

No one should have to manage kidney care alone

Cigna and Cricket Health are helping to improve kidney care outcomes for customers across the country



Enabling people with kidney disease to live their best lives

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Patient Spotlight

Tad W.

Tad enrolled in Cricket Health to learn more about his kidney health after being diagnosed with stage 3b chronic kidney disease (CKD). He uses it to keep track of his weight and blood pressure and to get nutrition advice*.

“When I was first diagnosed, I did not think CKD was a big deal and wasn’t sure if I needed to see a nephrologist — I don’t frequently go to the doctor and have always been healthy.

Cricket Health helped me understand that by managing my diet and blood pressure now, I can prevent my CKD from progressing. It is especially helpful to talk with the care team.”

How we help people with kidney disease live their best lives

Kidney care in the U.S. is fundamentally broken. The status quo is not serving patients, or their providers. Most people with kidney disease go undiagnosed, leading to incredibly high-costs, a poor patient experience, and too many people advancing to kidney failure and life-altering in-center dialysis. Even when a patient is diagnosed early, they are usually unable to see their nephrologist more than once every three or six months due in large part to the increasing demands on nephrologists’ time.

That’s why, one year ago, Cigna launched an [expanded collaboration](#) with Cricket Health, a kidney care

provider and care extender, to identify kidney disease early and provide support to those with late-stage CKD.

With this collaboration, Cigna customers in California with kidney disease now have access to a multidisciplinary care team and educational resources from Cricket Health between visits with their nephrologist, as well as the support of a peer mentor and a community of peers going through a similar journey. For nephrologists, Cricket Health acts as their eyes and ears between appointments and extends the level of care providers are able to deliver.

* This example is for illustrative purposes only. It’s based on an actual customer experience. Information has been changed to protect privacy. Customer results will vary. Cigna does not endorse or guarantee the accuracy of any third-party content.



Cricket Health enables Cigna to identify customers with kidney disease through the StageSmart™ disease identification model.

Cricket Health's integrated care delivery model

Cricket Health enables Cigna to identify customers with kidney disease through their proprietary disease identification model, StageSmart™. Then, eligible Cigna customers are invited to use the MyCricket™ patient support platform, which gives them access to a dedicated multidisciplinary care team of a nurse, dietitian, pharmacist, and other providers as needed. Everyone on their care team is easily accessible by computer, mobile, or other smart devices and by phone.

Each customer is also paired with a dedicated peer mentor, who is further along on their kidney care journey and trained to promote positive patient engagement. Talking to someone relatable can offer insight and perspective, empowering others to take an active role in their care. Additionally, each customer has online access to

tailored, stage-specific educational resources. This interactive digital platform is flexible and able to meet the changing needs of our customers as they transition through both life and disease stages. By surrounding patients with these resources, Cricket Health helps ensure no one feels alone or overwhelmed when they face a kidney disease diagnosis.

Importantly, through the collaboration, if individuals do progress to kidney failure, Cigna and Cricket Health educate individuals about the various treatment options and help them decide, along with their primary care provider and nephrologist, on the best care plan for their personal situation, whether that is transplant, home therapy, or conservative care. Together, we empower Cigna customers to have a voice in the care that's right for them.

Positive results in key clinical measures

Over the last year, the Cigna-Cricket Health collaboration has improved engagement, and key clinical outcomes.



79%
patient
retention



7,000+
clinical
interactions



1,000+
peer mentor
interactions

Patient satisfaction and retention

Cricket Health provides members with the peer support, education, and advice they need to confidently navigate their personal kidney care journey.

During the first year of the program, of the Cigna customers who responded to an NPS survey, Cricket Health received a score of 89 — an extremely high overall customer satisfaction score*. NPS is another measure of user satisfaction. Cigna customers who join Cricket Health have a **79% retention rate with the program***.

Patient Engagement

Cricket Health focuses on frequent touch points with customers. Among the enrolled Cigna customers, the first year of the collaboration included over **7,000** clinical interactions, over **1,000** peer mentor interactions, and over **2,000** views of educational content and videos*.

* The NPS indicates the level to which a current patient would recommend Cricket Health to a family member or friend. NPS scores range from -100 to 100, with anything above 50 considered excellent.

Cricket Health is delivering on its promise to improve health outcomes for Cigna customers in California.

Clinical outcomes

Cricket Health is delivering on its promise to improve health outcomes for Cigna customers in California. Frequent engagement with Cricket Health results* in key clinical measures for kidney disease:

45%

Reduction in hospitalizations

One of the largest drivers of healthcare costs for CKD patients is avoidable inpatient admissions. Within the first year of the program, there was more than a **45% reduction in hospitalization** among patients in the Cricket program.

100%

Alternative to in-center dialysis choice

Of the Cigna customers who completed Cricket's education program, **100% made a choice other than in-center dialysis** for their end stage kidney disease (ESKD) treatment.

75%

Home dialysis starts


Of the Cigna customers in the Cricket program who started dialysis, **75% initiated dialysis with a home modality**.

63%

Outpatient dialysis starts

63% began dialysis treatment in an outpatient setting, lowering overall medical spend for these Cigna customers.

