



NEWS RELEASE

Humana Europe, Ltd
25 St George Street London W1S 1FS
humana.co.uk

FOR MORE INFORMATION, CONTACT:

Isabella Sharp
Humana Press Office
020 7526 3632
media@humana.co.uk

Humana launches Sensei mobile phone technology to help people lead healthier lives

LONDON, UK – 5th December 2007 – Humana Europe today welcomed the launch of an exciting new technology to help people lead healthier lives and to help combat growing obesity rates. The Sensei mobile phone service, which Humana has developed in conjunction with Card Guard and which will be available in the US, offers advice tailored to the needs of individuals about how to manage their weight loss in a way which is timely and convenient for their daily routines.

The advice delivered by Sensei via the mobile phone offers a holistic and healthy approach to dieting including customised meal recommendations, weekly shopping lists, fitness information and motivational messages to help the consumer make healthier choices at point-of-decision moments. The approach is the result of more than two years of development by Sensei psychologists, physicians, nutritionists and engineers and it is hoped that it will play a role in the fight against health problems caused by obesity.

Humana aims to develop and introduce a range of health technology platforms like Sensei in the UK to deliver innovative solutions to the NHS and help primary care trusts address the health challenges facing local populations. Such services will go hand in hand with the commissioning

support services which they are currently offering to PCTs, with the aim of ensuring that patients receive an overall package of care that is tailored to their individual needs.

Dr Rebecca Rosen, Humana Europe's medical director, described the thinking behind the project, "the Sensei technology enables us to connect with the patient on a very personal, genuine level. It is because of that connection that we can help people make healthy lifestyle changes and take control of their own wellbeing."

ENDS

Editors Notes:

1. Sensei for Weight Loss is based on Social Cognitive Theory, a powerful framework that promotes behaviour change by addressing cognitive, emotional and environmental factors. For more information please visit www.sensei.com
2. Humana Europe was established in the UK to provide commissioning support services 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
3. Card Guard AG, headquartered in Neuhausen am Rheinfall, Switzerland, provides healthcare technologies and solutions, specialising in advanced telehealth systems and monitoring services for high-risk and chronically ill patients. For further information visit www.cardguard.com
4. For further information please contact Isabella Sharp on 020 7526 3632 or media@humana.co.uk