

news release

**Humana**<sup>®</sup>



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## **Humana Acquires Certify Data Systems**

*Company a pioneer and leader in health information exchange technology*

LOUISVILLE, Ky. — Nov. 5, 2012 — [Humana Inc.](#) (NYSE: HUM), one of the nation's leading health and well-being companies, announced today it has acquired Certify Data Systems, a pioneer in health information exchange (HIE) technology. Terms of the transaction were not disclosed.

Hospitals, physicians and laboratories across the nation have adopted the HealthLogix™ Enterprise HIE platform from Certify. The platform provides two-way sharing of clinical information across disparate electronic health record systems (EHRs), connecting healthcare providers and allowing them to share relevant patient health information in real-time. HealthLogix was built from the ground up to easily and seamlessly share information across communities of providers.

“Humana remains focused on leveraging the power of technology to provide a more coordinated patient experience for our members that will enable quality, affordable health care,” said Brian LeClaire, Senior Vice President and Chief Information and Service Officer for Humana. “With the health information exchange platform from Certify we can move closer to creating a virtual integrated delivery health care system that can help us deliver this value-added, simplistic experience to our members.”

Marc Willard, Founder and Chief Executive Officer of Certify Data Systems, will continue leading Certify.

“Certify Data Systems has been a pioneer in using health information exchange technology to help providers exchange essential health information in real-time,” said Willard. “Humana is focused on ensuring its members can benefit from a health information exchange platform. We can help Humana scale their network to bring the benefits of this technology to Humana’s provider community.”

Health systems and ambulatory care settings (the “last mile”) use the Certify HIE platform to solve complex clinical interoperability and data analysis problems thereby enabling connectivity directly through EHRs at the point of care. The acquisition by Humana will support the company’s efforts to help its national provider network leverage the benefits of health information exchange technology.

“The acquisition of Certify can help us create a unique and simplistic consumer experience by connecting providers, members and Humana,” said Paul Kusserow, Humana’s Chief Strategy and Corporate Development Officer. “By integrating Certify’s health information exchange technology into our infrastructure, Humana can help accelerate the sharing of electronic health records among physicians, which can lead to reductions in gaps in care.”

Certify will operate as a subsidiary of Humana, serving hospital, physician and laboratory customers.

### **About Humana**

Humana Inc., headquartered in Louisville, Ky., is a leading health care company that offers a wide range of insurance products and health and wellness services that incorporate an integrated approach to lifelong well-being. By leveraging the strengths of its core businesses, Humana believes it can better explore opportunities for existing and emerging adjacencies in health care that can further enhance wellness opportunities for the millions of people across the nation with whom the company has relationships.

More information regarding Humana is available to investors via the Investor Relations page of the company’s web site at [www.humana.com](http://www.humana.com), including copies of:

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

- Replays of most recent earnings release conference calls
- Calendar of events (including upcoming earnings conference call dates and times, as well as planned interaction with research analysts and institutional investors)
- Corporate Governance information

### **About Certify Data Systems**

Certify Data Systems, Inc., is a pioneer in health information exchange (HIE) technology. The company's HealthLogix™ Enterprise HIE platform has been adopted by the nation's leading hospitals, physicians and laboratories. Certify's HIE platform provides bi-directional semantic interoperability between disparate Electronic Health Record (EHR) systems, enabling all healthcare providers to exchange essential health information in real-time. In addition to processing electronic orders and results, the HealthLogix HIE platform delivers Continuity of Care Documents and Clinical Document Architecture seamlessly across a healthcare ecosystem. Certify's industry leading "network approach" is easy to deploy, scale, manage and support.

For more information, please visit <http://www.certifydatasystems.com>. Follow us on Twitter at [@CertifyData](#).

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