Aetna statement:

This individual worked at Aetna doing data analytics for less than one year. Her brief tenure with the company ended more than three years ago.

We use data to help improve the health of our members, and in some cases, prevent potentially dangerous health issues before they happen. We use data from our members – primarily through claims on their health care services – to evaluate the potential for future health risks and outcomes. As a small part of this process, we also supplement clinical and claims information with consumer marketing information that is used regularly by companies across many different industries.

The models that take all of this information as a whole can help us predict the risk of things like repeated emergency room visits or a hospital admission. The results of these health outcomes models help focus our proactive outreach and engagement efforts to members who may benefit from care management, disease management and health promotion activities.

Consumer marketing information plays no role in the pricing of our plans or in the underwriting process.

Related, there is a growing body of research – including a prominent study from the Kaiser Family Foundation – that shows factors outside of clinical care have a major influence on overall health. Aetna and the Aetna Foundation have a wide range of programs aimed at addressing social determinants of health to help improve the overall health of individuals and their communities.