

# attain<sup>SM</sup>

by **aetna**<sup>®</sup>

Aetna has introduced the Attain by Aetna<sup>SM</sup> app, a first-of-its-kind health experience designed in collaboration with Apple<sup>®</sup>. It combines Aetna<sup>®</sup> members' health history with their Apple Watch<sup>®</sup> activity to offer personalized goals, healthy actions and big rewards — like an Apple Watch or gift cards from popular retailers.



## AETNA'S COLLABORATION WITH APPLE

The Attain app builds off a previous Apple Watch subsidy program offered to Aetna members in 2016, in which 90 percent of participants surveyed reported a health benefit from their use of Apple Watch.

Since then, we've developed new ways to better serve our members. By integrating Aetna's clinical expertise and understanding of members' health needs with Apple's consistent delivery of highly personalized products, we're able to offer the Attain by Aetna app.

This collaboration provides Aetna members a unified health experience in a single app on a device they may already own and use regularly.

## HOW ATTAIN<sup>SM</sup> WORKS

### ACHIEVE ACTIVITY GOALS

The Attain app offers personalized daily and weekly activity goals, based on sex and weight. More than just steps taken, the app also tracks other activities measured by the Apple Watch.

### SUSTAIN EVERYDAY HEALTH

Participants can also earn points for taking actions that improve their overall health, like getting more sleep, increasing mindfulness and improving nutrition.

### PERSONALIZED NOTIFICATIONS FOR KEY HEALTH MOMENTS

Created with a team of doctors, the app uses a member's health history and activity from their Apple Watch to recommend personalized health actions that are based on clinical guidelines. These include reminders to:

- Meet activity goals
- Get vaccinations such as the flu shot
- Schedule regular primary care visits and screenings
- Refill and pick up prescriptions

The app will also provide support during more serious moments, such as providing help with finding lower-cost options for lab tests or imaging like MRI scans.

### EARN REWARDS

Participants can earn rewards for meeting their goals and completing healthy actions. These rewards can be redeemed to defray the cost of the Apple Watch or for gift cards to popular retailers.

The rewards platform builds off a program developed by Vitality Group. This model demonstrated that incentives linked to the Apple Watch are associated with increased, sustained activity.

# ELIGIBILITY AND AVAILABILITY

## Who can enroll?

Aetna commercial medical members ages 18 and above are eligible, except if they're fully insured and their insurance is written in a state wherein Aetna is not authorized to offer programs of this type.

The Attain app is designed for the iOS platform and requires an iPhone® 5S or newer and an Apple Watch Series 1 or later.

## Space is limited

About 250,000 – 300,000 Aetna members can participate at launch. After slots fill up, additional Aetna members can sign up for a wait list.

## How to get it

Aetna members can download the app from the Apple App Store®. Once downloaded, they'll use their Aetna member website user name and password to log in.

# DATA PRIVACY AND SECURITY

## Customer control and consent

Giving consumers control, transparency and security with how their data feeds into this experience is at the heart of the app's design. It's a voluntary program and Aetna members aren't required to participate.

A consumer-first privacy approach enables participants to opt in to different elements of the program and ensures that the customer understands each element before providing consent. Members can discontinue participation and opt out at any time.

## Data use limitations

There are a number of important data use limitations, including:

- Program data will be kept separate from members' health history with closely controlled access rights.
- Data will not be used for underwriting, pricing or coverage decisions for members.
- Integrated program data will not be shared with employers.
- No data from this program will ever be sold.

## Protection & storage for data shared with Apple

Upon joining, users will have the option to share their Attain program data and health history with Apple to help develop new features to enhance the app over time.

- Sharing Apple Watch data: Participants can participate without sharing all categories of data from Apple's HealthKit™. But they won't receive rewards for activity that isn't shared with Attain.
- None of the data that participants agree to share with Apple will directly identify them. It'll only be reviewed by a limited number of data scientists and researchers to make the program more effective.
- All Attain health data is encrypted on the device, in transit and on Aetna's and Apple's servers. It'll be stored in a highly secure place using industry-leading practices that comply fully with HIPAA.

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