



ATTAIN[®] LOOKBOOK

MEMBER ENGAGEMENT TACTICS

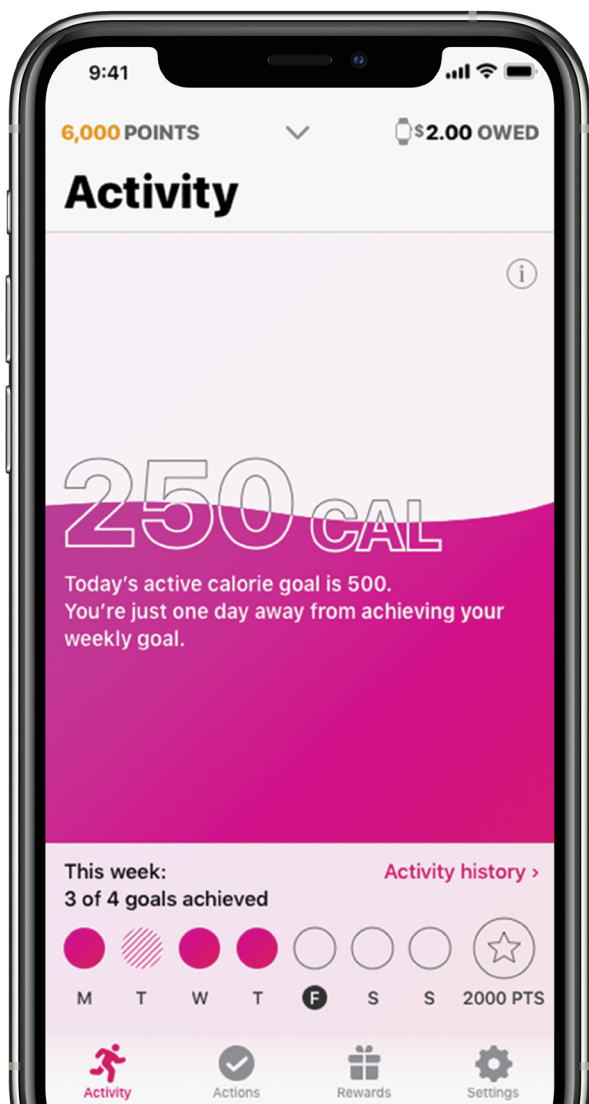


attain
by aetna[®]

IT'S ALL HERE

Explore all the tools and resources we have available for empowering members to download and enroll in the Attain® app.

HEALTH IS THE REAL WIN™



OUR STRATEGY

Members are always seeking ways to help them stay on top of their health and well-being. Designed in collaboration with Apple®, the Attain app combines your Aetna® health history with your Apple Watch® activity to offer personalized goals, achievable actions and big rewards.



TAKE A LOOK

ATTAIN® OUTREACH

05 AETNA® DIGITAL CHANNELS

Aetna HealthSM app and website
New member welcome kit
Aetna.com banner

06 Email

07 Direct mail

08 CVS® CHANNELS

Health Tag® prescription bag messages

09 Paid search

10 Virtual events

PLAN SPONSOR TOOLS

12 Flyers

13 Emails

14 FAQs

15 Web landing page

16 How It Works video

17 Digital signage



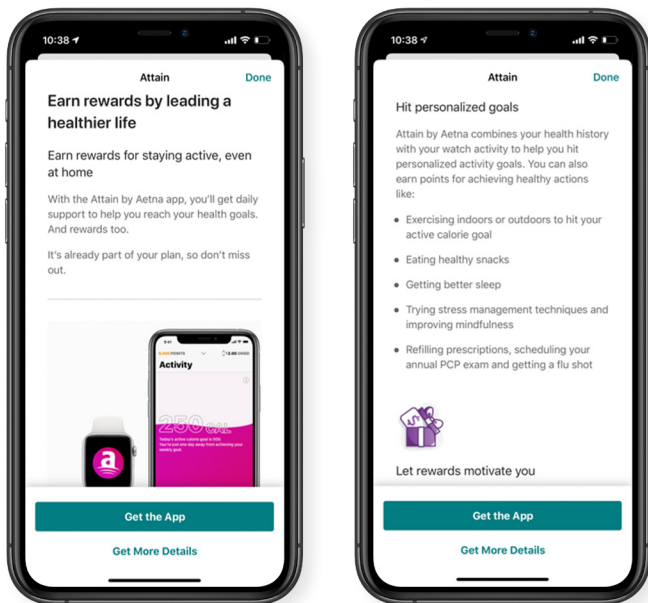
ATTAIN[®] OUTREACH

/ Resources and tactics deployed by the Attain marketing team for directing members toward the app

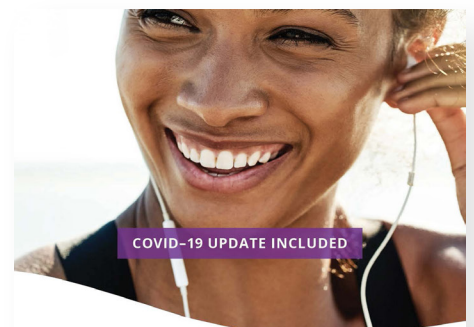
AETNA® DIGITAL CHANNELS

By using Aetna channels, we're able to engage with members in a variety of ways. For example, members who are signed into their Aetna Health™ account can receive a push notification or in-app action encouraging them to learn more and download Attain. Additionally, we feature Attain in Aetna member welcome kits for those who are eligible.

/ AETNA HEALTH



/ NEW MEMBER WELCOME KIT



Hi, Stephanie

Let's talk about taking care of the whole you. When it comes to achieving your best health, you're not alone.



