



Aetna Better Health Names New CEO for California

Amanda Flaum has been named CEO, Aetna Better Health of California, a CVS Health Company. In this role, Flaum will be responsible for the health plan's operations and strategy to support Medi-Cal beneficiaries achieve better health outcomes.

"Amanda's respected track record throughout her career in the healthcare industry will be instrumental in guiding our continued growth in California," said Deb Bacon, COO, Aetna Better Health. "As we seek to provide additional Medi-Cal members with access to quality care, it is important to have a strong leader like Amanda at the helm of the organization."

Flaum brings more than 25 years of leadership experience in the healthcare industry with prior positions including Chief Operating Officer, Blue Shield Promise Health Plan; Vice President Medical Care Solutions at Blue Shield of California; and Staff Vice President Care Management at Anthem, Inc. She received her master's and undergraduate degrees from California State University, Northridge and is a 2018 Women's Leadership Forum graduate from Harvard Business School's Executive Education Program.

Aetna Better Health of California arranges for the delivery of health care services to families and individuals who are eligible for Medi-Cal, the state's Medicaid program. As of March 31, 2020, Aetna Better Health of California serves approximately 22,000 members in San Diego and Sacramento counties.