* Internal Cigna study of Cricket Health customers from May 2020-June 2021. Statistics reflect choice selection of home dialysis modalities, transplant or medical management as alternatives to in-center dialysis.



Patients who participate in the Cricket program are four times more likely to start dialysis at home*.

Proof that engaged patients lead to higher satisfaction and retention

Cricket Health is helping to improve the standard of care for kidney patients. Patients who participate in the Cricket Health program are four times more likely to start dialysis at home*. Starting dialysis outside the hospital has a lot of benefits. Patients on home therapies have

reported higher quality of life ratings in several domains and higher satisfaction with their care overall**. Cricket Health has helped the Cigna customer population take control of their health, not just react to health events as they arise. Check out Cricket Health's peer-reviewed studies [here](#).

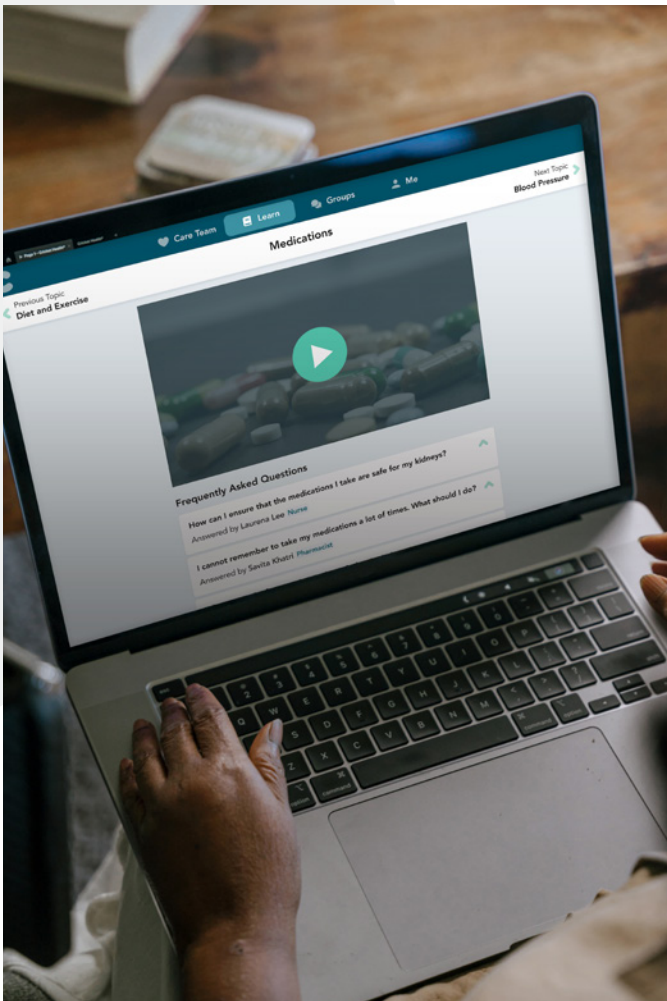
* Based on comparison of Cricket Year 1 Program results and national average as reported in Figure 1.2. United States Renal Data System. 2020 USRDS Annual Data Report: Epidemiology of kidney disease in the United States. National Institutes of Health, National Institute of Diabetes and Digestive and Kidney Diseases, Bethesda, MD, 2020.

** Chuasuwan, Anan, et al. "Comparisons of quality of life between patients underwent peritoneal dialysis and hemodialysis: a systematic review and meta-analysis." *Health and quality of life outcomes* 18.1 (2020): 1-11.
Juergensen, Erika, et al. "Hemodialysis and peritoneal dialysis: patients' assessment of their satisfaction with therapy and the impact of the therapy on their lives." *Clinical Journal of the American Society of Nephrology* 1.6 (2006): 1191-1196.

Relieving the burden providers may feel

Cricket Health works collaboratively with nephrologists, PCPs, and other specialists to help manage patients' everyday health outside of the doctor's office. A single nephrologist may be taking care of 80 to 100 dialysis patients, which leaves less time and resources for kidney disease patients who have not progressed to dialysis or those who are focused on preventive care.

Cigna's collaboration with Cricket Health fills in that gap by providing routine health care touchpoints. This provides care management services to providers without any overhead commitment, enabling providers to be more efficient during appointments and to effectively meet quality-care goals. By giving patients access to specialized services, providers can have peace of mind knowing their patients are supported with care between appointments — all at no extra cost to the patients or practice.





[View All Courses](#)



Wellness

Tips, advice and general knowledge about how to stay as healthy as possible while living with kidney disease.

Getting Started

>

Diet and Exercise

>

Medications

>

Blood Pressure

>

Getting Support

>

Herbs, Vitamins and Supplements

>

Diabetes and the Kidneys

>

We are seeing high patient engagement and positive outcomes.

Why nephrologists love working with Cricket Health

“In my experience as a nephrologist, I saw that our health care system was not serving patients with kidney disease in a holistic and comprehensive fashion. That is why it is a high priority for Cigna for customers with kidney disease to get patient-centered care that meets them where they are – at their stage of kidney disease, and their preferred mode of care. Our work with Cricket allows us to drive our mission of affordable, predictable and simple care, and that is why we are seeing positive outcomes for customers engaged with Cricket.”



Dr. Rajesh Davda
Senior Medical Director
Cigna

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