



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

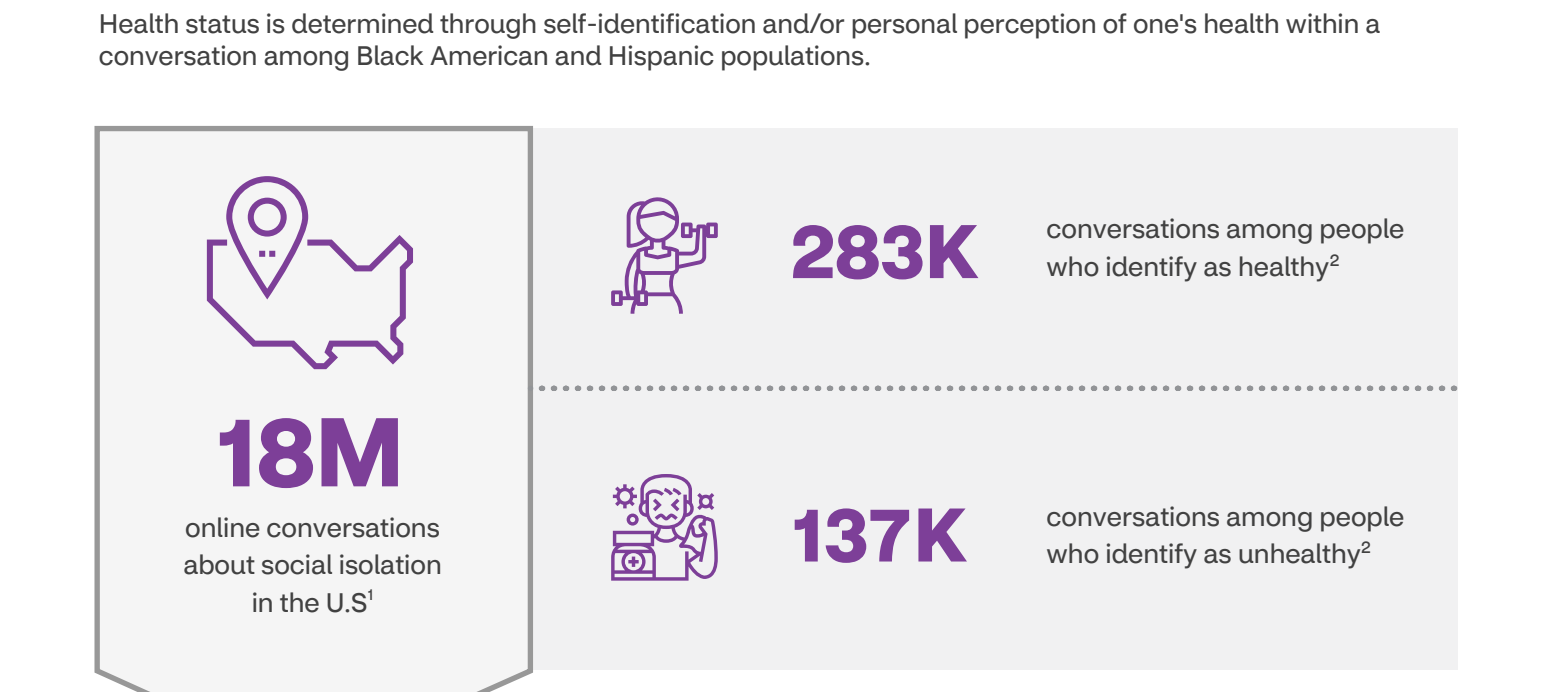
Using millions of unbiased, open-sourced online conversations, we can discover the feelings, drivers and barriers of social isolation among Black American and Hispanic people in the U.S. with differing health statuses.