Your plan includes options for extra support when you need it most



Use your Employee Assistance Program (EAP)

When life gets challenging, EAP is your support for anxiety, stress and more. Consultations for financial and legal help are included. And you can also get help with resources for child and elder care.



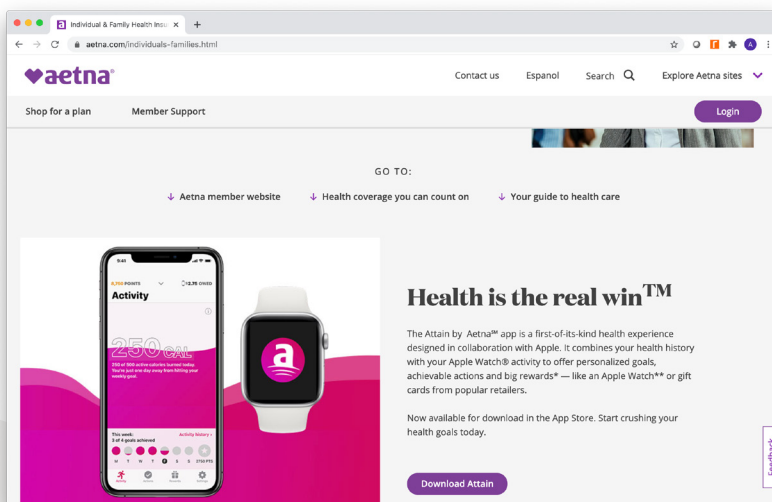
We heart you healthy

Check out the Health Guide — it's your path from goal to better health



- » Find out if your plan offers perks like gym memberships, yoga, massage and more.
- » Learn more about health plans; get health tips.

/ AETNA.COM BANNER



attain
by aetna

The Attain by Aetna™ app is a first-of-its-kind health experience designed in collaboration with Apple. It combines your health history with your Apple Watch® activity to offer personalized goals, achievable actions and big rewards* — like an Apple Watch or gift cards from popular retailers.

EMAIL

Our monthly email campaigns focus on driving awareness and encouraging members to download and enroll in the Attain app. We periodically incentivize users to enroll and reward them with points.

Here's an example of an email that we send to members who've given us permission to email them.

It's already part of your health plan. So why miss out?

DOWNLOAD + ENROLL TODAY

OR text "ATTAINAPP" to 37046 for a link to download. (Message and data rates may apply.)

If you enrolled in Attain before 12/14/20, then you're already crushing your goals and are not eligible for this incentive.

165,000+ USERS'	12 BILLION+ ACTIVE CALORIES BURNED'	\$5 MILLION EARNED IN REWARDS'
---------------------------	--	--

Up your physical activity even if you're hanging out at home

- » Hit personalized goals and complete healthy actions — like joining a workout challenge and staying up to date on all your vaccines.***
- » Earn points and cash them in for rewards like an Apple Watch or gift cards.†



HOW IT WORKS

TO ENROLL, YOU MUST:

- » Be at least 18
- » Have an iPhone®
- » Be an Aetna® medical member

Order an Apple Watch
Order the Apple Watch Series 3 (GPS, 38mm) in the app and earn it with points over 24 months. Or upgrade to the new Apple Watch SE or Apple Watch Series 6 for an additional up-front cost. All you'll pay initially is a one-time activation fee of \$7 plus sales tax. Use extra points to earn more than \$75 in gift cards.†

Already own an Apple Watch?
Use it and earn up to \$275 in gift cards from popular retailers.

Enroll between 12/14/20 and 12/31/20 to redeem in-app payment credit††
Download and enroll in the Attain app between 12/14/20 and 12/31/20 and we'll cover your first month's Apple Watch payment. We'll credit 8,000 points or \$8 to your account by 1/11/21.††† The in-app credit can also be used toward gift cards.

★★★★★
4.7
APP STORE® RATING

Just text "ATTAINAPP" to 37046 for a link to download. (Message & data rates may apply.)

DIRECT MAIL

In addition to email, we also send direct mail to members. Direct mail is one of the best ways for us to reach those we can't email. We send two versions of each piece: one to members on an individual Aetna® plan, the other to members on a family plan.

INDIVIDUAL

STAY ACTIVE + EARN REWARDS

EVEN HANGING OUT AT HOME

With the Attain by Aetna® app, you can join the 165,000+ users who've burned 12 billion calories and redeemed over \$4.6 million in rewards!

Complete healthy actions to earn points

- Hit your daily active calorie goals with indoor or outdoor exercises.
- Learn ways to structure your self-assembly.
- Stay up-to-date on all important vaccines.

Cash in your points for rewards

Exchange your points for an Apple Watch® or gift cards. Or request letters during COVID-19 by trading your points in for a Charity Choice gift card.





INSERT INTO US POSTAGE PAID PERMIT NO. 101



IT'S SWEAT IN WEATHER

STAY WARM WITH REWARDS





GO ON, PUT THE WIN IN WINTER



INSERT INTO US POSTAGE PAID PERMIT NO. 101



HEALTH IS THE REAL WIN™

REWARDS ARE UP FOR GRAB!

Designed in collaboration with Apple®, the Attain® app combines your health history with your Apple Watch activity to offer personalized goals,** achievable actions and big rewards.

Earn an Apple Watch® or gift cards

Need an Apple Watch? Just order one through the Attain app and earn it over 24 months with points.

Get the Series 3 (GPS, Silver model). Or upgrade to the Apple Watch SE or Apple Watch Series 6 for an additional up-front cost. All year's day activity to a \$3 one-time activation fee + sales tax. Use any extra points to earn more than \$75 in gift cards from popular retailers.

Get an Apple Watch already? Bring it and earn up to \$75 in gift cards by hitting activity goals and completing healthy actions.

