

Guiding members to high-performing providers using digital tools and artificial intelligence

Aetna Smart Compare® leads to high-quality outcomes and greater cost savings through our expertise in digital tools and quality data on providers



Proactively guiding members to high-performing providers that can meet their unique care needs



Leveraging AI on available claims, navigation and health care utilization data to generate tailored, member-specific recommendations



Delivering results through enhanced Aetna HealthSM digital navigation, Next Best Actions (NBAs), and advocacy and clinical support

Why it matters?

+29 NPS

among survey members¹

Up to 135%

higher Aetna Smart Compare share of NEW visits²

Up to 10%

higher Aetna Smart Compare share of ALL visits³

¹ Based on MEDS survey data between January 2019 to December 2020 comparing members who visited an Intelligent Matching Smart Compare PCP to those who visited a non-Intelligent Matching Smart Compare PCP.

² Based on Commercial members calling Aetna Customer Service from August to October 2022. When Aetna representatives were equipped with member-personalized Smart Compare referrals, there was an increase in % share of new OBGYN visits that were Smart Compare from 34% to 80% (+135% is 80/34) compared to Aetna representatives who were not equipped in the same time period.

³ Based on Commercial members who were sent a proactive Smart Compare PCP NBA outreach in December 2022. Aetna Commercial members sent this NBA saw an increase in % share of all PCP visits that were Smart Compare from 51.8% to 57.3% (+10% is 57.3/51.8) compared to members not sent the NBA.

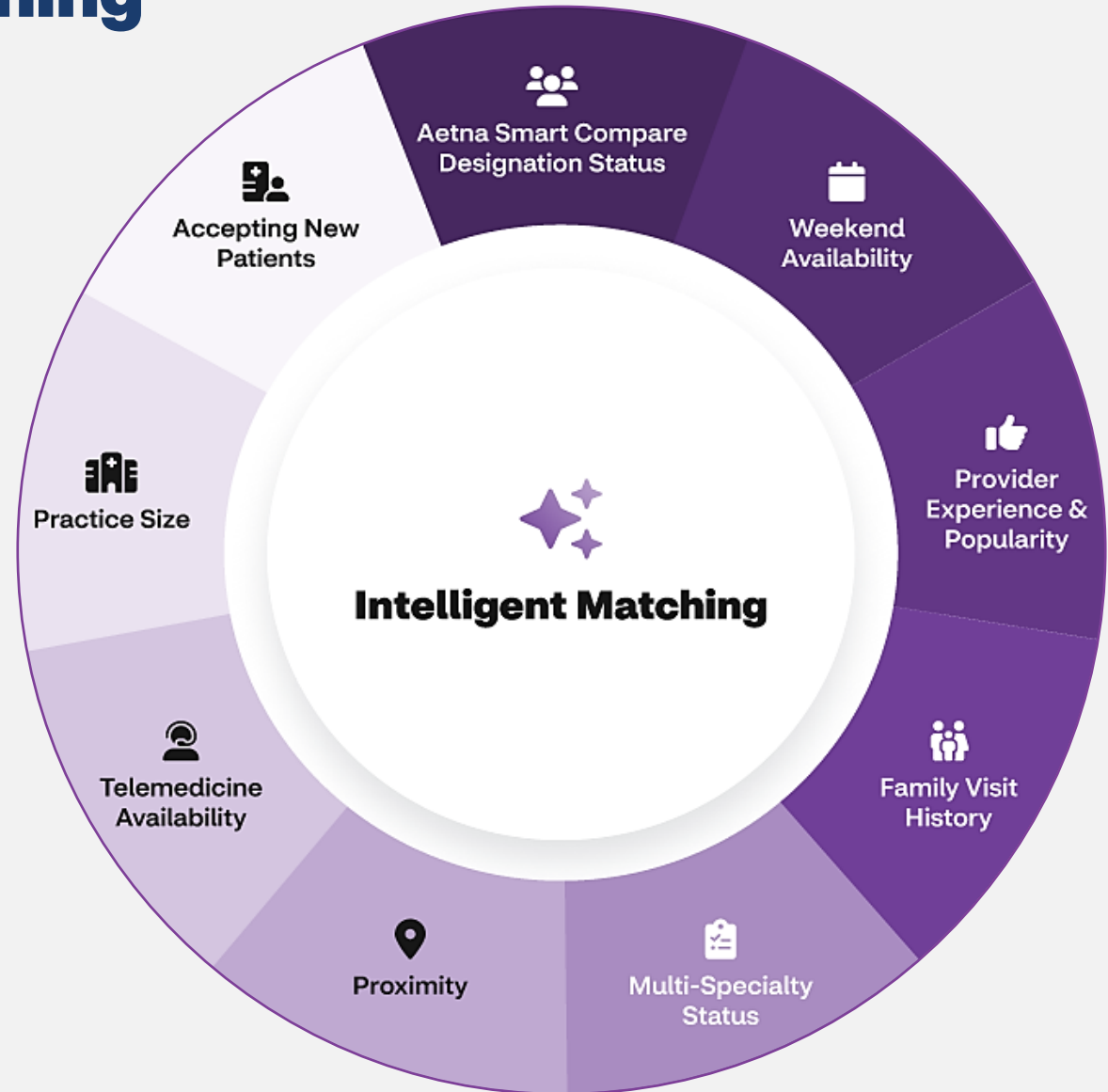
Introducing Intelligent Matching

Intelligent Matching leverages artificial intelligence and predictive analytics to generate tailored, member-specific provider recommendations.



Aetna Smart Compare® Intelligent Matching

analyzes 100+ provider and member data points to identify high-quality, cost-effective providers with the highest likelihood to meet a member's preferences and specific health needs



Helping Mary get the right care with Aetna Smart Compare[®]



Mary needs to find a new primary care doctor (PCP) to meet her unique needs, including:

- Experience in managing patients with hypertension and knee pain
- Affiliated with health systems she's visited in the past two years
- Within five miles of her home or work
- Can see her occasionally on the weekends



Intelligent Matching connects Mary with high-performing PCPs tailored to her preferences and specific health needs

- Automatically accounts for Mary's needs and preferences
- Identifies at least three top matches of Aetna Smart Compare PCPs tailored to Mary's profile



Personalized recommendations are delivered through decision support tools and channels

- Mary can log into Aetna HealthSM and use "Find Care and Pricing" to search for PCPs, with her best matches prioritized at the top
- Since Mary opts in, she receives Next Best Action (NBA) campaigns with tailored doctor recommendations
- Mary can also call customer service or care management to receive doctor recommendations