

## Humana Europe media contact:

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# mediakit

### About Humana Europe

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 services deliver demonstrable improvements in patient care and experience as well as cost efficiencies which enable commissioners to divert savings into priority areas.

Humana Europe's leadership team combines the diverse talents of frontline NHS health professionals, care pathway designers, consumer engagement specialists, and data and knowledge management experts to design health systems that are scaleable across large populations and personalised to individual need.

### Our approach

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. Advanced data analytics and consumer insight gives us an in-depth understanding of how people interact with local healthcare services, enabling us to design integrated services around the individual needs of patients to improve their health outcomes and experience.

Our approach is to work in partnership with healthcare organisations to ensure that we embrace existing best practice at the local level whilst introducing innovation in commissioning through our expert people, processes and technology. We appreciate that each PCT is unique and can be as different as the people they serve. So we tailor our services to complement existing skills, resources and requirements and evolve in line with your changing organisation.

Humana's Commissioning Institute actively engages with frontline healthcare professionals and NHS managers to improve their commissioning and management skills. The Commissioning Institute provides training, networking opportunities and consultancy services that promote learning and the sharing of effective practices in the commissioning of health and social services.

### Our heritage

Humana Europe is a wholly-owned subsidiary of Humana Inc, one of the largest health benefits companies in the US with more than 11 million customers and 23,000 employees. Headquartered in Louisville, Kentucky, Humana has a 48-year legacy of excellence and achievement in healthcare, and is recognised as an industry-leading innovator with its consumer-driven approach to engaging individuals in their own health.

### Our services

Humana Europe's services cover the following key domains:

- World class commissioning support (including organisational and board development, governance, training, and practice-based commissioning) delivered through Humana's Commissioning Institute
- Data and knowledge management expertise (including data harvesting and analysis, risk stratification and analytics)
- Contracting and provider performance management, using our proprietary Settlement & Invoice Validation tool (SIV)

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- Health and wellbeing programmes (including demand management, long-term condition management, and wellness programmes)
- Patient and public engagement services (including social marketing) provided through Humana Creative, our full-service marketing and communications agency

## Current projects with NHS organisations

Humana is currently working with a number of Primary Care Trusts and other NHS organisations throughout the country, supporting them to commission high quality healthcare services and tackle the growing incidence of preventable disease. Some of our current projects include:

- **Commissioning Simulator:** an interactive training programme for NHS commissioners to increase their confidence in making effective and strategic commissioning decisions, currently underway in all 10 SHA regions
- **World class commissioning support:** an integrated programme of diagnostics, coaching and strategic support to help PCTs prepare for their world class commissioning assessments, currently underway in several PCTs
- **Stoke Community Wellness Programme:** a partnership with Stoke on Trent PCT using web-

enabled pedometers and telephonic health coaching to support 3,000 individuals with or at risk of developing long-term conditions lead healthier lifestyles

- **Settlement & Invoice Validation (SIV):** an IT application currently being piloted in Kingston PCT that automatically validates activity reported by their providers to improve the efficiency and accuracy of their billing processes
- **NHS Alliance/Humana PBC Academy:** training tailored to the individual requirements of GPs and practice managers in the essential skills needed to deliver effective practice-based commissioning
- **Stakeholder engagement:** an integrated programme of communications and engagement activities with Derbyshire County PCT's commissioning and provider arms designed to engage key stakeholders and position the PCT as a local leader of the NHS

## Key facts about Humana Europe

- Delivers expert commissioning services and support to the NHS in England
- Leadership team combines the diverse talents of frontline NHS health professionals, care pathway designers, consumer engagement specialists, and data and knowledge management experts

- Services include world class commissioning support, data and knowledge management expertise, contracting and provider performance management, health and wellbeing programmes, and patient and public engagement
- Focus is on achieving a sustained improvement in public health through a combination of effective commissioning and empowering individuals to take control of their health
- The result is a demonstrable improvement in patient care and experience as well as cost efficiencies which enable commissioners to divert savings into priority areas
- Humana's Commissioning Institute provides training, networking opportunities and consultancy services that promote learning and the sharing of effective practices in the commissioning of health and social services
- Wholly owned by Humana Inc (est. 1961), a leading health benefits company headquartered in Louisville, Kentucky, with over 11 million customers and 23,000 employees

## Spokespeople



**Dr Jack Lord,  
Chief Innovation  
Officer and  
Chief Executive**

Jonathan T. Lord, MD joined Humana in 2000 as senior vice president and chief medical officer. In his current role as Chief Innovation Officer, he oversees Humana's international operations, including the UK.

With 16 years experience in medical administration, Dr Lord is also leading Humana's transformation into the most e-enabled health solutions company. Former roles include president of Health Dialog, a Boston-based provider of web-based health information, and chief operating officer of the American Hospital Association in Washington DC.

A board-certified forensic pathologist, Dr Lord has 21 years experience in medical practice. In 2001, he was named president of the Disease Management Association of America which is dedicated to changing the way America manages long-term illness. Dr Lord also spent three years on the National Advisory Council for Healthcare Research and Quality, becoming one of only 21 healthcare leaders lending advice to the US Secretary of Health and Human Services.

High quality images are available from our press office upon request.



**Dr Peter Reader,  
Senior Medical  
Adviser**

Dr Peter Reader is responsible for driving forward Humana's clinical strategy to support PCTs integrate innovative commissioning with local health priorities, such as improving outcomes and reducing health inequalities. He is also working with PCTs to develop new models of patient care.

Dr Reader was previously a local GP in Hertfordshire and has gained extensive experience working in a variety of leadership roles within the NHS including Chair of the Professional Executive Committee and Medical Director for a Central London PCT. He was a key member of the NHS Alliance National Executive Committee, heading up their National PEC Chair Network, and he has worked directly with the Department of Health, leading a national consultation on the future shape and direction of PECs.



**Leyan Phillips,  
Marketing and  
Communications  
Director**

Leyan is a marketing and communications specialist with more than 17 years' branding, advertising, marketing, research and CRM experience in the UK and Asian markets. He has previously worked in senior management roles for global brands such as Vodafone and Harrods, and spent five years in Tokyo on the agency side operating in the financial services, IT and automotive sectors. Pursuing his passion for food, he co-founded the first conveyor-belt sushi bar chain in the UK in 1994. Leyan holds a Masters Degree in Oriental Studies (Japanese) from Cambridge University.

Since joining Humana in September 2006, he has led the design, development and implementation of Humana's communications and engagement services. His pioneering work in healthcare communications has seen him recently inducted into the CorpComms 100 Club, an organisation which recognises the top performing corporate communicators in the UK.