Aetna is the brand name used for products and services provided one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna).



IT'S ALREADY PART OF YOUR HEALTH PLAN

SO WHY MISS OUT?

DOWNLOAD + ENROLL TODAY

JUST TEXT "STARTNOW" TO 370446

  Message & data rates may apply.**

*If you have a health condition that prevents you from taking part in physical activity or meeting your goals, call 1-833-288-2461 (TTY: 711).
 **The cost of these services is determined by your local carrier.
 ***Terms and Conditions: [attainbyaetna.com/privacy](#), [attainbyaetna.com/terms](#)
 Based on data by Apple. Analytics data correct as of 10/1/2020.
 You must be an Aetna® commercial member. You need to be at least 18. You need an iPhone®.
 Rewards earned may be subject to expiration. Please consult your plan document. If you have any questions regarding the usability of rewards, Apple, the Apple logo, Apple Watch and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Apple Watch Series 3, Apple Watch SE, and Apple Watch Series 6 require an iPhone 8 or later with iOS 14 or later.
 Aetna and CVX® are part of the CVS Health® family of companies.

FAMILY

STAY ACTIVE + EARN REWARDS

EVEN HANGING OUT AT HOME


With the Attain by Aetna® app, you and eligible family members* can join the 165,000+ users who've burned 12 billion calories and redeemed over \$4.6 million in rewards!


Complete healthy actions to earn points

- Hit your daily active calorie goals with indoor or outdoor exercises.
- Learn ways to set and track yourself successfully.
- Stay up-to-date on all important vaccines.


Cash in your points for rewards

Exchange your points for an Apple Watch® or gift cards. Or request letters during COVID-19 by trading your points in for a Charity Choice gift card.







INSERT INTO US POSTAGE PAID PERMIT NO. 101




WORK IT OUT

FOR FAMILY REWARDS






HUDDLE UP AND SCORE



INSERT INTO US POSTAGE PAID PERMIT NO. 101



HEALTH IS THE REAL WIN™

REWARDS ARE UP FOR GRAB! — for you and eligible family members*

Designed in collaboration with Apple®, the Attain® app combines your health history with your Apple Watch activity to offer personalized goals,** achievable actions and big rewards.


Earn an Apple Watch® or gift cards

Need an Apple Watch? Just order one through the Attain app and earn it over 24 months with points.

Get the Series 3 (GPS, Silver model). Or upgrade to the Apple Watch SE or Apple Watch Series 6 for an additional up-front cost. All year's day activity to a \$3 one-time activation fee + sales tax. Use any extra points to earn more than \$75 in gift cards from popular retailers.

Get an Apple Watch already? Bring it and earn up to \$75 in gift cards by hitting activity goals and completing healthy actions.

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IT'S ALREADY PART OF YOUR HEALTH PLAN

SO WHY MISS OUT?

DOWNLOAD + ENROLL TODAY

JUST TEXT "ACTNOW" TO 370446

  Message & data rates may apply.**

*Each eligible family member should have their own log-in credentials.
 **If you have a health condition that prevents you from taking part in physical activity or meeting your goals, call 1-833-288-2461 (TTY: 711).
 ***The cost of these services is determined by your local carrier.
 ****Terms and Conditions: [attainbyaetna.com/privacy](#), [attainbyaetna.com/terms](#)
 Based on data by Apple. Analytics data correct as of 10/1/2020.
 You must be an Aetna® commercial member. You need to be at least 18. You need an iPhone®.
 Rewards earned may be subject to expiration. Please consult your plan document. If you have any questions regarding the usability of rewards, Apple, the Apple logo, Apple Watch and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Apple Watch Series 3, Apple Watch SE, and Apple Watch Series 6 require an iPhone 8 or later with iOS 14 or later.
 Aetna and CVX® are part of the CVS Health® family of companies.

CVS® CHANNELS

Here's how we're using CVS channels to highlight information on Attain.

HEALTH TAG®

An important message about your healthcare

Aetna wants you to know you could earn an Apple Watch through the Attain by Aetna (SM) app.

Designed in collaboration with Apple, this first-of-its-kind health experience offers:

- Rewards like an Apple Watch or gift cards directly from the app
- Key health reminders like to fill your Rx
- Personalized activity goals

Download Attain from the App Store now to check your eligible rewards.

Visit attainbyaetna.com.

Apple and Apple Watch are trademarks of Apple Inc.

Message Center

Pharmacy Advice*

The dose calendar contains your pharmacy's recommendation on the best time to take this medication, taking into account other relevant medications you have recently received from CVS/pharmacy. It does not take into account medications you are receiving from other pharmacies. This recommendation may change if you add or stop taking other medications after 2M/2C/1V 2P. AM/PM. If you have questions about your medications or whether they can be taken at another time, please consult your pharmacist.

Access your Prescription Center

Easily refill, view drug information and set medication reminders with the mobile app

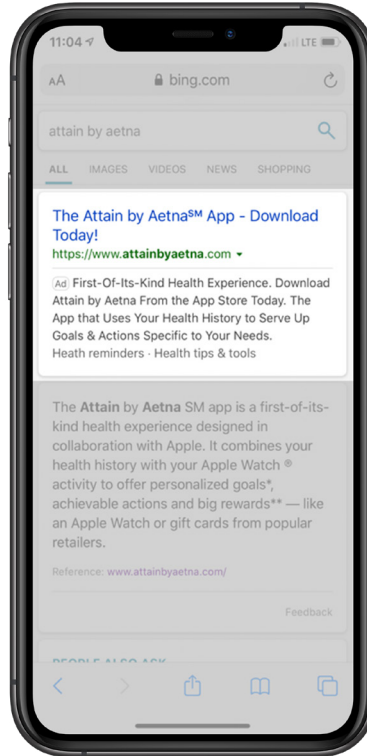
1. Download the app: cvs.com/apps
2. Scan your personal barcode below or on your bottle with the CVS app to get started

Through this program, members can receive health actions and resources from Aetna® via a message attached to their prescription bags. As an example, this can include details around how to download the Attain app.

