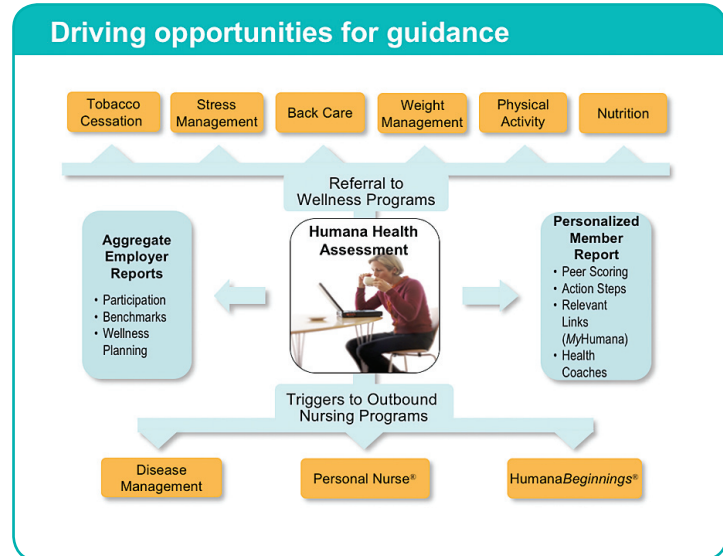


Humana Health Assessment

Humana's Health Assessment is the first step in helping employees make better health choices and improve their overall health status.

The assessment has these key benefits:

- Voluntary and confidential lifestyle questionnaire
- Identifies health risks and provides steps for improvement
- A personalized health report with immediate action steps for each member
- More timely identification of guidance opportunities
- Proven benefit by bringing "health" to the forefront of the member's mind



Several ways to delivery HHA			
Method	Online	Toll-free	Paper
Access and Availability	Members via MyHumana Pre-effective for all employees via Web link	Humana members only via toll-free line 1-866-444-6096	Humana members only Groups with more than 300 employees
Member Results	Real-time with Web links	Within two weeks	Within two weeks
Roll-out	Immediately	Immediately	Follow up for non-responders
Additional Costs	None	None	\$15 per assessment

The Humana Health Assessment evaluates members in these areas:

- Demographics: age, race, education, participation and areas of focus
- Resource utilizations: information on prescriptions and hospital visits
- Disease History: Previous and existing diagnosis or conditions
- Family History: Identifies conditions that may have a genetic link
- Personal: Self perception, motivators, preferences, etc.
- Nutrition: eating habits, food consumption
- Smoking/alcohol use: Gauge prevalence, identify possible areas for specialized programs and education
- Stress: Gauge stress related to job, family, relationships, and more; identify support structure
- Interests: self selection for information on various wellness topics
- Pregnancy: Referral to HumanaBeginnings® prenatal program

HUMANA
Guidance when you need it most

Benefits to members

- Web-based
 - Minimum number of questions
- Real-time results
 - Instant feedback with actionable steps toward better health, including Health Coach links
 - Links to in-depth health information
- Quick identification for programs and services
- Engage employees
 - Increased member awareness
 - Online interaction and new content encourage revisits

Benefits to employers

- Faster identification for programs and services
 - Linked to many offerings including Disease Management
 - Cost savings and better health outcomes
- Better insights
 - Aggregate reports on the “well/at risk” population
 - Allows for better strategic planning and trend identification
 - Valuable in the assessment of potential wellness programs, incentive strategies, and plan design selection

Humana has created a standard approach to make your company's implementation a success

“Plug and Play” guide, including:

- Template of three employee messages
- Proposed timelines
- Incentive options
- Additional tactics
 - Posters
 - Payroll stuffers
 - Internal Champions
 - Lunch and Learn with Humana Reps

Triggers for nurse outreach

Member offered relevant wellness programs

Personalized member action plan and scores

Employer reports



Humana Plans are offered by the Humana Family of Insurance and Health Plan companies