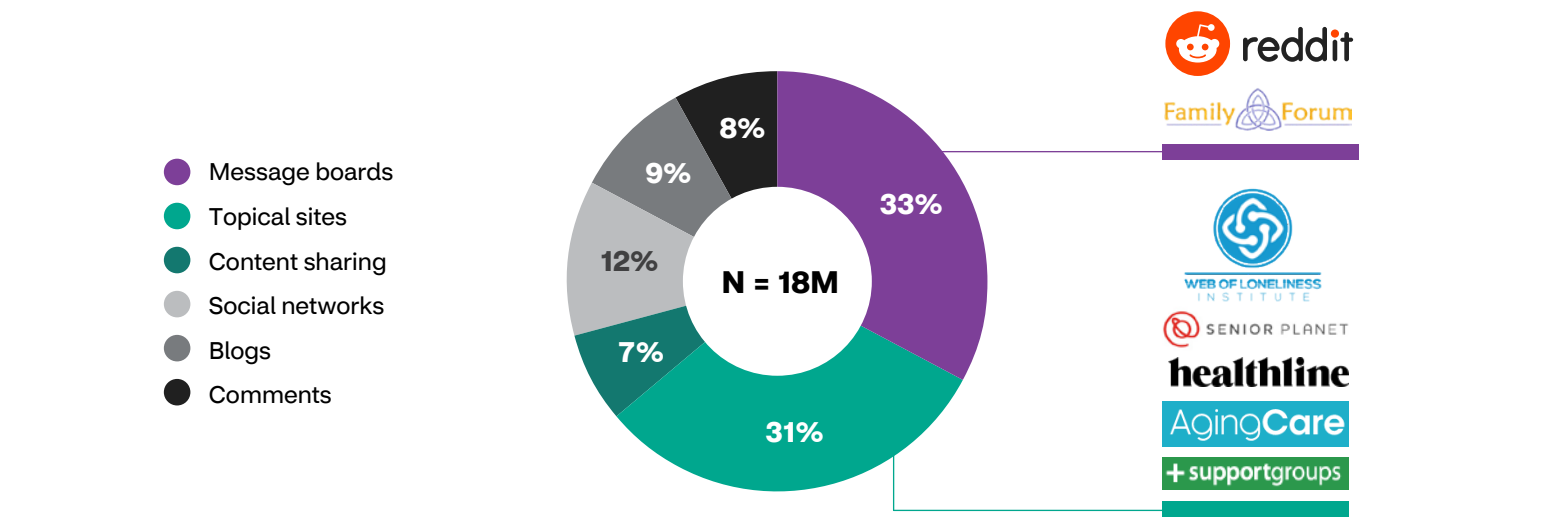
Our methodology

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 CulturlIntel® 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?

