



Aetna Better Health[®] of Kansas

Aetna donates \$100,000 to help identify and address health needs in Barton County, rural Kansas

BARTON COUNTY, K.S., JANUARY 8, 2024 – Aetna Better Health of Kansas[®], a CVS Health[®] company (NYSE: [CVS](#)), today announced that Aetna[®] donated \$100,000 to the Kansas University Endowment Association to help address the health needs of residents in rural Kansas. The donation supports the Barton County Community Health Needs Assessment and Improvement Plan (CHNAIP), an initiative designed to identify priority needs and work to bridge gaps in rural health care delivery and resources.

CHNAIP will develop a customized health plan for rural Kansas, to be piloted in Barton County, then rolled out to additional rural counties statewide. The support from Aetna will help cover salaries, required travel and other expenses related to the project.

“Our state is only as strong as its rural communities,” said Jane Brown, CEO of Aetna Better Health of Kansas. “We’re pleased to partner with the Kansas Center for Rural Health, the University of Kansas Medical Center, The University of Kansas Health System Great Bend Campus and the Barton County community on this vital effort. Together, we can reach more of the population to identify barriers to care and improve the health of Kansans in rural parts of the state.”

To carry out this project, the Kansas Center for Rural Health is teaming up with The University of Kansas Health System Great Bend Campus, area nonprofits, health departments, schools and insurance providers to determine current health needs of individuals and families in the community.

Using surveys, stakeholder interviews and data analysis, the Kansas Center for Rural Health will design a model health improvement plan, develop a system of delivery and carry out a pilot version of the health improvement plan in Barton County to determine the efficacy, with the goal to eventually implement the plan across more rural counties in Kansas. The project is being led by Dorothy Hughes, PhD, MHSA, assistant dean for student affairs and assistant professor of population health and surgery at the University of Kansas School of Medicine- Salina campus.

The University of Kansas Medical Center will help facilitate conversations between providers and other experts and patients by tapping into its extensive network of relationships. Rural health care practitioners will continue to be encouraged to check in with patients about their living situations, ability to access to food and other social care needs that may be affecting their overall health.

Aetna Better Health of Kansas is committed to fostering a healthier and more equitable Kansas, one community at a time. By collaborating with community members, organizations, and systems, they strive to create a positive, lasting impact on the health and wellbeing of all Kansans.

For more information about Aetna Better Health of Kansas and their social impact initiatives, visit aetnabetterhealth.com.

About Aetna Medicaid

Aetna Medicaid Administrators LLC (Aetna Medicaid), a CVS Health company, has over 30 years of experience managing the care of under-resourced populations, using innovative approaches and a local presence in each market to achieve both successful health care results and effective cost outcomes. Aetna Medicaid has expertise serving high-need Medicaid members, including those who are dually eligible for Medicaid and Medicare. Currently, Aetna Medicaid owns and/or administers Medicaid managed health care plans under the names of Aetna Better Health and other affiliate names. Together, these plans serve members in 16 states, including Arizona, California, Florida, Illinois, Kansas, Kentucky, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Pennsylvania, Texas, Virginia and West Virginia. For more information, see www.aetnabetterhealth.com.

About CVS Health

[CVS Health](http://www.cvshealth.com)[®] is the leading health solutions company, delivering care like no one else can. We reach more people and improve the health of communities across America through our local presence, digital channels and over 300,000 dedicated colleagues – including more than 40,000 physicians, pharmacists, nurses and nurse practitioners. Wherever and whenever people need us, we help them with their health – whether that’s managing chronic diseases, staying compliant with their medications or accessing affordable health and wellness services in the most convenient ways. We help people navigate the health care system – and their personal health care – by improving access, lowering costs and being a trusted partner for every meaningful moment of health. And we do it all with heart, each and every day. Follow @CVSHealth on social media.

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