Cigna Healthcare – AI Readiness Insight Report

Persona: CMO

Date: July 06, 2025

■ CARE Diagnostic Insights

C1: How confident is your leadership team in making decisions about AI?

Answer: Confident but not aligned

Insight: Dear CMO, Based on your AI Readiness Diagnostic, it appears that your leadership team is confident but not fully aligned in making decisions about AI. This could potentially lead to misaligned strategies and missed opportunities in leveraging AI for your business. I recommend taking a proactive approach to close this gap. Consider engaging Fractional AI Leadership services, where Dale Myska can provide strategic guidance on AI implementation, helping your leadership team develop a more cohesive and effective approach to AI decision-making. In doing so, you can ensure that your organization's AI initiatives are well-aligned, delivering the maximum potential returns on investment and positioning your team as leaders in the evolving AI landscape. Best, [Your Name] AI Consultant [Your Company] --- Our Dual Approach to Building AI-Ready Cultures: 1. Deep Discovery: We conduct a thorough assessment of your current AI capabilities and needs 2. Leadership Alignment: We develop executive understanding and strategic vision for AI 3. Staff Engagement: We build AI literacy and excitement across the organization 4. Planning & Implementation: We create and begin executing your custom AI roadmap Business Outcomes: - Organizations with active AI experimentation - Businesses in regulated industries - Companies concerned about data privacy - Teams wanting to establish AI

C2: How would you describe your company's overall mindset toward AI?

Answer: Cautiously curious

Insight: Dear CMO, Based on the results of your AI Readiness Diagnostic, it appears that Cigna Healthcare's overall mindset toward AI could be described as cautiously curious. While this is a good starting point, it's essential to acknowledge some potential risks and inefficiencies in your current state. First, it's important to note that without proper guidance, 52% of your workers may not know how to use AI effectively, leading to wasted resources and missed opportunities. Additionally, 70% of AI initiatives fail to deliver expected returns, which could significantly impact your company's bottom line. However, I'm excited to share that our proprietary assessment and acceleration process can help you bridge these gaps. By understanding your current AI capabilities and needs through a deep discovery, aligning your leadership, building AI literacy across the organization, and creating and executing a custom AI roadmap, we can help you build an AI-ready culture that delivers measurable business results. I encourage you to book a consultation with us to learn more about how we can help Cigna Healthcare achieve a 3-5x ROI by becoming an AI-ready organization. Looking forward to our discussion, [Your Name] AI Consultant, [Your Company Name]

C3: How open is your organization to experimentation with new AI tools?

Answer: Some individuals experimenting quietly

Insight: Dear CMO, It appears that your organization is in a unique position, with some individuals quietly experimenting with AI tools. While this initiative demonstrates a certain level of adaptability and innovation, it's crucial to remember that unguided experimentation can lead to significant business risks and wasted resources. To ensure control over your data, intellectual property, and competitive positioning, I'd strongly recommend booking a consultation for our Proprietary "Secret Cyborg" Assessment. This first step will help identify undisclosed AI usage, evaluate literacy levels, and create a baseline for measuring implementation progress. By addressing these risks proactively, you'll be well-positioned to eliminate mounting security and compliance issues, convert wasted experimentation into measurable productivity gains, and stop losing ground to competitors with more mature AI cultures. Looking forward to discussing how our approach can help transform your AI approach and drive tangible results for Cigna Healthcare. Best regards, [Your Name] [Your Title] [Your Contact Information] BOOK A CONSULTATION

C4: Is there a shared understanding across teams of AI's role in your future strategy?

Answer: No shared understanding

Insight: Dear CMO, Given your recent AI Readiness Diagnostic results, it appears that there's currently no shared understanding across teams regarding AI's role in your future strategy. This lack of alignment could lead to inefficiencies, potential misallocation of resources, and delays in achieving your strategic AI objectives. To mitigate these risks, I recommend initiating Fractional AI Leadership at Cigna Healthcare. This service will provide executive-level guidance, ensuring that all teams understand the crucial role of AI in your future strategy, and help establish clear guardrails for its implementation. I look forward to discussing this further during our consultation. Best regards, [Your Name] AI Consultant

A1: Are AI tools like ChatGPT, Copilot, or Midjourney being used in your organization?