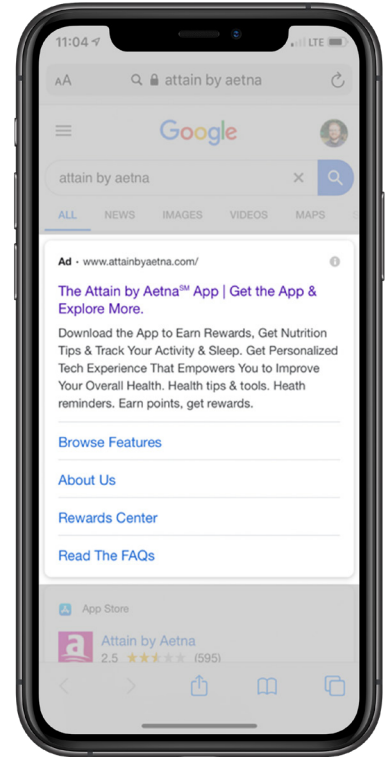
PAID SEARCH

We use paid search channels, including Bing, Google and the Apple App Store® to help get Attain to the top of search results and allow easy access for members.

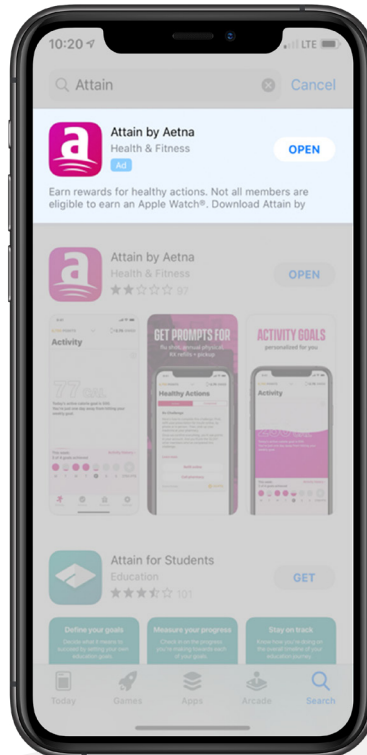
/ BING



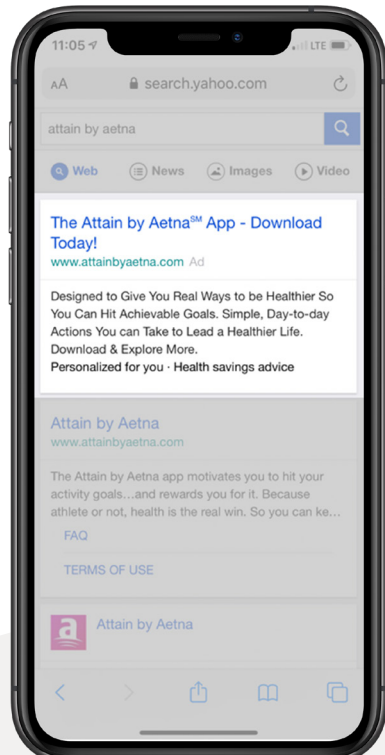
/ GOOGLE



/ APP STORE



/ YAHOO



VIRTUAL EVENTS

In-app virtual events are a great way to engage current users and create awareness and excitement for prospective users.

/ ATTAIN GAMES

In August 2020, we helped Attain users connect with their inner star athletes. During this weeklong virtual event, users had the chance to win the gold medal of health by participating in homespun challenges alongside actual world-champion athletes — and earn some bonus points along the way.

/ ATTAIN GAMES PROMOTIONAL MATERIAL

STAYING HEALTHY SHOULD BE ALL FUN AND GAMES

This summer, we're taking Attain by Aetna™ up a notch with ... drumroll, please ...

THE ATTAIN™ GAMES!

During this weeklong virtual event, participate in homespun challenges alongside world-champion athletes. (Hint: they may look pretty familiar.)

Plus, earn up to 10,000 extra points to cash in for rewards like paying off your Apple Watch® or gift cards.

The Attain Games take place August 23-29, right in the Attain app.

[Game rules](#) | [FAQ](#)

NOT ALREADY AN ATTAIN USER?

Just text "ATTAINAPP" TO 37046. Message and data rates may apply.* Employees and their dependents who are Aetna® medical members, are at least 18 and have an iPhone® are eligible to participate.




SHANNON MILLER
WORLD-CHAMPION
BYSTANDER


MICHAEL ANDREW
WORLD-CHAMPION
SWIMMER

MEET OUR WORLD-CLASS ATHLETES


DAVID BOUDIA
WORLD-CHAMPION
DIVER


KYRA CONDIE
WORLD-CLASS
CLIMBER


TATYANA MCFADDEN
WORLD-CLASS TRACK & FIELD ATHLETE


RACHAEL ADAMS
WORLD-CHAMPION
VOLLEYBALL PLAYER


BRENDA MARTINEZ
WORLD-CLASS TRACK & FIELD ATHLETE

STAYING HEALTHY SHOULD BE ALL FUN AND GAMES

Download the Attain by Aetna™ app and earn rewards for staying healthy. (Talk about a win-win.)

[DOWNLOAD NOW](#)

Introducing ... drumroll, please ...

THE ATTAIN™ GAMES!

