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## **Broadspire and Concentra *Work Safe* to Protect Diverse Workforce**

**DALLAS** – November 19, 2013 – Concentra, a subsidiary of Humana Inc., and Broadspire<sup>®</sup> announced today that they are jointly presenting a new guidebook aimed at helping employers manage the health and safety of a diverse workforce. The official launch of the guide will take place at the National Workers' Compensation Conference in Las Vegas, NV, November 20-22. The guide will also be made available for purchase from Amazon.com following its launch and can be ordered through Broadspire and Concentra web sites.

Work Safe: An Employer's Guide to Safety and Health in a Diversified Workforce is written by acclaimed author and columnist Peter Rousmaniere, and offers employers real-world guidance on establishing healthcare resources and proper safety practices for a culturally diverse workforce. Today's growing global society means a workforce with varied cultural backgrounds and countries of origin, and the opportunity to review health, safety and financial benefits to ensure all employees have proper coverage and support. Rousmaniere will appear as a panelist at the National Workers' Compensation Conference on the topic of "Immigration Reform: Strategies You Need to Reduce Risks" on November 21.

"One out of every six work injuries in American is sustained by a foreign-born worker," said Work Safe author Peter Rousmaniere "Savvy business leaders understand how cultural and language differences can impact employees' interaction in their roles and with a company," . "This new guide gives employers a blueprint to start evaluating processes, coverage levels, and communications to be more inclusive of attitudes and feelings among employees of different countries and cultures."

The guide also offers employers some insight and recommended action in reference to providing proper health and safety practices for a varied population, including considerations to language and cultural barriers; changes to US immigration policies and its impact on employers, including sponsorship and health benefit coverage to employees and their dependents; and legal implications for employers in a pre- and post- immigration reform environment. Free copies of Work Safe are available from Concentra at <http://www.concentra.com/education/health-library.aspx> and from Broadspire at <http://crawfordandcompany.com/media-center/publications.aspx>.

"As a leading provider of employer health care programs in the U.S., Concentra understands the challenges many employers face in caring for the health and safety needs of a diverse population, beginning with communication," said Concentra CEO Ted Bucknam. "Through this initiative we hope to provide employers with a resource to establish appropriate employee healthcare services, one that addresses the unique medical needs among different cultures and ethnicities."

"Our country is becoming more diverse every year, and massive changes taking place in our healthcare system now are significantly affecting employers of all sizes," said Danielle Lisenbey, Broadspire CEO. "Work Safe is an authoritative, practical guide to help employers navigate how best to manage the differing healthcare and communications needs of employees from around the world."

Broadspire and Concentra co-funded the project in an effort to share this vital information with employers in an increasingly global community.

# news release

## **About Concentra**

Concentra, a subsidiary of Humana Inc. (NYSE: HUM), is a leading health care company focused on improving America's health, one patient at a time. Through its affiliated clinicians, the company provides occupational medicine, urgent care, physical therapy, and wellness services from more than 320 medical centers in 39 states. In addition to these medical center locations, Concentra serves employers by providing a broad range of health advisory services and operating more than 270 worksite medical facilities. Through this complement of services, Concentra intends to raise the standard of health by putting individuals first, treating them with clinical excellence, and focusing on their ongoing wellness. [www.Concentra.com](http://www.Concentra.com)

## **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 Broadspire**

Broadspire ([www.choosebroadspire.com](http://www.choosebroadspire.com)), a leading international third party administrator, provides risk management solutions designed to help clients improve their financial results. Broadspire offers casualty claim and medical management services to assist large organizations in achieving their unique goals, increasing employee productivity and reducing the cost of risk through professional expertise, technology and data analytics. As a Crawford Company, Broadspire is based in Atlanta, Ga., with more than 40 locations throughout the United States. Services are offered by Crawford & Company under the Broadspire brand in Europe ([www.Broadspire.eu](http://www.Broadspire.eu)), including the United Kingdom ([www.BroadspireTPA.co.uk](http://www.BroadspireTPA.co.uk)).

## **About Crawford**

Based in Atlanta, Ga., Crawford & Company ([www.crawfordandcompany.com](http://www.crawfordandcompany.com)) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford System of Claims Solutions<sup>®</sup> offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.

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