Answer: Used by specific teams with oversight

Insight: Dear CMO, Based on your AI Readiness Diagnostic, it appears that AI tools like ChatGPT, Copilot, or Midjourney are being used by specific teams within Cigna Healthcare, albeit with oversight. While this is a positive first step, I want to bring your attention to a significant risk: without proper oversight, your organization may be losing control of your data, intellectual property, and competitive positioning daily. To mitigate these risks and optimize your AI efforts, I highly recommend engaging with beaconAI's Proprietary "Secret Cyborg" Assessment. This service will help you build an AI-ready culture, ensuring your organization implements AI effectively, responsibly, and strategically. By combining MIT-backed methodologies with real-world business experience, beaconAI can help you navigate your AI implementation journey successfully. I look forward to the opportunity to discuss these recommendations further and help Cigna Healthcare maximize the benefits of AI while minimizing the associated risks. Best regards, [Your Name] [Your Title] [Your Contact Information]

A2: Do you have internal policies or guidelines for responsible AI use?

Answer: No policies

Insight: Dear CMO, I hope this message finds you well. As your AI Readiness Diagnostic revealed, Cigna Healthcare currently lacks internal policies for responsible AI use, which exposes your organization to significant risks and inefficiencies. Without clear guidelines, you may be vulnerable to data breaches, ethical issues, and inappropriate AI usage – all of which could compromise your reputation and competitive positioning. To mitigate these risks, I strongly advise you to create custom AI policies tailored to your business needs, as outlined in our proprietary AI Policy Development service. This framework will provide a clear, practical, and responsible AI practice, ensuring that your organization can confidently innovate within boundaries while complying with emerging regulations. I invite you to explore our AI Governance Framework and AI Training Materials, which are designed to help you navigate the complex landscape of AI implementation. I look forward to discussing your journey towards responsible AI use further, and I am confident that

with the right guidance, Cigna Healthcare can excel in this critical area. Best Regards, [Your Name] [Your Title] [Your Company] [Your Contact Information]

A3: Are there specific teams actively experimenting or piloting AI tools?

Answer: Several teams piloting

Insight: Dear CMO, I wanted to share some insights from our recent AI Readiness Diagnostic for Cigna Healthcare. Your organization falls into Category A, as several teams are actively experimenting or piloting AI tools. This is a positive sign, but it also indicates potential risks, gaps, and inefficiencies. Currently, your teams are engaging in AI experimentation without the necessary governance structures in place. This could lead to mounting security and compliance risks, as well as wasted resources. It's essential to establish AI guardrails to ensure your data, intellectual property, and competitive positioning remain protected. To address these challenges, I recommend booking a consultation for our Fractional AI Leadership service. Our part-time strategic guidance can help you create a roadmap for AI implementation, identify undisclosed AI usage in your organization, and develop appropriate governance to convert wasted AI experimentation into measurable productivity gains. Let's work together to ensure Cigna Healthcare maintains a competitive advantage in the AI landscape while mitigating potential risks. Best regards, [Your Name] [Your Title]

A4: How often do you audit or review how AI is being used in your organization?

Answer: Never

Insight: Dear CMO, Based on your response, it appears that your organization currently does not regularly review or audit the use of AI within your company. This could be a significant risk for your organization as it leaves you vulnerable to potential data privacy breaches, unauthorized use, and wasted resources from inefficient or unnecessary AI experimentation. To address this gap and mitigate these risks, I would highly recommend booking a consultation for our Proprietary "Secret Cyborg" Assessment. This assessment will help you identify undisclosed AI usage, evaluate literacy levels, and create a baseline for measuring implementation progress. By taking this crucial first step, you can better understand the current landscape of AI within your organization and make informed decisions about how to move forward in a way that encourages innovation while protecting your business interests. Best regards, [Your Name] AI Consultant | [Your Company] P.S. Don't let your competitors gain an advantage with more mature AI cultures. Book your consultation now to start securing your organization's position in the AI landscape.

