



Aetna Better Health of Illinois honored as Bronze Stevie Award Winner in 2024 American Business Awards®

DOWNERS GROVE, Ill., May 28, 2024 — Aetna Better Health® of Illinois, a CVS Health® company (NYSE: [CVS](#)), was named the winner of a Bronze Stevie® Award in the Web Achievement category in The 22nd Annual American Business Awards®.

Aetna® was honored as a Bronze winner in the Achievement in the Use of AI for its website chatbot feature that was launched late 2023. The chatbot is a sophisticated AI-driven system integrated seamlessly into the Aetna Medicaid website interface. The chatbot serves as a virtual assistant, providing personalized support and information to visitors. Users can engage 24/7 with the chatbot in real-time to inquire about benefits, coverage details, find health care providers, understand their health plan options and receive assistance with claims and billing inquiries.

“Our chatbot exemplifies Aetna's dedication to empowering members, improving their health care experience and setting new standards for excellence in the industry,” said Rushil Desai, CEO, Aetna Better Health of Illinois. “Health care can be difficult to navigate particularly for under-resourced populations and those without traditional, employer-sponsored health care. Our chatbot has helped Medicaid members navigate the redetermination process – ensuring there is no lapse in their coverage and better understand their benefits. In the first three months of rollout, we saw nearly a 50 percent increase in the number of users through purely organic traffic. It’s great to give our members a customizable experience that meets them where they are and connects them to information about their health care whenever and wherever they need it.”

According to The American Business Awards, more than 300 professionals worldwide participated in the judging process to select this year’s Stevie Award winners. More than 3,700 nominations from organizations were submitted this year for consideration in a wide range of categories, including Startup of the Year, Executive of the Year, Best New Product or Service of the Year, Marketing Campaign of the Year, Thought Leader of the Year, and App of the Year, among others.

Details about The American Business Awards and the list of 2024 Stevie winners are available at www.stevieawards.com/ABA.

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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, Florida, Illinois, Kansas, Kentucky, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Oklahoma, Pennsylvania, Texas, Virginia and West Virginia. For more information, see www.aetnabetterhealth.com.

About CVS Health

[CVS Health](#)® 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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