Aetna Becomes the First Health Care Provider to Join NACo as a Healthy Counties Sponsor and Premier Member

WASHINGTON, D.C. (July 17, 2013)– National Association of Counties (NACo) today announced that Aetna (NYSE: AET), one of the nation’s leading diversified health care benefits companies, has joined NACo as a new Premier Member and a Healthy Counties Initiative Sponsor.

As a Premier Member, Aetna will support NACo in its goals to:

- Promote community public health prevention and wellness programs, including increased physical activity and healthy eating.
- Offer information, ideas and solutions for county government employee and retiree health benefits and programs.
- Lead the implementation of health care reform at the county level.
- Enhance coverage, access to and coordination of health care for vulnerable populations in the community, including health services in hospitals and community health centers, while focusing on cost-containment strategies.
- Participate in the national transition to health information technology and telemedicine.

“Aetna is committed to finding new ways to make it easier to be healthy,” said Cain Hayes, president of Aetna’s Public Sector and Labor businesses, a division dedicated to supporting the needs of public sector customers. “We are pleased to work alongside of NACo on its mission, and to engage with community leaders on overcoming barriers to ensure the health and wellness of individuals.”

The National Association of Counties launched the Healthy Counties Initiative in 2011 to enhance public-private partnerships in local health care delivery, improve individual and community health, and assist counties to effectively implement federal health care reform.

The Healthy Counties Advisory Board consists of 14 innovative corporate partners and 28 county leaders in health—tasked with shaping the direction of the Initiative. For more information about NACo’s Healthy Counties Initiative, visit the NACo website at www.naco.org or contact Emmanuelle St. Jean (202) 942-4267.

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About NACo
The National Association of Counties (NACo) is the only national organization that represents county governments in the United States. Founded in 1935, NACo provides essential services to the nation’s 3,069 counties. NACo advances issues with a unified voice before the federal government, improves the public’s understanding of county government, assists counties in finding and sharing innovative solutions.
through education and research, and provides value-added services to save counties and taxpayers money. For more information about NACo, visit www.naco.org.

About Aetna
Aetna is one of the nation's leading diversified health care benefits companies, serving an estimated 44 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 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