R1: How familiar are your employees with AI concepts and tools?

Answer: Basic awareness

Insight: Dear CMO, I hope this message finds you well. Based on the results of your AI Readiness Diagnostic, I noticed that your employees have a basic awareness of AI concepts and tools. This is a great starting point, but I must emphasize that in today's rapidly evolving technological landscape, this level of understanding may not be sufficient to navigate the complexities of AI. Without proper guidance, there's a risk of uncontrolled AI experimentation, leading to potential data breaches, wasted resources, and loss of your competitive edge. To address this, I recommend investing in Fractional AI Leadership. This service offers strategic AI guidance without the need for a full-time hire, helping you select appropriate AI tools, establish infrastructure, create governance frameworks, and operationalize AI capabilities to support your business objectives. I encourage you to book a consultation to discuss how we can help you build a solid foundation for your AI strategy and ensure you're making informed decisions about the role of AI in your organization. Looking forward to connecting, [Your Name] [Your Title] [Your Contact Information]

R2: Have you invested in any training or workshops on AI for your teams?

Answer: No training at all

Insight: Dear CMO, Based on the results of your AI Readiness Diagnostic, it appears that you have not invested in any training or workshops on AI for your teams. This gap in training could potentially limit your team's ability to effectively leverage AI within Cigna Healthcare, creating an opportunity cost and a missed competitive advantage in the long run. I recommend considering targeted AI training initiatives for your team members. By doing so, you'll enable your organization to harness the full potential of AI and ensure that you are not falling behind competitors who are already investing in AI education. I look forward to the opportunity to discuss this further and help you develop a comprehensive AI training strategy tailored to Cigna Healthcare's unique needs. Best regards, [Your Name] AI Consultant, BeaconAI P.S. If you're interested, I've attached our AI Training Materials resource, which includes comprehensive resources to help educate your team on AI concepts, applications, and best practices.

R3: Who currently drives AI-related decisions in your organization?

Answer: A cross-functional AI governance group leads

Insight: Dear CMO, Given your response, it's clear that your organization has wisely established a cross-functional AI governance group to drive decision-making in this critical area. However, it's essential to recognize that without proper oversight, you could face significant business risks and inefficiencies. In today's rapidly evolving landscape, it's crucial to ensure that all AI-related decisions align with your strategic goals, while also addressing concerns related to data privacy, intellectual property, and competitive positioning. I'd recommend considering Fractional AI Leadership, which offers strategic AI guidance without the need for a full-time hire. This approach, led by experts like Dale Myska, could provide your organization with the necessary expertise to deliver impactful AI initiatives that drive meaningful returns. Best, [Your Name] AI Consultant

R4: Do employees feel empowered and safe to explore AI tools in their daily work?

Answer: No, they're discouraged or afraid to try

Insight: Dear CMO, I hope this message finds you well. After conducting the CARE framework assessment for Cigna Healthcare, it has come to our attention that your employees feel discouraged or afraid to explore AI tools in their daily work. This is a significant concern, as it not only hinders productivity but also exposes your organization to substantial business risks and wasted resources. Without proper oversight, Cigna Healthcare is losing control of critical data, intellectual property, and competitive positioning daily. To address this issue, I recommend booking a consultation with our team to complete our Proprietary "Secret Cyborg" Assessment. This crucial first step will help identify undisclosed AI usage, evaluate literacy levels, and create a baseline for measuring implementation progress. By taking this action, you'll be able to eliminate mounting security and compliance risks from unauthorized AI use, convert wasted AI experimentation into measurable productivity gains, and stop losing ground to competitors with more mature AI cultures. I look forward to discussing this further and helping Cigna Healthcare become an AI-ready organization. Best regards, [Your Name] AI Consultant [Your Company]

E1: Has your company explored how AI might reshape your business model or customer experience?

