

NEW ONLINE DENTAL TOOLS

For a better customer experience.

At Cigna, we believe that dental coverage should be easy. And we think it should offer the same transparencies and tools that customers expect in every other part of their lives. Like convenient, online scheduling. Insightful customer reviews to guide smart decisions. Together with transparent pricing to avoid surprise charges.

Convenience at your fingertips

We're launching new online tools to make these, and other, services possible. This innovative technology will be available in the spring of 2016 on **myCigna.com** and our mobile app.

They're easy and intuitive, developed with best practices from the online shopping world. The tools include:

The screenshot displays a search results page for "5 Dentists for General Dentist". It features three dentist profiles, each with a profile picture, name, practice name, address, and location information. Each profile includes a CIGNA DPPO ADVANTAGE status, a BRIGHTER SCORE (Overall Score), and a CHECKUP - ADULT price. The profiles are: Susan Smith (9.3/10 score, \$0 price), John Doe (7.9/10 score, \$100 price), and Andrew Stuart (8.4/10 score, \$0 price). The page also includes navigation options like "Sort by: Brighter Score", "Print/Save Pdf", "List", "Map", and "Procedure: Checkup - Adult".

- **Brighter Score™ ranking.** Use this scoring method to compare dentists. The score is derived from factors such as affordability, patient experience and professional history. This is a third-party tool, developed by Brighter.com.
- **Dental office reviews and comparisons.** Find detailed information to compare dental offices. View dentist profiles with pictures and video content. Read verified patient reviews.
- **Online appointment scheduling.** Book an appointment online with participating dentists.*
- **Enhanced search and transparent pricing.** Search for a dentist by a procedure or group of procedures. Information is personalized for your specific plan. Shows “all-in” price including coinsurance / copays and deductibles.
- **Easy access.** These features are available anytime, anywhere. 24/7 access on the go - on mobile phones or tablets.

For illustrative purposes only

Together, all the way.®



*Appointment feature may not be available with all Cigna dental plan types.

Offered by: Cigna Health and Life Insurance Company, Connecticut General Life Insurance Company or their affiliates.

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Value for you – and your employees

We're committed to helping both you and your employees get the most out of your dental plan.



For you. These new online tools can help you improve your employee's satisfaction with your company's dental plan.



For your employees. They will have more tools and information to help them make better care and cost decisions for their family.



A value-added benefit – these online tools will be available at no additional cost.

We'd like to share more about our new online tools.

Contact your Cigna sales representative to schedule a demo of our new online experience.



Patient satisfaction ratings, Brighter Scores, and other cost-efficiency and quality information are for informational purposes only. They are not a guarantee of the cost or quality of care that will be delivered to individual patients. Customers are encouraged to consider all relevant factors and to consult with their treating dentist for appropriate dental treatment and care recommendations. Dentists are independent contractors solely responsible for the treatment provided to their patients. They are not agents of Cigna.

Product availability may vary by location and plan type and is subject to change. All group dental insurance policies and dental benefit plans contain exclusions and limitations. For costs and complete details of coverage, see your plan documents.

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