



Quality Initiatives Drive Change and Growth

Brett Browchuk

Senior Vice President, CIGNA Service Operations
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Basic necessities to ensure the long-term viability of an organization

- Customer experience
- Operating costs
- People



CIGNA Service Operations



THE SERVICE SPECTRUM

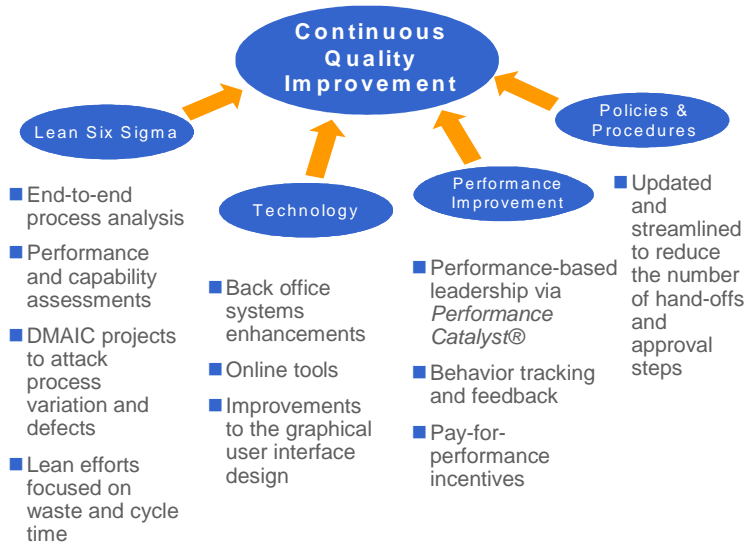
Service functions organized around our external customers and doctors and other healthcare professionals



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Service Operations Continuous Quality Improvement: Comprehensive Commitment to Quality



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