



Press Release

J.D. Power and Associates Reports: Aetna One Premier Health Concierge Call Centers Recognized for Providing an Outstanding Customer Service Experience for a Fourth Consecutive Year

WESTLAKE VILLAGE, Calif.: 3 April 2013 — Aetna's Aetna One[®] Premier Health Concierge customer service model call center once again has been recognized for call center customer satisfaction excellence under the J.D. Power and Associates Call Center Certification Program.SM The Call Center Certification Program distinction acknowledges a strong commitment by Aetna's concierge service call center operations to provide "An Outstanding Customer Service Experience."

To become certified, the call center operations successfully passed a detailed audit of more than 100 practices that encompass their recruiting, training, employee incentives, quality assurance capabilities and management roles and responsibilities. As part of its evaluation, J.D. Power and Associates conducted a random survey of Aetna customers who recently contacted its concierge call centers located in High Point, North Carolina, and New Albany, Ohio.

"The confluence of health reform and rising member expectations for great customer service from their health plan make it imperative that health insurers raise the service bar—something Aetna achieves through its innovative Aetna One Premier Health Concierge program," said John Clark, director of the healthcare practice at J.D. Power and Associates. "Certification is an outward, visible sign of Aetna's commitment to drive a members-first experience."

For certification status, a call center must also perform within the top 20 percent of customer service scores, which are based on benchmarks established in J.D. Power and Associates' cross-industry customer satisfaction research. The evaluation criteria include the customer service representative's courtesy; knowledge and concern for the customer; promptness in speaking to a person; and timely resolution of the problem or request. Additionally, the experience with the automated phone system is evaluated based on the clarity of the information provided; the ease of navigating the phone menu prompts; and the ease of understanding the phone menu instructions.

"Aetna designed the Health Concierge model as a unique component of Aetna One Premier, which offers the most advanced integrated program experts in health, dental, disability, behavioral health, EAP, wellness counseling and disease management that collaborate to coordinate care and maximize health and productivity outcomes for Aetna members," said Meg McCarthy, executive vice president of innovation, technology and service operations for Aetna. "Aetna aims to achieve the absolute highest standards of customer service for more than 1 million of our Aetna One Premier Health Concierge members, and takes pride in being recognized by the J.D. Power and Associates certification for the fourth consecutive year."

The Call Center Certification Program was launched by J.D. Power and Associates in 2004 to evaluate overall customer satisfaction with call centers and to help call centers in various industries increase their efficiency and effectiveness by establishing and continually updating leading practices for handling service calls.

For more information on the [Call Center Certification Program](#), please visit [JDPower.com](#).

About J.D. Power and Associates:

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [JDPower.com](#). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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About Aetna:

Aetna is one of the nation's leading diversified health care benefits companies, serving approximately 37.3 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities, Medicaid health care management services and health information technology services. Aetna customers include employer groups, individuals, college students, part-time and hourly workers, health plans, health care providers, governmental units, government-sponsored plans, labor groups and expatriates. For more information, see [www.aetna.com](#).

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