During this weeklong virtual event, you'll have the chance to participate in homespun challenges alongside world-class athletes — and earn extra points in the process. Trust us, you're not going to want to miss this.



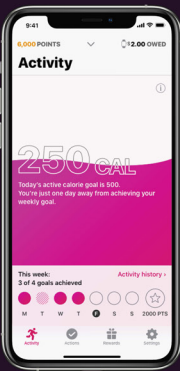
The Attain Games begin August 23, so sign up now.

MEET OUR WORLD-CLASS ATHLETES



**BRENDA MARTINEZ | MICHAEL ANDREW | TATYANA MCFADDEN
SHANNON MILLER | RACHAEL ADAMS | DAVID BOUDIA | KYRA CONDIE**

EARN BRAGGING RIGHTS (AND SOME PRETTY SWEET REWARDS) WITH THE ATTAIN BY AETNA APP



SEE HOW IT WORKS OR VISIT OUR "HOW IT WORKS" PAGE

TO ENROLL, YOU MUST:

- Be at least 18
- Have an iPhone®
- Be an Aetna® medical member

Order an Apple Watch® or use yours
Order the Apple Watch Series 3, 38mm, GPS in the app and earn it with points over 24 months. All you'll pay initially is a one-time activation fee of \$7 plus sales tax. Or upgrade to an Apple Watch Series 5 for an additional up-front cost. And earn up to \$80 in gift cards.*


Already own an Apple Watch?
Use it and earn up to \$280 in gift cards.

attain by aetna

HEALTH IS THE REAL WIN™

WHO ELSE WANTS IN?
Rally your coworkers and family to join you in downloading the Attain app!

[JOIN TODAY](#)



PLAN SPONSOR TOOLS

/ Grab-and-go materials to help
plan sponsors easily spread
the word

FLYERS

Our sales flyer is used to help employers understand what Attain® is — by sharing insights and results and explaining how the program works. Our member flyer is used to drive awareness and adoption by eligible members.

DOWNLOAD SALES FLYER

DOWNLOAD MEMBER FLYER

SALES FLYER

attain
by **aetna**

BRING IT ON

Designed in collaboration with Apple®, the Attain by Aetna™ app combines your health history with your Apple Watch® activity to offer personalized goals,* achievable actions and big rewards — like an Apple Watch or gift cards.

The Attain™ app can help your employees become healthier — lowering their health care costs, increasing productivity and saving you money.

MORE THAN FITNESS
The Attain app empowers and rewards you for getting healthier — in ways that work for you:

- Reminders to get a flu shot and schedule an annual physical
- Tips for healthier snacking, better sleep and improving mindfulness
- Inspiration for increasing activity levels

KEEPING USERS ACTIVE & WELL

- 20% more likely to get a flu shot*
- 21% more likely to get an annual wellness exam*
- 28% more likely to get a cervical cancer screening*
- 6X more likely to register for Teladoc® services*

8 MILLION HEALTHY ACTIONS COMPLETED | 8 BILLION CALORIES BURNED | \$1.8 MILLION EARNED IN REWARDS*

IT'S WHY THEY LOVE IT 80% ARE SATISFIED WITH THE APP* 92% FEEL ATTAIN IS MAKING THEM HEALTHIER*

HEALTH IS THE REAL WIN™ EXPLORE MORE AT ATTAINBYAETNA.COM 91.03.270.1 (7/20)

HERE'S HOW IT WORKS

TO ENROLL, YOU MUST

- Be at least 18 years old
- Be an Aetna® medical member
- Have an iPhone®

Check with your Account Manager for Attain availability.

Earn an Apple Watch & gift cards

Don't have an Apple Watch? Order one through Attain by Aetna and earn it over 24 months with points. Get the Apple Watch Series 3 (GPS, 38mm). Or upgrade to Apple Watch SE or Apple Watch Series 6 for an additional up-front cost. All you'll pay initially is a \$7 activation fee + sales tax. Use any extra points to earn more than \$75 in gift cards from popular retailers.**

Or bring your Apple Watch & earn gift cards

Already have an Apple Watch? Bring it and earn more than \$275 in gift cards.

DOWNLOAD + ENROLL TODAY
Just text "ATTAINAPP" to 37046 for a link to download

4.7 APP STORE RATING* Message & data rates may apply.***

"KEEPS ME MOTIVATED"

"I love this app. It keeps me highly motivated and helps me reach my goals everyday. It sends reminders and lets you earn points which you can exchange for gift cards. It's something that keeps you going. I'm so addicted to the app that I keep checking for new Health Actions. It makes achieving my goals more interesting. It's pretty amazing."
- Attain User

*Goals and suggested health actions should not replace your doctor's advice. If you have a medical condition that prevents you from meeting your goals, or if your doctor advises you not to take part in physical activity, there may be an opportunity for you to earn the same reward in a different way. Call 1-866-820-3704 (TTY: 711) to find out your options.
**Alternative rewards are available depending on user enrollment date. Meet your weekly activity goals and complete healthy actions to earn enough points to cover all or part of your monthly Apple Watch payment. Or to score gift cards.
***Terms and Conditions: aetna.com/privacy Privacy Policy: aetna.com/privacy

*Reviews are from actual Attain users whose names have been omitted to protect their privacy.
**Based on 13K ratings provided by App Store® customers as of 5/20.

†Based on 13K ratings provided by App Store® customers as of 4/20.

Aetna is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna).

Rewards earned may be considered taxable income. Please consult your tax adviser if you have any questions regarding the taxability of rewards.
Apple Watch Series 6, Apple Watch SE, and Apple Watch Series 3 require an iPhone 6s or later with iOS 14 or later. Apple®, the Apple logo, Apple Watch and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. ©2020 Aetna Inc. | 91.03.270.1 (7/20)

MEMBER FLYER

attain
by **aetna**

GET YOUR HEALTHY ON

Designed in collaboration with Apple®, the Attain by Aetna™ app combines your health history with your Apple Watch® activity to offer personalized goals,* achievable actions and big rewards — like an Apple Watch or gift cards.

