

## NEWS RELEASE

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### **Humana uses computer games to help people lead healthier lives**

**London, UK – 13<sup>th</sup> September, 2007** Humana has today announced the launch of an initiative to use electronic games to change the way people live their lives.

The US-based healthcare company has set up a series of partnerships with members of the electronic gaming industry which will explore the use of gaming technology to guide and motivate people to make healthy lifestyle choices and protect their future wellbeing. The scheme, based at Humana Inc's Innovation Center in Louisville, Kentucky, will include developing game technology aimed at improving the coordination and dexterity of the over-50s and investigating the use of entertaining exercise (Exergame) technologies to address obesity trends in children.

"Giving members of the public the ability to become more closely connected with the management of their own health through video games is a unique way in which to accomplish Humana's goals of helping individuals become healthy and improving health outcomes." said Dr Jonathan Lord, Chief Executive of Humana Europe.

The new scheme is being developed by Humana's Innovation Center in partnership with Digital Mill, Inc, a pioneer in the Serious Games movement focused on utilising

technological advances made by the electronic games industry in improving the way in which public sector services, such as healthcare, are delivered.

“When you think of video games,” said Grant Harrison, vice president of the Innovation Center’s Integrated Consumer Experience team, “you might think of ‘couch potatoes’ sitting in front of the TV, playing for hours. However, new technologies developed by the industry have increasingly been focused on stretching the player both physically and mentally. We see health games fundamentally changing the way that families learn and engage in physical activity to improve their health.”

The Innovation Center is also partnering with the University of Southern California GamePipe Laboratory to develop new game interfaces to tie real world exercise to virtual worlds, and with Touchtown Inc to develop services tailored specifically towards helping older people maintain their strength and independence.

**END**

**Notes to Editors:**

1. Humana Europe is a provider of integrated commissioning services and support to NHS Primary Care Trusts. Headquartered in London, we 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. We 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. We are recognised as a leader in world class commissioning and engaging individuals in their own health.
2. Founded in 1997, Digitalmill, Inc is a Portland, ME based firm specialising in interactive gaming projects, issues and related technologies. Digitalmill is a co-founder of The Serious Games Initiative ([www.seriousgames.org](http://www.seriousgames.org)), and the Games for Health Project ([www.gamesforhealth.org](http://www.gamesforhealth.org)). The firm has created over a dozen serious game projects for various corporate, governmental, and non-

governmental organizations. The Serious Games Initiative grew out of work Digitalmill provided to the Alfred P. Sloan Foundation for Virtual U ([www.virtual-u.org](http://www.virtual-u.org)), a game-based simulation of university management.

3. The University of Southern California (USC) GamePipe Laboratory's mission is research, development and education on technologies and design for the future of interactive games and their application - from developing the supporting technologies for increasing the complexity and innovation in produced games, to developing serious and entertainment games for government and corporate sponsors. GamePipe has developed two degree programmes to support this research and development agenda – a BS in Computer Science specialising in Games, and an MS in Computer Science specializing in Game Development. Embedded in the degree programmes is the full game development process, from game design to game engineering, while cross-disciplinary final-year team projects ensure that games built in the GamePipe Laboratory have the proper mix of skills for game-industry quality development.
4. Touchtown Inc ([www.touchtown.tv](http://www.touchtown.tv)) is the retirement industry's leading provider of products to improve the quality of life for older adults and their families. The company's products are used by over 75,000 residents in 250 retirement communities worldwide. Touchtown's flagship product, TV+, is the industry's most widely used service for creating in-house television channels and delivering them to resident rooms, in lobbies and common areas, and on the web. Touchtown also provides the industry's most widely used senior-friendly email and resident web portals. The company's products strengthen communities, supercharge marketing, and delight residents and families.