in heart disease,” said Rey Thomas, Community Relations Director for the Mid-America East Region. “Those statistics alone are enough for us to be involved here.”

**Encouraging “genki living” for Japanese Americans in Los Angeles** – Aetna sponsored the “Active Living Stage” at the Keiro Senior Health Care 50<sup>th</sup> Anniversary “Genki Living” Expo. Keiro is the largest not-for-profit health care organization in Los Angeles serving the Japanese American community. Their Expo promoted healthy lifestyles – known as “genki living.” The Aetna Active Living Stage featured presentations on activities such as exercise, dance, stretching and yoga.

“This event was a huge success for Aetna, with over 3,000 participants, the majority of whom were seniors,” said Bianca Sandoval-Garcia from Aetna’s Medicare Business Development team in the West Region. “Our Medicare, Middle Market, and Community Relations and Urban Marketing teams worked very well together to grow both Aetna’s business and our presence in the community.”



Miguel Centeno speaks at the MAC luncheon.

**Demonstrating our commitment to health care equality in Philadelphia** – Nearly 500 of Philadelphia’s multicultural business leaders, including Philadelphia Mayor Michael Nutter, attended the recent Philadelphia Multicultural Affairs Congress (MAC) Luncheon, sponsored by Aetna. Miguel Centeno, Community Relations Director for the Northeast, was on hand to speak to the group about the 10<sup>th</sup> anniversary of Aetna’s commitment to promoting racial and ethnic equality in health care.

## EXPANDING OUR REACH



The Aetna Customer Center

A new feature of our newsletter will highlight Aetna’s Customer Center, as well as our outreach at tradeshow and events.

**Hosting customers and community** – Making a great impression is the goal of the Aetna Customer Center, housed in our corporate headquarters in Hartford. The Center hosts important customer, business partner and community leader conversations, positioning Aetna as the destination brand for health and wellness solutions.

The Center can customize the customer experience to align with the attendees’ brand, values and corporate strategy, even adding an international flair when appropriate. Custom displays, collateral and food help bring to life the customers’ brand. One recent meeting host noted, “The Customer Center team created a perfect start, welcoming guests with a chef’s demo at breakfast featuring their products. Our guests were truly impressed with the customized brand experience. It really showed our commitment to the relationship.”

In 2011, the Customer Center shaped more than 1,300 positive brand impressions through meetings and community events, including a series of just-in-time one-hour open enrollment webinars. These events gave members a chance to ask real-time questions about their benefits, saving time and resources for Aetna and our customers. We also hosted a number of community events for groups ranging from Out and Equal to the American Heart Association Go Red for Women to the Connecticut Women’s Council and other local non-profits.

**Having a presence in the community** – Tradeshow and events – such as speaking engagements, open enrollment meetings and health fairs – are an important venue to promote Aetna’s products, services and tools for healthier living. In 2011, Aetna participated in more than 100 such events, reaching more than 500,000 customers and potential customers.

One of our final tradeshow for the year was the 57<sup>th</sup> Annual International Foundation of Employee Benefit Plans (IFEBC) Conference in New Orleans. Among the 5,000 attendees were

more than 730 Aetna customers, prospects and guests, whom we hosted for an evening of food, fun and entertainment. We also created a custom booth for this event, which focused on our Labor segment.

As we continue to look for ways to engage and integrate our efforts across the company, we plan to grow our capacity in tradeshows and events in 2012 and look forward to sharing our results in future newsletters.

## COMMUNITY RELATIONS SHOWCASE



In this space, we highlight some of the important work being done in other areas of Aetna.

**Helping to protect the safety of patients** – Patient safety is an important issue that affects everyone who participates in the health care system, from payers to providers to the public. Aetna is active in the effort to improve patient safety, and we continue to work across the company and with external organizations to develop programs and tools that impact the quality and safety of patient care.

In 2000 – in response to the Institute of Medicine Report, “To Err is Human” that highlighted the growing issue of patient safety – Aetna instituted a Patient Safety Forum. This forum is responsible for overseeing and coordinating Aetna’s patient safety initiatives. It is chaired by a senior medical director, sponsored by the National Quality Management and Measurement department, and includes employees from across the company.

The Aetna Patient Safety Forum has actively worked with multiple external groups, including The Leapfrog Group, The Joint Commission, The Thomas Jefferson University School of Public Health, and various regional organizations to develop materials and information to help members, employers and providers understand patient safety issues.

## REOGNITION FOR OUR EFFORTS



Clemente Gonzalez

While recognition is not the goal of our work with the community, we are gratified when our efforts are applauded by others

**Recognizing the work of Asian entrepreneurs in California** – Clemente Gonzalez, Community Relations Director for the West Region, was recently among the honorees at the 16<sup>th</sup> Annual Recognition Awards Gala of the Asian Business Association of Orange County. The association provides Asian Americans the opportunity to gain access to economic advancement through networking, education and community representation. Clemente received an Appreciation Award for serving on the group’s Corporate Advisory Board. Congratulations!

## THE COMMITMENT OF AETNA EMPLOYEES



Aetna's commitment to the community extends throughout the year, not just at the holidays. Our employees, too, donate their time and talents to help their neighbors and communities all year long. Here's just one example of the great work our employees are doing.

**Getting "in the weeds" for the Day of Caring** – Aetna volunteers were active participants in many projects across the country as part of the annual United Way Day of Caring.

One team of volunteers that received special recognition worked at the Elizabeth Park in West Hartford, CT. The team was slated to work on a greenhouse/storage building in the park that houses both plants and heavy equipment. But on the morning of the Day of Caring, an official from the city announced that the building itself would have to be repaired before any additional work could be done. The response from the Aetna volunteers so impressed officials from Elizabeth Park that they sent a letter directly to Aetna Chairman Mark Bertolini. Here is an excerpt from that letter..

"The large group broke up into smaller groups and, instead of doing what they had come here to do, they weeded the Rose Garden, worked on the Donaghue Entrance to the park, weeded the area around the historical Brownstone Comfort Building, and did pretty much anything else we needed to have done. They worked in the rain, even as it got wetter and muddier," said the letter from Jackie Lee, Interim Executive Director of the Friends of Elizabeth Park. "It takes a lot of volunteer hours to maintain this beautiful park and I'm grateful to you and the Aetna employees who participate in United Way's Day of Caring. It makes a big difference in this city and to all who enjoy this park."

Thanks to the Elizabeth Park volunteers and all the Aetna volunteers who so willingly give of their time throughout the country, all year long!

## CONTACTING OUR TEAM



Our entire team wishes you a warm and wonderful holiday season!

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