

HUMANA

NEWS RELEASE

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Davos provides platform for Humana to highlight prevention of chronic diseases

Davos, Switzerland – 22 January 2008 Humana joins forces with the World Health Organisation and the World Economic Forum in Davos this week, to fight chronic diseases among the workforce.

As part of its commitment to a healthy society, Humana is one of 11 organisations who chair the *Working Towards Wellness* initiative which will launch a report exploring the best ways to reduce chronic disease, entitled *Preventing Chronic Disease at the Work Place Through Diet and Physical Activity*.

“There are relatively easy steps that a business can take to help prevent chronic disease and to promote the health and wellbeing of their employees,” says Humana Europe Chief Executive Dr Jonathan Lord. “It is vital that organisations commit to taking these steps and we hope that this report will persuade more employers across the world to do so.”

The report, led by the World Health Organisation and the World Economic Forum, finds that companies can benefit significantly from participating in the *Working Towards Wellness* initiative, through increased employee productivity and a reduction in the cost of lost working days. Evidence from the workplace

wellness programmes has found that a significant proportion of the chronic disease burden can be prevented and the effects mitigated through healthy living including tobacco-free living, healthy eating and physical activity.

Dr Lord adds, 'As a longstanding member of the World Economic Forum healthcare community, Humana is honoured to be able to raise awareness of this important initiative and proud that the chief executive of Humana Inc, Mike McCallister, is one of the first leaders to sign an endorsement of the *Working Towards Wellness* programme.'

As part of their presence at Davos this year, Humana is also raising awareness about the World Class Healthcare in World Class Cities programme and will be running the Wellness Café in conjunction with Wellness International. The World Class Healthcare in World Class Cities programme will invite conference attendees to help develop a strategy for ensuring that big cities across the world can develop the world class health systems that they need. The Wellness Café will provide an opportunity for delegates to take part in a 'Know your numbers' health check to help prevent heart and vascular disease.

ENDS

Notes to Editors:

1. The *Working Towards Wellness* project is managed by the World Economic Forum and led by a Project Board that includes Arcelor Mittal, BT, General Mills, Goldman Sachs, Humana, Manpower, PepsiCo, PricewaterhouseCoopers, The Coca-Cola Company, Unilever and the World Heart Federation. The joint report of the World Health Organisation and the World Economic Forum shows that health experts, governments and industry share a common interest in wellness programmes. The report also acknowledges that addressing chronic disease prevention requires the participation of key stakeholders, including Governments, the World Health Organisation and the World Bank. Further information can be found here <http://www.weforum.org/en/initiatives/Wellness/index.htm>

2. Chronic disease, such as heart disease, stroke, cancer and chronic respiratory disease, is responsible for more than 60% of all deaths globally and is projected to account for 47 million deaths annually in the next 25 years. Chronic diseases are increasing most quickly in low- and middle-income countries and almost half of those who die from chronic disease are in their productive years. Countries like Brazil, China, Russia and India currently lose more than 20 million productive life-years annually to chronic disease, and that number is expected to grow by 65% by 2030.
3. 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
4. Humana Inc has recently been recognised by two independent organisations for its corporate sustainability work. Humana was named as one of only 99 US companies to the Dow-Jones Sustainability Index, a list of the leaders across all industries who promote programmes and policies to help sustain the environment. The company has also been named the industry leader in corporate social responsibility by Corporate Responsibility Officer magazine. Further information can be found at www.humana.com/about/newsroom