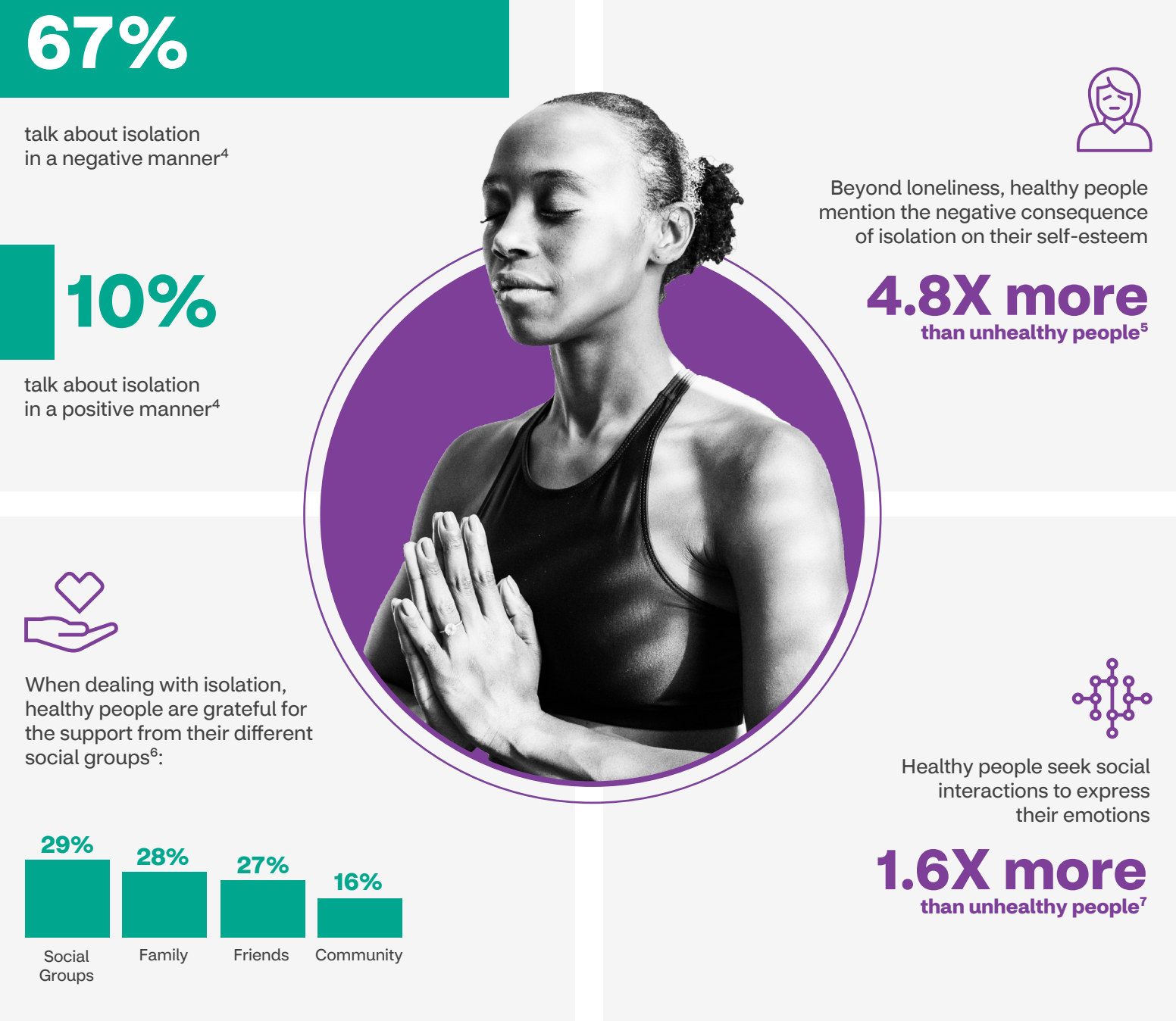


Where do people talk online about isolation?³



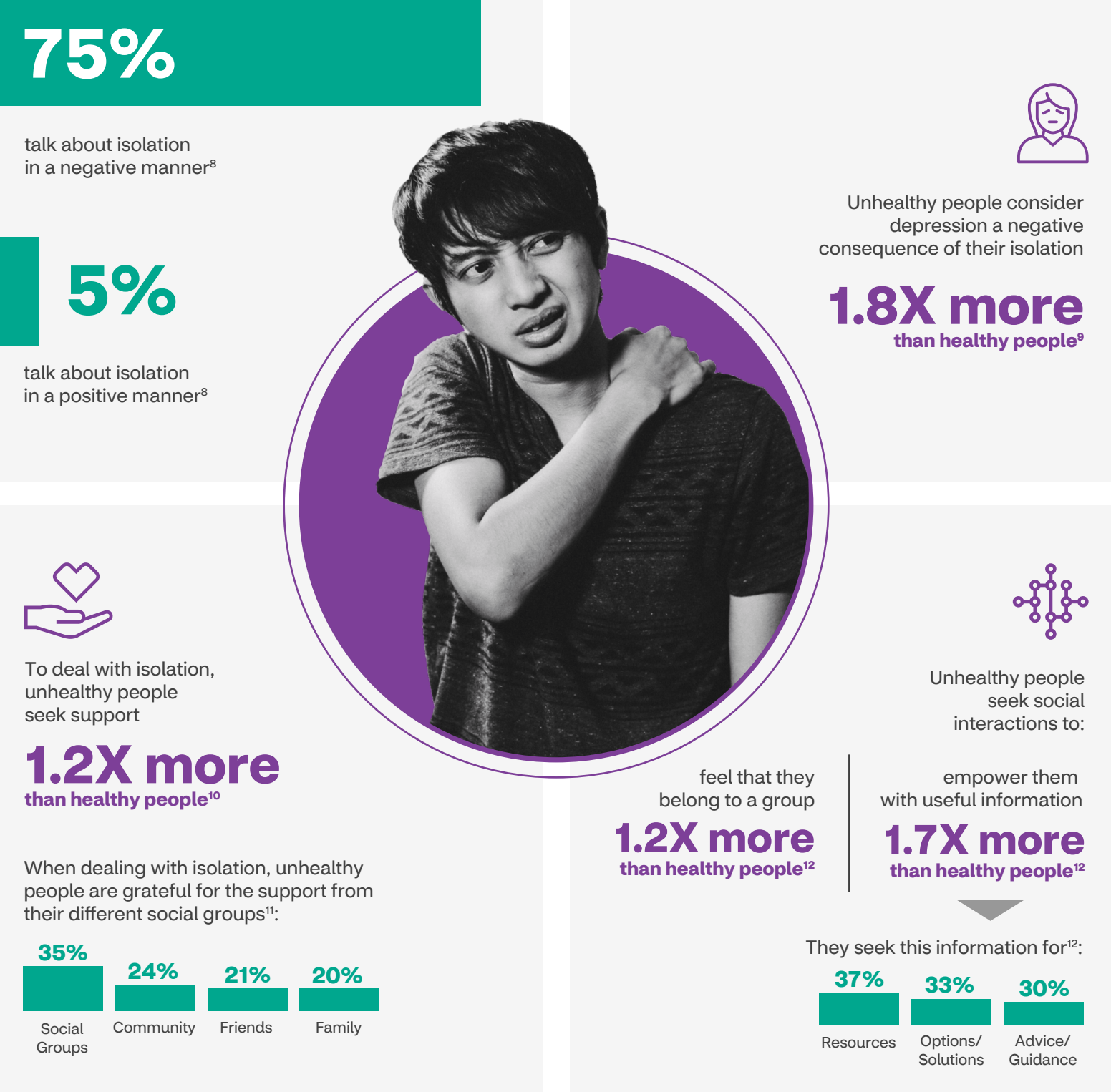
The bigger picture on healthy people's isolation

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.



The bigger picture on unhealthy people's isolation

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.



Key learnings

- One size does not fit all. Regardless of whether they're healthy or unhealthy, people seek personalized and personable support.
- 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 can boost their self esteem.
- 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

Jaime Young
Head of National Partnerships | Aetna CVS | YoungJ1@aetna.com

¹CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 20
²CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 21
³CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 23
⁴CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 27
⁵CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 117
⁶CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 28
⁷CulturlIntel & Aetna. "What AI-powered Cultural Intelligence reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 31
⁸CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 27
⁹CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence Reveals About How People Perceive Social Connection & Isolation." April 2020: 117
¹⁰CulturlIntel & Aetna. "What AI-Powered Cultural Intelligence reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 30
¹¹CulturlIntel & Aetna. "What AI-powered Cultural Intelligence reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 28
¹²CulturlIntel & Aetna. "What AI-powered Cultural Intelligence reveals about how people perceive Social Connection & Isolation Part 2 Executive Summary." April 2020: 31