MORE THAN FITNESS
Hitting 10K steps doesn't motivate everyone to get healthier. The Attain™ app empowers and rewards you for getting healthier — in ways that work for you:

- Reminders to get a flu shot and schedule an annual physical
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- Inspiration for increasing activity levels

KEEPING USERS ACTIVE & WELL

- 20% more likely to get a flu shot*
- 21% more likely to get an annual wellness exam*
- 28% more likely to get a cervical cancer screening*
- 6X more likely to register for Teladoc® services*

8 MILLION HEALTHY ACTIONS COMPLETED | 8 BILLION CALORIES BURNED | \$1.8 MILLION EARNED IN REWARDS*

IT'S WHY OUR USERS LOVE IT 80% ARE SATISFIED WITH THE APP* 92% FEEL ATTAIN IS MAKING THEM HEALTHIER*

HEALTH IS THE REAL WIN™ EXPLORE MORE AT ATTAINBYAETNA.COM 90.03.503.1 B (7/20)

HERE'S HOW IT WORKS

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- Be at least 18 years old
- Be an Aetna® medical member
- Have an iPhone®

Earn an Apple Watch & gift cards

Don't have an Apple Watch? Order one through Attain by Aetna and earn it over 24 months with points. Get the Apple Watch Series 3 (GPS, 38mm). Or upgrade to Apple Watch SE or Apple Watch Series 6 for an additional up-front cost. All you'll pay initially is a \$7 activation fee + sales tax. Use any extra points to earn more than \$75 in gift cards from popular retailers.**

Or bring your Apple Watch & earn gift cards

Already have an Apple Watch? Bring it and earn more than \$275 in gift cards.

DOWNLOAD + ENROLL TODAY
Just text "ATTAINAPP" to 37046 for a link to download

4.7 APP STORE RATING* Message & data rates may apply.***

The Attain app is only available in English.

*Goals and suggested health actions should not replace your doctor's advice. If you have a medical condition that prevents you from meeting your goals, or if your doctor advises you not to take part in physical activity, there may be an opportunity for you to earn the same reward in a different way. Call 1-866-820-3704 (TTY: 711) to find out your options.
**Alternative rewards are available depending on user enrollment date. Meet your weekly activity goals and complete healthy actions to earn enough points to cover all or part of your monthly Apple Watch payment. Or to score gift cards.
***Terms and Conditions: aetna.com/privacy Privacy Policy: aetna.com/privacy

*Based on 13K ratings provided by App Store® customers as of 5/20.

†Based on 13K ratings provided by App Store® customers as of 4/20.

Aetna is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna).

Rewards earned may be considered taxable income. Please consult your tax adviser if you have any questions regarding the taxability of rewards.
Apple Watch Series 6, Apple Watch SE, and Apple Watch Series 3 require an iPhone 6s or later with iOS 14 or later. Apple®, the Apple logo, Apple Watch and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. ©2020 Aetna Inc. 90.03.503.1 B (7/20)

EMAILS

Our plan sponsor emails focus on driving awareness and encouraging their employees to download and enroll in the Attain® app.

DOWNLOAD HTML

DOWNLOAD OFT

attain
by aetna

BIG REWARDS ALL YOURS

DOWNLOAD NOW

GO GET THEM WITH THE ATTAIN® APP

160,000+
USERS'

9.8 BILLION
CALORIES BURNED'

\$2.86 MILLION
REDEEMED IN REWARDS'



Become part of the Attain community

- » Hit personalized goals & complete healthy actions — like refilling your Rx, nurturing yourself emotionally & staying up-to-date on all important vaccines*
- » Earn points & cash them in for rewards like an Apple Watch® or gift cards**

Plus, your employer has added Attain as a core benefit of your health plan. So why miss out?

DOWNLOAD + ENROLL TODAY

HOW IT WORKS

TO ENROLL, YOU MUST:

- » Be enrolled in your employer's Aetna® medical plan
- » Be at least 18
- » Have an iPhone®

Order an Apple Watch
Order an Apple Watch Series 3 (GPS, 38mm) in the Attain app & then pay it off with points over 24 months. Or upgrade to the new Apple Watch SE or Apple Watch Series 6 for an additional up-front cost. All you'll pay initially is a \$7 activation fee + sales tax. Use extra points to earn more than \$75 in gift cards.

Already own an Apple Watch?
Use it & earn gift cards up to more than \$275 from popular retailers.

★★★★★
4.7
APP STORE® RATING

Just text "ATTAINAPP" to 37046 for a link to download.
(Message & data rates may apply.***)

"PUSHES YOU TO MEET GOALS"

"I've had great success with the app. It keeps me active and provides me with insights on health goals from healthy eating to reducing stress. Has helped me in every way regarding my physical health."

— Attain user†

FAQS

Our FAQs resource can help you quickly find the answer to any Attain[®]-related questions.

VISIT FAQS WEBPAGE

DOWNLOAD FAQS FLYER

FLYER



FREQUENTLY ASKED QUESTIONS (FAQS)

Q: What is the Attain by Aetna™ app?

A: The Attain by Aetna app is a first-of-its-kind health experience designed in collaboration with Apple®. It combines your health history with your Apple Watch™ activity to offer personalized goals,* achievable actions and big rewards.

Q: Who is eligible for Attain™?

