

NEWS RELEASE

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**HUMANA**

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**Humana unveils innovative approach to healthcare at annual NHS Alliance Conference**

**LONDON, UK – 23rd November 2007** – Humana Europe welcomes the start of the NHS Alliance 10th Annual Conference and Exhibition today where they will be exhibiting and sharing information about their unique offering to the NHS.

Plasma screens around the conference and exhibition area will be featuring a short film highlighting how Humana's integrated approach to commissioning support services will help people in the UK live healthier lifestyles. The film will feature a range of initiatives which Humana has trialled in the UK and the United States and which will go hand in hand with the commissioning support services which they are offering to PCTs.

As Rebecca Rosen, Humana Europe's medical director, makes clear: "It is through offerings such as the personal nurse service and our Sensei technology that Humana Europe will help empower patients to look after their own health and to be at the centre of decisions about how their healthcare is provided. Our aim above all is to ensure that patients receive a package of care that is tailored to their individual needs."

Another programme developed by Humana and featured on the film to be shown at the conference, is the use of pedometers to keep track of the

number of steps people take each day. 'Health miles' racked up by pedometer users can then be traded in for rewards; a simple way of helping to increase activity levels and combat obesity.

**ENDS**

**Editors Notes:**

1. For more information about the NHS Alliance Conference please see [www.nhsalliance2007.co.uk](http://www.nhsalliance2007.co.uk). Humana Europe is exhibiting at the NHS Alliance Conference at Stand 62.
2. Humana Europe was established in the UK to provide commissioning support to PCTs in England. Humana will provide expert guidance, tools, and innovative solutions to support PCTs, providers, and stakeholders in delivering services that best meet the health needs of the individual. For more information please visit [www.humana.co.uk](http://www.humana.co.uk)
3. In October, the NHS Alliance launched the PBC Academy in partnership with Humana Europe. The Academy is part of the Commissioning Institute, an independent training and networking centre designed to promote learning and the sharing of effective practices in the commissioning of health and social services.
4. For further information and a link to an online version of this video please contact Isabella Sharp on 020 7526 3632 or [media@humana.co.uk](mailto:media@humana.co.uk)