

NEWS RELEASE

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Humana Europe showcases Games for Health

LONDON, UK – 28 January 2009 – Humana Europe is today showcasing its ‘Games for Health’ at an event in Central London. Games for Health is part of Humana’s approach to using creative means of motivating people of all ages to improve their physical and mental health and wellbeing in a fun and engaging way.

Stakeholders are being invited to take part in a number of interactive games that challenge participants’ brains, whilst boosting their health. Equipment on display will include ‘Dancetown’, where players show off their dance moves according to interactive on-screen instructions on an electronic dancemat; ‘Battle of the Bulge’, a Facebook application which involves users in a fun game that tests their knowledge about lifestyle and eating habits; and the ‘Horsepower Challenge’ – currently being piloted in Warwickshire schools – where children take part in an online game in which school buses are powered in a virtual race around the world by the amount of exercise they do.

Humana Europe’s Chief Executive, Dr Jack Lord said, “This isn’t just a smart way of connecting the health of consumers with a technology they enjoy. There are also proven health benefits of our games. For example, through ‘exergames’ like Dancetown, older people have been known to experience a reduction in overall BMI, which is linked to lower rates of heart disease, diabetes, and blood pressure. And in the Horsepower

Challenge pilot in Warwickshire schools, we are already seeing a 65 percent increase in activity amongst the children.

“We believe games can be used to combat obesity, encourage effective disease management, provide entertaining physical therapy and battle age-related physical and mental decline.

“Humana’s Games for Health is about making health and activity more fun.”

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Notes to editors:

1. Humana’s Games for Health event will take place on Wednesday 28th January from 12.30pm - 2.30pm at The Atrium, 4 Millbank, Westminster, London, SW1P 3JA.
2. Games for Health is part of Humana Europe’s approach to creating innovative ways to engage people of all ages in their health in a motivating and personalised way through the use of different types of games and technologies that provide fun, physical and mental workouts and motivate healthy lifestyle choices.
3. Headquartered in London since 2006, Humana Europe delivers expert commissioning services and support to the NHS in England. We are recognised as leaders in designing, developing and implementing innovative programmes, tools and solutions to support Primary Care Trusts (PCTs) to commission care in line with the health needs of their local populations. Our goal is to achieve a sustained improvement in public health through a unique combination of effective commissioning and empowering individuals to take control of their health. Our services deliver demonstrable improvements in patient care and experience as well as cost efficiencies which enable commissioners to divert savings into priority areas. For more information please visit www.humana.co.uk