



Unique

Aetna DNA

A more personal approach to
workforce productivity



Beyond the basics

Your employees have an enormous impact on the long-term success of your business. That's why it's so critical to attract and retain top-notch talent.

One of the most impactful ways to differentiate yourself from other employers is to offer a benefits package that goes beyond the basics. To do that, you need a health and wellness partner that's a thought leader; one that delivers innovative solutions to help you build a healthier, more powerful and productive workforce.

Make it personal

Delivering a health and wellness plan that sets your business apart and attracts the most qualified candidates isn't easy. You need a plan with a more personalised approach; one that looks at every employee as an individual with unique needs.

That's why we launched Aetna DNA, to offer a more personalised approach to care using genetic testing and health coaching. Aetna is the first insurer to use cutting-edge, genetic science out of the lab and put it to good use in the real world of international PMI.

Genetics offer your employees invaluable insight into how their body's own unique makeup works. Personalised test results help them determine

- Optimal diet
- Food sensitivities
- Stress reduction strategies
- Best workout and sleep routines and more

This data helps employees take specific actions that result in a happier, healthier, more productive workforce with greater job satisfaction and lower health care costs.

A quick, easy DNA test

Aetna DNA couldn't be easier. You send us a simple mouth swab and we send you back accurate, reliable information about the complex relationship between your genes and your health, fitness and nutrition.

1. Take the easy, at-home saliva swab test
2. Send the swab back to us in the mail
3. Receive results within two weeks
4. Have a consultation to understand your results
5. Start your journey to a healthier future with our ongoing support



Why Aetna DNA?

Empower your employees with science-based results

The sustainable, long-term health of your workforce can only happen when your employees take control and manage their own health. Aetna DNA empowers them with knowledge about their genetic predispositions and needs. Equipped with this information, we show them how to make positive lifestyle changes that lead to better health, fitness and quality of life.

Providing your employees with simple, personalised advice about their bodies will give them the confidence they need to take action. And, let's face it, a healthy, balanced diet, improved fitness, reduced stress levels and the appropriate amount of sleep will help reduce illness and absenteeism while increasing workforce productivity.

Aetna DNA provides genetic testing for you and your employees based on robust science and a commitment to helping improve the health of your workforce. We help your employees make real life nutrition, fitness, stress and sleep changes that positively impact their physical, mental and emotional health.

Pioneering science

Aetna DNA uses the highest evidence threshold in the industry, with results being built off thousands of published research papers. This is real, accurate, verified science helping your employees on their health and wellness journey.

Privacy is our priority

Adhering to a strict code of security management standards, you and your employees can trust that results are kept anonymous and private, storing no personal information and only testing genetic variants associated with health, fitness, stress and sleep ... nothing more. We adhere to ISO 27001:2013 Information Security Management standards and undergo third party audits to validate our information security.

Aetna DNA holds your employees' data securely and access is only available to the authorized individuals that undergo genetic testing. Aetna does not use any genetic information to discriminate regarding insurance quotations.

We help unlock your employees' full potential

Here's what we know:

- Anyone can harness their full biological potential, empowered with the right knowledge
- Everyone is unique and can benefit from a personalised health and wellness solution
- Science, combined with innovative and advanced technology, helps us to improve people's health and well-being

Our goal is to help your employees proactively improve their lifestyle every day and make progress towards their health goals, so that they can live longer, happier, healthier lives

The quest for personalisation



One test provides a lifetime of information, as genetic science advances, you'll understand more about your body



Use this information to optimise lifestyle with personalised health and wellness solution



Personalise diet and training plans in addition to strategies for coping with stress and lack of sleep for faster, more sustainable, long-term results



Remove the guesswork from diet, exercise routine, stress response and sleep, saving time and money

Here's what Aetna DNA reveals

Fitness

- + Power/Endurance Response
- + Aerobic (VO2 Max) Training Response
- + Injury Risk
- + Recovery Speed