A: Any employee enrolled in an Aetna® medical plan, plus their enrolled spouse and age 18+ dependents. You must have an iPhone®. Check with your Account Manager for Attain availability. Dependents must also have their own Aetna member username and password, which they can create at Aetna.com.

Q: I waived medical coverage but elected dental or vision only. Am I eligible?

A: Attain is only for members with an Aetna medical plan.

Q: How do I enroll in Attain?

A: Just go to the App Store® and download the Attain by Aetna app. Or text "ATTAINAPP" to 37046 for a link to download. (Message and data rates may apply.**) Once downloaded, you'll need to log in with your Aetna member username and password.

Q: How does Attain work?

A: Use an Apple Watch.

Don't own an Apple Watch or want to upgrade to a new one? Order the Apple Watch Series 3 (GPS, 38mm) GPS in Attain and earn 1x with points over 24 months. All you'll pay initially is a one-time activation fee of \$7 plus sales tax. Or upgrade to a different model for an additional upfront cost. Use extra points to earn more than \$75 in gift cards.***

Already own an Apple Watch? Start using it today with Attain and earn more than \$275 in gift cards from popular retailers.

Crush your goals

You must have an Apple Watch to participate so we can track progress toward your activity goals. These goals are based on your sex and weight. Using your Aetna health history, we'll also deliver healthy actions personalized just for you. Complete healthy actions like getting a flu shot, visiting your doctor (or primary care physician) or refilling your prescription to earn even more points.

Earn rewards

Meet your weekly activity goals to earn enough points to cover all or part of your monthly Apple Watch payment. Or use your activity and healthy action points to earn gift cards from popular retailers.

FAQS CONTINUED

Q: Can I withdraw from Attain once I am enrolled?

A: Yes, you can withdraw from Attain at any time, just keep in mind that if you purchased your Apple Watch through the app, you'll be responsible for paying off the remaining balance. Your credit card will be charged on a monthly basis or you can pay it off in full before withdrawing.

Q: When can I download and start participating in the Attain app?

A: The app is available for download from the App Store.

Q: What devices do I need to participate in Attain?

A: Attain is designed for the iOS platform and requires an iPhone 5s or newer and an Apple Watch Series 1 or newer.

Q: Are Aetna members required to participate in Attain?

A: Attain is a voluntary program and members aren't required to participate.

Q: What if I lose my Aetna medical coverage before the 24 months?

A: If your Aetna coverage ends before your 24-month commitment, you'll no longer be able to use the Attain app or earn points to cover your Apple Watch.

payments or redeem for gift cards. Be sure to redeem your points before your current Aetna plan ends. If you are earning your Apple Watch through the app, you have two choices:

1. Continue your monthly payments. Your credit card will be charged each month until your Apple Watch is paid off. This will occur automatically, based on your existing financing agreement.

2. Pay your balance in full. Just call us at 1-866-820-3731.

Q: Can my spouse, who is also an employee and Aetna plan member, participate in Attain?

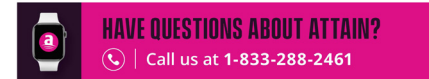
A: Yes, your spouse is eligible to participate in Attain as long as they have Aetna medical coverage.

Q: Can my dependent child, who is an Aetna medical plan member, participate in Attain?

A: Yes, your child is eligible to participate in Attain as long as they're 18 and enrolled in Aetna medical coverage.

Q: How is my data secured?

A: Data security is top priority for Aetna. All Attain health data is encrypted on the device, in transit and on Aetna's and Apple's servers. It's then stored in a highly secure environment using industry-leading practices fully in compliance with HIPAA.



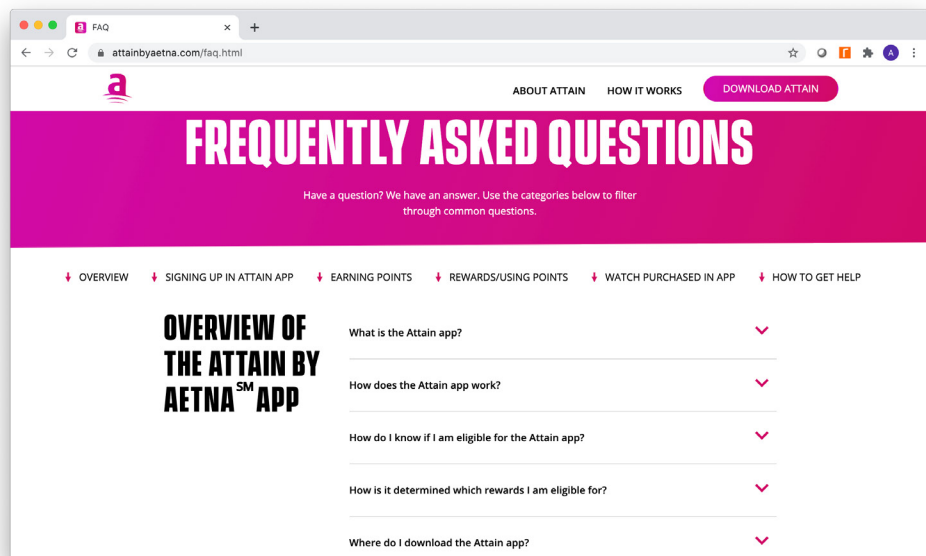
*Goals and suggested health actions should not replace your doctor's advice. If you have a medical condition that prevents you from meeting your goals, or if your doctor advises you not to take part in physical activity, there may be an opportunity for you to earn the same reward in a different way. Call 1-866-820-3731 (TTY: 711) to find out your options.

