

## How differing health can affect social isolation: **Aetna Social Isolation Sentimeter™**

Using millions of unbiased, open-sourced online conversations, we can discover the feelings, drivers and barriers of social isolation among Black American and Hispanic people in the U.S. with differing health statuses.





By gathering, mining and analyzing the open-sourced, unbiased and unfiltered conversations happening online, our Social Isolation Sentimeter™ can effectively map the impact of social isolation on a particular group's overall attitude. With the help of our CulturIntel® Big Data and AI Powered methodology, we can use these real-time, authentic resources of consumer insight to understand how this group approaches social isolation.

## How many people talk online about isolation?

## **Determining the demographics**

Health status is determined through self-identification and/or personal perception of one's health within a conversation among Black American and Hispanic populations.



online conversations about social isolation in the U.S1



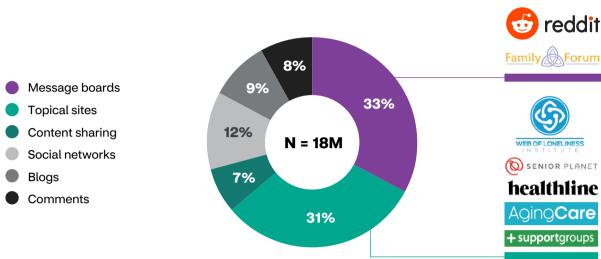
conversations among people who identify as healthy2



137K

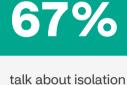
conversations among people who identify as unhealthy2

### Where do people talk online about isolation?<sup>3</sup> ূ Mental Health Forum



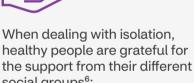
# The bigger picture on healthy people's isolation

In their online discussions of social isolation, healthy people not only shared their increased loneliness, but also its negative impact on their self esteem. They often seek connections online to express the emotional toll of this isolation.



in a negative manner<sup>4</sup>





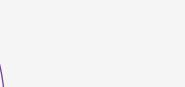
social groups<sup>6</sup>: **29%** 28% **27%** 



16%



mention the negative consequence of isolation on their self-esteem





than unhealthy people<sup>7</sup>

#### Unhealthy people struggle with isolation more than healthy people, directly impacting their mental health and fueling depression. They seek connections online to feel like they belong to a community while also

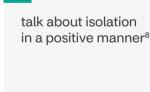
forming connections that can help them better deal with their isolation.

The bigger picture on unhealthy people's isolation

75%

#### talk about isolation in a negative manner8

**5%** 





When dealing with isolation, unhealthy

To deal with isolation,

their different social groups11: **35%** 24% Community Friends Social Groups

people are grateful for the support from Family



feel that they belong to a group

Resources



Unhealthy people consider depression a negative

consequence of their isolation



seek social

Unhealthy people

interactions to:

They seek this information for 12: **37%** 33% 30% Options/ Advice/ Solutions Guidance

**Key learnings** 



can boost their self esteem.

Leveraging connections with professionals and people with shared affinities, situations or interests can help healthy people better share their emotions. Inviting them to join appropriate projects or groups

One size does not fit all. Regardless of whether they're healthy or unhealthy, people seek personalized and personable support.



Connecting unhealthy people with professional resources, advice and guidance can help them fight depression. By leveraging a

community of like-minded people and people who have beat

depression, they can feel they aren't alone.

## **Key contact**

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<sup>2</sup>CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 21 <sup>3</sup>CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 23 <sup>4</sup>CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation Part 2 Executive

<sup>1</sup>CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 20

<sup>5</sup>CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 117 <sup>6</sup>CulturIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation Part 2 Executive <sup>7</sup>CulturIntel & Aetna. "What AI-powered Cultural Intelligence reveals about how people perceive Social Connection & Isolation Part 2 Executive

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