Stress

- + Stress tolerance
- + Warrior to strategist

Nutrition

- + Optimal Diet Type
- + Carbohydrate and Saturated Fat Sensitivity
- + Salt, Alcohol and Caffeine Sensitivity
- + Lactose Intolerance and Coeliac Predisposition
- + Individual Vitamin and Mineral Needs
- + Detox Ability and Antioxidant Need

Sleep

- + Genetic chronotype
- + Sleep quality
- + Caffeine and sleep

Here's what you get



Nutrition Report | Fitness Report |
Stress and Sleep Report |
Infographic of Results



Aetna DNA portal



Bespoke diet and meal plans



Genetically guided online training
platform



Access to expert sports scientists
and dieticians for advice and
guidance



Access to Aetna EAP, virtual
healthcare and health coaching
support for long-term success

Live smarter and with confidence

Consultation is the key

Genetics can be complicated. That's why, once your employees receive their results, we consult with them individually, taking them through their reports step-by-step. We'll answer their questions to make certain they understand the Aetna DNA test results. We also provide your employees with everything they need to turn this cutting-edge science into real healthy lifestyle changes, including:

- A personal health and wellness coach
- Diet and fitness reports
- Genetically-matched training and meal plans

You can help your employees up their game

Knowing that you need to do *something* is one thing. Knowing *how* to do it is often the challenge. We'll help your employees take positive action on all they've learned from their Aetna DNA results with a whole host of health and wellness solutions.

• A comprehensive Employee Assistance Program

It's not always easy to reach your ideal health without some help. Our Employee Assistance Program helps balance the demands of work, life and personal issues through free, confidential counselling services, mindfulness programs and other health and wellness resources. Regardless of what your employees are facing, we're here to help.

• Care and well-being services

Whether it's wellness coaching, clinical support from our CARE team of specialists, online diet and exercise resources, or our member discount program, we'll help your employees make the right connections at all stages of their health and wellness journeys.

• Virtual health care resources

Our virtual health care service, vHealth, gives your employees access to highly-qualified doctors that can help them take greater control of their overall health and well-being ... anytime, anywhere from their computers or smartphones.

Differentiate your business

Adding Aetna DNA to your health and wellness benefits plan allows you to stand out in the marketplace, helping to:

- Distinguish your business as an innovative employer with a progressive approach to corporate wellness
- Drive down health care costs by empowering your employees to make positive lifestyle changes that lead to better long-term outcomes
- Develop a happy, healthy, more resilient workforce with higher productivity and lower stress

There's been extensive research in the last decade showing the benefits of providing health and well-being programmes for your workforce. An effective company-wide wellness programme offers intangible benefits such as healthier and happier employees, as well as tangible benefits like increased productivity and decreased absenteeism. There's significant evidence to show that employees who participate in workplace programmes lose more weight, achieve lower BMI benefits and reduce their percentage of body fat when compared to control groups that don't participate. Physical inactivity has major health consequences and is estimated to cost the UK economy about £7.4 billion per year.¹

Workplace physical activity interventions can have a positive effect on behaviour, overall fitness, body measurements, work attendance and job stress. Physical activity programmes at work reduce absenteeism by up to 20% and physically active workers take 27% fewer sick days.²

Your employees will feel a heightened sense of belief in an organisation that has a forward thinking, progressive approach to corporate wellness. They'll be encouraged to look after themselves, improve their productivity at work and find an increased level of engagement with their work.

Company-wide wellness programmes often result in healthier, happier employees in addition to increased productivity and decreased absenteeism

¹ www.gov.uk/government/news/get-everybody-active-every-day

² www.bhf.org.uk/-/media/files/health-at-work/health_at_work_economic_evidence_report_2016.pdf

Set yourself apart

Delivering a more personalised health and wellness plan is a great way to distinguish your business from the competition and build a more powerful, productive workforce.

Offer your employees a smarter approach to optimising their health and well-being.

Contact your Aetna representative today to find out more about our genetic testing program.

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