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News Release

INTRODUCING AETNA BETTER HEALTH OF FLORIDA®

-- Coventry Health Care of Florida's Medicaid, Long Term Care and Florida Healthy Kids plans will now be known as Aetna Better Health of Florida® --

-- Members will continue to have access to the high-quality care, customer service and innovative technology they have come to expect --

SUNRISE, Fla., February 21, 2017 – Aetna (NYSE: [AET](#)) today announced that Coventry Health Care of Florida, Inc.'s Medicaid, Long Term Care and Florida Healthy Kids plans will begin doing business under the Aetna Better Health of Florida brand name, effective February 27, 2017. This change will not affect any of Coventry's commercial or Medicare programs.

New name, but no changes to services, benefits or the provider network

The 103,500 beneficiaries served today by Coventry Health Care of Florida, Inc., will see no changes in their services, benefits or network of doctors, hospitals or care providers. All member benefits, such as doctor and hospital coverage, childhood immunizations, medical equipment and preventive exams, will continue to be covered benefits.

Members are encouraged to continue accessing care from the existing network of more than 20,000 individual providers, 2,000 ancillary providers and 109 hospitals in Florida.

"Aetna Better Health is here to improve the health and lives of Florida's Medicaid population," said Heidi Garwood, chief executive officer of Aetna Better Health of Florida. "We are excited about the process and system improvements that Aetna will bring to Florida and are confident that these improvements will position our organization for long-term growth and operational

excellence. We are proud to now be called Aetna and be part of the quality that defines the Aetna organization.”

Still the same top ranked Medicaid plan in Florida

For 2016-2017, the National Committee for Quality Assurance (NCQA) rated the health plan the #1 overall Medicaid health plan in the state of Florida with the highest consumer satisfaction rating as well.

“We are committed to continuing to provide this high level of quality and service to our members,” Garwood said. “And we’re bringing that service even closer to our beneficiaries with a new customer service unit opening in our Doral office, with 27 new positions.”

Aetna acquired Coventry and all of its subsidiaries and affiliates in May 2013. Since then, a number of former Coventry Medicaid plans have begun operating under the Aetna Better Health name. Between 2014 and 2016, Coventry Medicaid plans in Michigan, Virginia, Kentucky and West Virginia adopted the new name. Coventry’s Florida Medicaid plan is the last to join the other Coventry Medicaid plans operating under the new Aetna Better Health brand.

Caring for our members, serving our providers

Aetna Better Health of Florida will continue to offer a variety of expanded benefits such as over-the-counter (OTC) benefits, vision/hearing services, 24-Hour Nurse Help Line, adult dental services and more. Aetna Better Health of Florida will provide integrated care management for members, a service that is especially valuable for those with chronic, acute or high-risk health care needs, such as high-risk pregnancies. The health plan provides for comprehensive pre-natal and post-natal care and strives to ensure expectant mothers and their babies receive the best care possible.

Providers will benefit from innovative technologies to support data integration, helping them identify gaps in care and preventive screening needs for members, expediting prior authorization decisions and identifying high-risk members who need preventive member education and support.

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Plan members or providers with questions should contact Member Services at 1-800-441-5501.

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About Aetna

Aetna is one of the nation's leading diversified health care benefits companies, serving an estimated 46.7 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities, Medicaid health care management services, workers' compensation administrative services and health information technology products and services. Aetna's customers include employer groups, individuals, college students, part-time and hourly workers, health plans, health care providers, governmental units, government-sponsored plans, labor groups and expatriates. For more information, see www.aetna.com and [learn about how Aetna is helping to build a healthier world](#). [@AetnaNews](#)