**Terms and Conditions: aetna.com/21z9zfc Privacy Policy: aetna.com/2GqsxUN

***Alternative rewards are available depending on user enrollment date. Aetna is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna), Apple Watch Series 3, Apple Watch SE, and Apple Watch Series 3 require an iPhone 6s or later with iOS 14 or later. Apple, the Apple logo, Apple Watch and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

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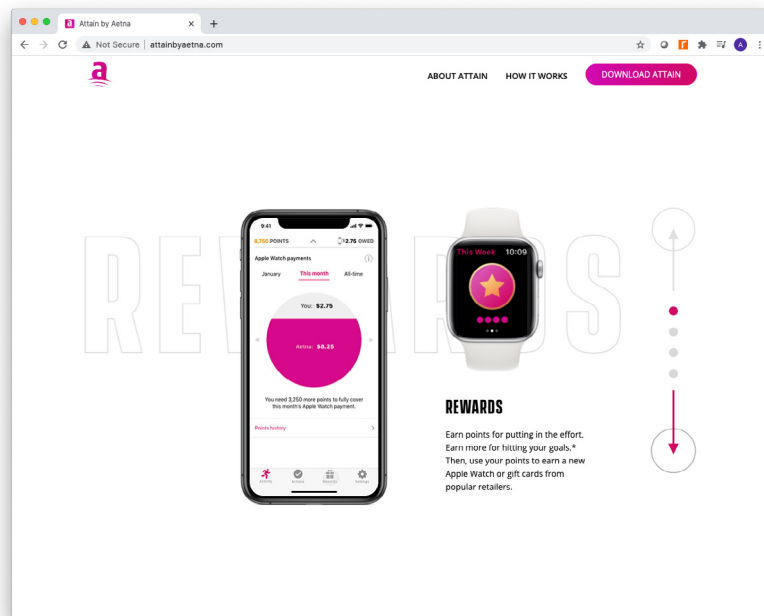
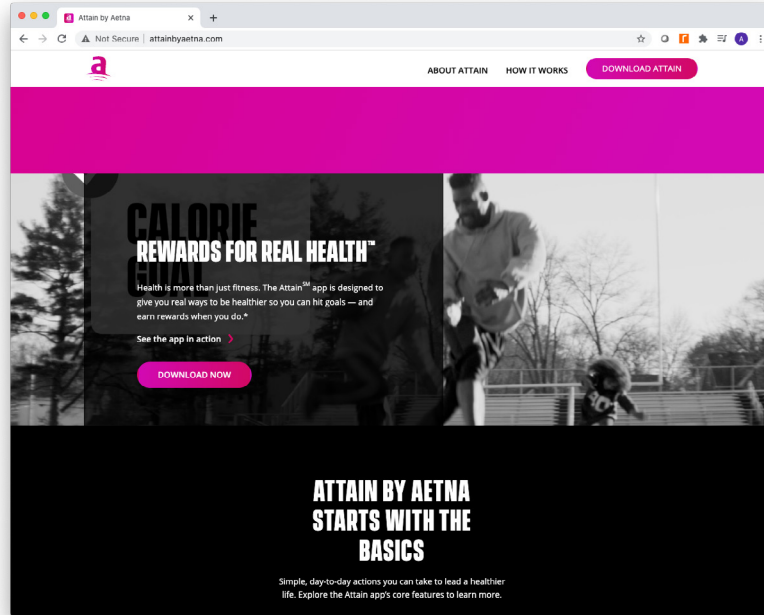
WEBPAGE



WEB LANDING PAGE

Our web landing page on AttainByAetna.com helps onboard users, as well as informs anyone interested in learning more about Attain®.


EXPLORE PAGE



HOW IT WORKS VIDEO

Our How It Works video reveals everything you need to know about the Attain® app's functions and features. The Earn Your Watch (EYW) video is geared towards eligible members who can earn an Apple Watch® through the app. And the Bring Your Own Device (BYOD) video is for those using their own Apple Watch to earn in-app gift cards. You can watch these videos on the AttainByAetna.com website.

/ VIDEO



attain by aetna

Activity

510 CAL

Today's active calorie goal is 500. You're just one day away from achieving your weekly goal.

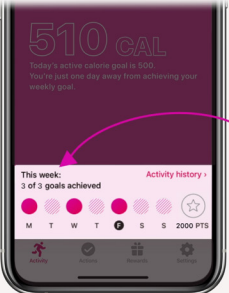
This week: 3 of 3 goals achieved

Activity history

M T W T F S S 2000 PTS

Your screen will fill as you achieve your goal.

EARN YOUR APPLE WATCH™



attain by aetna

510 CAL

Today's active calorie goal is 500. You're just one day away from achieving your weekly goal.

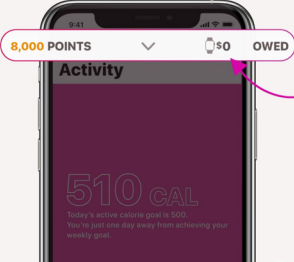
This week: 3 of 3 goals achieved

Activity history

M T W T F S S 2000 PTS

Hit that goal the right number of days in a week...

EARN YOUR APPLE WATCH™



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8,000 POINTS

\$0 OWED

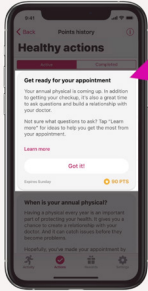
Activity

510 CAL

Today's active calorie goal is 500. You're just one day away from achieving your weekly goal.

As your points go up, what you owe on your Apple Watch goes down.

EARN YOUR APPLE WATCH™



attain by aetna

Healthy actions

Get ready for your appointment

Your annual physical is coming up. In addition to getting your checkup, it's also a good time to ask questions and build a relationship with your doctor.

Get it!

When is your annual physical?

A healthy action can be as simple as scheduling a visit to your doctor. Or tips to eat and sleep better.

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