



Humana Introduces CenterWell as the New Brand for a Range of Its Payer-Agnostic Health Care Services Offerings

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Payer-agnostic senior-focused “Partners in Primary Care” and “Family Physicians Group” coming together as “CenterWell Senior Primary Care”

Additional company-owned health care services will transition to the CenterWell brand over the next 1-2 years

LOUISVILLE, Ky.--(BUSINESS WIRE)--Mar. 16, 2021-- Leading health and well-being company Humana Inc. (NYSE: HUM) announced today a new brand – CenterWell – to describe and connect a range of the company’s payer-agnostic health care services offerings. The first Humana-owned care services to adopt the new brand will be its senior-focused primary care facilities that have operated as “Partners in Primary Care” in several states and as “Family Physicians Group” in the Orlando area.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210316005335/en/>



Staff of the CenterWell Senior Primary Care center in Spartanburg, South Carolina, wearing new, CenterWell-branded clothing and masks. (Photo: Business Wire)

In recent years, Humana has significantly expanded its health care services capabilities – from primary care to pharmacy to home care and more – in order to better serve its medical members, and to significantly strengthen its payer-agnostic care offerings. Now, the company is taking the next step with plans to unite various payer-agnostic services under the new CenterWell brand. These services help deliver on the promise of better quality and health outcomes, lower costs, and a simpler, more personalized experience for the people they touch.

“This new brand reflects the fact that our care-services businesses are growing and maturing – such as our payer-agnostic senior-focused primary care centers – and we need a brand that speaks to how we put our members and patients at the center of everything we do,” said Humana President and CEO Bruce D. Broussard. “When we place the individual at the center, focus on their individual needs and personalize the care we deliver to them, we have our best opportunity to help them be well and achieve their best health.”

The CenterWell logo features a blossom with three petals symbolizing physical, emotional and social wellness – important aspects of whole-person health that Humana’s care services solutions are designed to address.

Partners in Primary Care and Family Physicians Group first to adopt CenterWell brand

The new brand provides Humana with the flexibility to transition certain health care services offerings under the CenterWell brand, with those changes expected to roll out over the next 1-2 years. A leading senior-focused, payer-agnostic primary care medical group currently operating under two names will become the first CenterWell entity. Starting in April, Partners in Primary Care and Family Physicians Group will be known as CenterWell Senior Primary Care.

“Our patients have grown accustomed to the highest level of care, and nothing will change that. In fact, the transition to CenterWell Senior Primary Care reinforces our commitment to an integrated, value-based care model that puts our senior patients and their unique physical, social and emotional needs at the center of their own wellness journeys,” said Reneé Buckingham, Segment President of Humana’s Care Delivery Organization. “Our highly trained and dedicated physicians and clinicians bring to life our patient-centered, whole-person approach to care, which is geared to individual needs and specifically designed to address chronic conditions, wellness and social needs that influence health.”

The CenterWell senior-focused care facilities include 41 centers that have been branded as Partners in Primary Care, and 24 centers that have operated under the Family Physicians Group brand. Many of the primary care centers are located in medically underserved areas throughout Florida, Kansas, Louisiana, Missouri, Nevada, North Carolina, South Carolina and Texas. The medical group accepts patients from many different Medicare Advantage plans.

CenterWell Senior Primary Care is in a period of rapid growth, with 15 new centers opened in the last year, and up to 20 expected to open this year and into early 2022. Georgia enters as a new market later in 2021 with four to six new centers planned in the Atlanta area. A similar number of additional new centers is planned in the Houston area, with five more in Louisiana, including Lafayette and the North Shore outside of New Orleans, as well as two new centers planned in Nevada. The growth is part of Humana’s strategy to improve the health of seniors through a value-based health

ecosystem that brings simplicity and connectivity to health care.

Knowing that seniors' health needs differ from those of other segments of the population, CenterWell operates differently from many health care clinics. The value-based medical centers offer seniors a primary care physician who looks at the big picture of a patient's health, develops personalized health care plans and helps coordinate the patient's journey through the health care system.

Depending on location, care teams include most or all of the following: a nurse practitioner, a physician assistant, a behavioral health specialist, social workers, clinical pharmacist, care coach and support staff. More than simply treating the patient for an illness, the care team helps patients with social and emotional aspects of their health and addresses social determinants of health, such as housing and food insecurity, connecting them with community resources as needed.

Humana also operates more than 90 senior-focused primary care facilities under the Conviva brand, primarily located in South Florida and South Texas. The Conviva primary care centers are not changing to the CenterWell brand.

For more information on CenterWell senior-focused primary care centers, visit welcometocenterwell.com (for Partners in Primary Care patients), or welcomecenterwell.com (for FPG patients).

About CenterWell Senior Primary Care

CenterWell Senior Primary Care is the new brand for a primary care medical group practice with centers open or opening in Florida, Georgia, Kansas, Louisiana, Missouri, Nevada, North Carolina, South Carolina and Texas. CenterWell Senior Primary Care has a strong emphasis on senior-focused primary care for members of Medicare Advantage health plans and is committed to providing personalized, high-quality primary care combined with an excellent patient experience. CenterWell Senior Primary Care has experience in both the treatment and management of most chronic and acute-care conditions. The practices also provide health education and value-added, well-being services at the centers and around their neighborhoods to help both patients and community members improve their health.

About Humana

Humana Inc. is committed to helping our millions of medical and specialty members achieve their best health. Our successful history in care delivery and health plan administration is helping us create a new kind of integrated care with the power to improve health and well-being and lower costs. Our efforts are leading to a better quality of life for people with Medicare, families, individuals, military service personnel, and communities at large.

To accomplish that, we support physicians and other health care professionals as they work to deliver the right care in the right place for their patients, our members. Our range of clinical capabilities, resources and tools – such as in-home care, behavioral health, pharmacy services, data analytics and wellness solutions – combine to produce a simplified experience that makes health care easier to navigate and more effective.

More information regarding Humana is available to investors via the Investor Relations page of the company's web site at www.humana.com, including copies of:

- Annual reports to stockholders
- Securities and Exchange Commission filings
- Most recent investor conference presentations
- Quarterly earnings news releases and conference calls
- Calendar of events
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