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

By gathering, mining and analyzing the open-sourced, unbiased and unfiltered conversations happening online, our Social Isolation Sentimeter methodology, we can use these real-time, authentic resources of consumer expertise within larger communities and gain a greater self-worth.

Leveraging online and offline tools to connect people struggling financially with professionals and others in similar situations and/or support groups can help them fight depression, share their emotions and experiences in new, innovative ways.

One size does not fit all. Regardless of whether they’re struggling financially or not, people at different economic levels have different needs and challenges. Financial status is determined through self-identification within a conversation and/or personal perception of one’s economic situation rather than income levels.

Given the right support, isolation can provide an opportunity for self-reliance and personal growth. They seek connections online to foster a greater sense of community and boost their self-esteem.

Isolation still directly impacts mental health for people living comfortably, fueling depression and a sense of insignificance. They seek connections online to both express their emotions and experiences in new, innovative ways.

The bigger picture on people struggling financially

When discussing their social isolation online, struggling financially mentioned the resulting depression 3X more than people living comfortably. They also mentioned the negative impact of isolation on their self-esteem. They often seek connections online to both express their emotions and experiences in new, innovative ways.

The bigger picture on people living comfortably

When discussing their social isolation online, people living comfortably mentioned the resulting depression 3X more than people struggling financially. They also mentioned the negative impact of isolation on their self-esteem. They often seek connections online to both express their emotions and experiences in new, innovative ways.

Key learnings

1. People more real talk. Regardless of if someone is struggling financially or not, people at different economic levels have different needs and challenges.

2. Leveraging online and offline tools to connect people struggling financially with professionals and others in similar situations and/or support groups can help them fight depression, share their emotions and experiences in new, innovative ways.

3. One size does not fit all. Regardless of whether they’re struggling financially or not, people at different economic levels have different needs and challenges.

Key contact

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