

NEWS RELEASE

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Humana agrees partnership deal with NHS Direct

LONDON, UK – June 18 2008 – Humana Europe has signed a groundbreaking deal with NHS Direct to provide a specialist telephone-based care management service to people with long-term conditions in England.

The deal, which was won by Humana and Pfizer Health Solutions following an OJEU procurement process, will see the establishment of a unique care service which will allow healthcare professionals to reach out to patients to guide them through personalised health plans.

The service is a proactive, rather than reactive resource, which will help support and advise people as they manage long-term conditions including diabetes, heart failure and COPD and ultimately enable them to enjoy a healthier life and minimise their risk of being referred to secondary care. The project is a new offering from NHS Direct and is geared towards empowering people to take control over their own health as part of a wider goal of bringing care closer to home.

Welcoming the partnership, Humana Chief Executive Dr Jonathan Lord said: “This is a unique opportunity to bring together the different expertise we have as organisations to configure a service that can meet the different needs of patients across the NHS in a personalised way and can help them achieve happier, longer and healthier lives.”

Humana has a proven track record of improving the quality of life of patients with complex, long-term conditions, and believes that their work with NHS Direct and Pfizer Health Solutions will help to improve patient outcomes and experience and reduce the burden of illness on the NHS.

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Notes to editors:

1. Humana Europe and Pfizer Health Solutions have agreed a deal with NHS Direct following an OJEU procurement process to help provide a telephone-based care management service until 2012.

2. Humana Europe was established in the UK to provide commissioning support to PCTs in England. Humana Europe provides expert guidance, tools, and innovative solutions to support PCTs, providers, and stakeholders in delivering services that best meet the health needs of individuals.

For more information please visit www.humana.co.uk

3. Humana Europe is a wholly owned subsidiary of Humana Inc, a health benefits company headquartered in Louisville, Kentucky. Humana Inc has a 47 year legacy of embracing change in healthcare and is recognised as a pioneer of consumerism in the healthcare industry.

For more information please visit www.humana.com