

NEWS RELEASE

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Unique health service partnership helps patients take first step on the road to a healthier life

LONDON, UK – February 12th 2008 – Humana Europe has today announced the launch of a partnership with Stoke-on-Trent PCT to help local patients lose weight and combat their chances of developing conditions such as heart disease and diabetes.

Under the scheme, 400 patients with a Body Mass Index higher than 25 have been issued with specially-designed pedometers to measure how far they walk and to encourage them to incorporate more physical activity into their everyday routine. The pedometers, which track the number of steps they take throughout the day, are programmed to meet the needs of each patient and enable the user to register their progress via a personalised website.

In order to help patients reach their health goals, Personal Nurses who are specially trained in motivational techniques, work with them to draw up a healthy living programme tailored to address their individual challenges. The patients, who have an underlying risk of heart disease or diabetes, have access to ongoing personal support from the nurses who offer advice, support and encouragement as they make changes to their diet and start to exercise more

frequently. The programme, which is being piloted at the Belgrave Medical Centre in Stoke, has proved to be very popular and requests have been received from a large number of people wanting to take part.

Dr Peter Greengross, director of Health and Wellness at Humana Europe said, “We are delighted to be working in partnership with Stoke-on-Trent PCT in this cutting edge initiative to prevent illness. It is very encouraging that local patients are so keen to take part and we are confident that the impact of heart disease and diabetes will be reduced as a result. We hope that by significantly reducing the incidence of these conditions, we will save resources that can be used to improve health services across the city.”

Dr Zafar Iqbal, deputy director of public health for Stoke-on-Trent PCT said, “The programme is part of a major initiative in Stoke-on-Trent to address obesity levels across the city. Initially intensive support is being offered to those who would have the greatest health benefits. If successful, there will be enormous benefits for the health service. Other programmes to tackle obesity will be rolled out during the year.”

END

Notes to editors:

1. Humana Europe and Stoke-on-Trent PCT have undertaken a partnership to work with 400 individuals with a Body Mass Index greater than 25 and with, or at high risk of, diabetes and cardiovascular disease. The programme will take place over a course of 12 months and will involve a range of interventions including personalised Health Risk Assessments (HRA), a walking programme (measured by pedometers) and personal health advisors providing telephone coaching.

2. Humana Europe is a provider of integrated commissioning services and support to NHS Primary Care Trusts. Headquartered in London, they are a wholly-owned subsidiary of the US-based Humana Inc, one of the largest health benefits companies in the world with more than 11 million members and 22,000 employees. They are a clinician-led organisation with expertise in health service design, data and knowledge management, contracting, performance management, communications and engagement, and motivational programmes that promote healthy behaviour. Humana has a 46-year legacy of excellence and

achievement in healthcare with a history of embracing innovative change. They are recognised as a leader in world class commissioning and engaging individuals in their own health. Further information can be found at www.humana.co.uk