

## **Aetna community investment takes lifesaving maternity program across Kansas**

WICHITA, Kan., July 18, 2023 — A program aimed at eradicating preventable infant death and improving birth outcomes will soon be available across the Sunflower State.

Aetna Better Health® of Kansas announced today that Aetna® has provided a community investment of \$150,000 to the Kansas University Endowment Association for their BabyTalk program, a pregnancy and newborn education program administered by the Department of Pediatrics at the University of Kansas School of Medicine-Wichita. The investment will expand the program statewide, making BabyTalk available to all Medicaid beneficiaries beginning in 2023.

“We found a program in Wichita that we know will work for all Kansas families,” said Jane Brown, Chief Executive Officer, Aetna Better Health of Kansas. “Participants in the BabyTalk program are more likely than the county average to reach full-term pregnancy, and more likely to initiate breastfeeding.”

BabyTalk consists of six, two-hour classes covering everything from how to have a healthy pregnancy, to infant care, to postpartum changes and concerns. BabyTalk is open to anyone who is pregnant and under 32 weeks of gestation and is designed for women who may not otherwise have access to prenatal education.

Classes are available in both English and Spanish and most are taught by labor and delivery nurses or others with maternal and infant expertise. Women who complete all six classes, plus pre- and post-assessments that collect participants’ knowledge and intentions as well as birth outcome data, receive an infant safety item of their choice, such as an infant carrier car seat, portable crib or breastfeeding kit, at no charge. Since its launch, BabyTalk has gifted more than 1,500 car seats to Kansas moms.

Since 2021, Aetna Better Health of Kansas has donated more than \$330,000 to various community-based organizations across the state to positively impact population health and provide those in need with more options to access quality health care.

For more information on BabyTalk and how you can refer individuals to participate in the program, visit their website at [www.BabyTalkICT.com](http://www.BabyTalkICT.com).

### **About Aetna Medicaid**

Aetna Medicaid Administrators LLC (Aetna Medicaid), a CVS Health company, has more than 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, visit [www.aetnabetterhealth.com](http://www.aetnabetterhealth.com).

### **About CVS Health**

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