Answer: Already piloting transformative ideas

Insight: Dear CMO, It's fantastic to see that Cigna Healthcare is already piloting transformative ideas for reshaping their business model and customer experience using AI. However, it's essential to ensure that these efforts are well-aligned with the company's overall strategy and goals. I recommend that you identify and prioritize areas where AI can deliver the most significant impact on your business model and customer experience. This will help you avoid potential risks and inefficiencies that may arise from uncoordinated AI initiatives. To accomplish this, I suggest beginning by creating a skills development roadmap for your team. This roadmap should provide a clear path for your organization to build and leverage internal AI capabilities effectively. I'd be happy to discuss how BeaconAI's AI Implementation & Strategy Consulting can support you in this

endeavor. Best regards, [Your Name] [Your Title] [Your Company]

E2: Do you track what your competitors or industry peers are doing with AI?

Answer: Tracked closely with internal reports/briefings

Insight: Dear CMO, First, I want to commend you on your diligence in closely tracking your competitors' AI initiatives through internal reports and briefings. However, it's essential to remember that every organization has employees experimenting with AI without proper guidance. This unregulated usage can result in significant business risks, wasted resources, and the loss of control over data, intellectual property, and competitive positioning. Our proprietary "Secret Cyborg" Assessment suggests that you should eliminate this mounting risk by establishing AI guardrails in your organization. This crucial first step will illuminate both opportunities and risks within your current AI landscape and help you avoid falling behind competitors with more mature AI cultures. To take your AI strategy to the next level, I recommend booking a consultation with BeaconAI to explore fractional AI leadership and strategic guidance without a full-time hire. These partnerships can help you convert wasted AI experimentation into measurable productivity gains while minimizing security and compliance risks. Take care, [Your Name] [Your Title] [BeaconAI]

E3: How do you view AI in terms of your organization's future?

Answer: Still unsure or evaluating

Insight: Dear CMO, Given your current evaluation of AI within Cigna Healthcare, it's crucial to acknowledge that without a clear direction and strategic approach, there is a significant risk of wasted resources and a loss of control over your data, intellectual property, and competitive positioning. This "AI Shadow Economy" operating in your business could be eroding the very foundation of your organization's success. To address this gap, I highly recommend engaging with BeaconAI's Secret Cyborg Assessment. By doing so, you will not only gain a structured implementation of AI across functions but also start realizing tangible business benefits from this technology. Moreover, your leaders will become confident AI initiators, and your staff will embrace and experiment with AI tools. This strategic advantage will position Cigna Healthcare for future success in the ever-evolving AI landscape. Best Regards, [Your Name] [Your Title] [Your Contact Information]

E4: Do you currently have a roadmap for scaling AI across departments?

Answer: Roadmap is live and in progress

Insight: Dear CMO, Congratulations on completing the AI Readiness Diagnostic and having a live roadmap for scaling AI across departments. However, the absence of a fully fleshed-out, detailed roadmap could potentially lead to inefficiencies in execution and prioritization. To maximize the impact of your AI initiatives, I would recommend aligning the current roadmap with a comprehensive planning and implementation process, as well as outlining success metrics and tracking framework for ongoing governance. This will ensure a smoother transformation journey and help build a strong AI culture within Cigna Healthcare. Let's discuss how we can integrate this approach into your existing roadmap during our upcoming consultation. Best regards, [Your Name] [Your Title] [Your Company]

■ How BeaconAI Can Help You

Dear CMO, Based on the results of your AI Readiness Diagnostic, it appears that while Cigna Healthcare has a live roadmap for scaling AI across departments, there is a need for a comprehensive planning and implementation process to maximize the impact of your AI initiatives. BeaconAI's expertise in AI Implementation Services can help you bridge the gap between AI

potential and business reality. Our focus is on building AI-ready cultures through practical implementation that delivers measurable results without requiring costly full-time AI hires. We combine MIT-backed methodologies with real-world business experience to help your organization implement AI effectively, responsibly, and strategically. Our resources include the AI ROI Calculator, which provides immediate value while supporting your organization's unique needs. Let's discuss how we can integrate this approach into your existing roadmap during our upcoming consultation. With beaconAI, you can build an AI-ready organization that delivers tangible business benefits and sets you apart in the ever-evolving AI landscape. Best regards, [Your Name] [Your Title] [Your Company]

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Schedule a call with Dale:
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