

**Aetna HSA Online Video Wins 2007
Insight Award for Customer Advocacy in Healthcare**

Award Presented at the Healthcare Communications Forum, Boston

Boston, MA (November 5, 2007) – Insight Forums, LLC today named Aetna’s Health Savings Account Online Video as the winner of the 2007 Insight Award for Customer Advocacy in Healthcare. Sponsored by Art Plus Technology and presented during a special ceremony at the Healthcare Communications Forum in Boston, the Award recognizes communications initiatives that provide information that customers of health care services need to make fully informed choices and successful purchase decisions.

“The HSA Online Video is a valuable resource that our customers can use to help their employees better understand their HSA plan,” said Robin Downey, Aetna’s head of product development. “Consumer-directed health plans encourage members to take a more active role in their healthcare, and this video is just one of the ways Aetna is helping consumers make better informed decisions.”

“Aetna took a critical and often complicated subject and made it readily understandable by using the familiar interface of video,” said Steve Weissman, Director of Insight Forums. “Presenting all its information on paper would have required a long and intimidating document that few customers would ever read, and the company did a great job of translating it all to the screen.”

Aetna’s HSA video was one of seven finalists selected by an independent panel of industry experts that included Deborah Bosley, PhD, Principal, The Bosley Group and Director of the Center for Writing, Language, and Literacy, UNC Charlotte; Ann Brewer, RN, Director, Executive Secretariat, Office of the Director, National Institutes of Health; Joyce Flory, PhD, Communications for E-Business and Health; and Paula J. Magnanti, MT(ASCP), Northeast Regional Director, EDCO Group Inc.

For more information about the Award, the Healthcare Communications Forum, and their counterparts in the financial services arena, please visit www.insightforums.com.

ABOUT INSIGHT FORUMS

Insight Forums produces focused collegial events that bring marketing, technology, compliance, and operations professionals together to present and discuss methods for improving communications strategy and production. Reflecting its focus on business and technical best practices, it presents Insight Awards to winners in both financial services and health care. Additional information is available on the Web at www.insightforums.com or by calling Steve Weissman at 617.646.4140.