

# CUSTOMER SUCCESS STORY

Ken starts healthy habits. And inspires others with Cigna's Weight Management Program

## Meet Ken

- › 59 years old



## His risk factors

- › Obesity
- › High blood pressure
- › Type 2 diabetes

## In midlife, and in the middle of a rut

Ken was overweight for most of his adult life. He developed weight-related health problems. He knew he needed to make a change, but life and work seemed to always get in the way.

After going through a divorce, Ken thought about his lifestyle and his choices. He decided that he needed to make positive changes. Starting with losing weight and lowering his blood pressure. Ken felt very alone, but he wasn't. Cigna's Stress Management Program was there for him. For every step of his journey.

## Help was just a call away

Ken contacted Cigna's Weight Management Program and talked with a wellness coach. On the first call, Ken's coach assessed the situation and made a customized action plan that included:

- › Healthy eating
- › Recommendations from the American Diabetes Association
- › A starter kit with a pedometer
- › Walking goals - with activity tracking to see his progress

After taking an Eating Healthy Survey, Ken saw he needed to eat more fruits and vegetables. And pay closer attention to his insulin levels. His coach suggested that he keep a food diary. For the first time, Ken saw what he was eating - daily and weekly. His coach helped him see where extra calories were coming from. And what was causing his spikes / drops in blood sugar.

Together, all the way.®



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## Creative solutions

Ken started paying closer attention to his eating habits. He saw that he wasn't eating healthy when he was with friends. And while he was at work. Ken's coach suggested he get his friends and coworkers involved. Ken opened up about his goals and:



**Shared his Cigna kit with his friends**



**Encouraged his friends to take the *Eating Healthy Survey*.**



**Invited his friends to walk with him**



**Talked with his managers about the high cost of diabetes**



**Got his managers to offer healthy eating options at work**

## The winner's circle

After completing the coaching program, Ken lost over 60 pounds and reached a healthy weight. He lowered his blood pressure to 128/70 and stabilized his blood sugar levels. But Ken's numbers are only part of the story. Ken inspired his friends and coworkers and helped them make healthy changes too.

This scenario is based upon a true customer experience. The customer's name, photo and some minor details have been changed to protect the identity and confidentiality of the customer. Individual participant results will vary.



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