

New Videos Help Your Employees *Stay Smart, Stay Healthy*

Send your employees to **StaySmartStayHealthy.com** where they can watch a series of short videos and find out about the inner-workings of the healthcare industry. Presented in a fun and simple format, the videos answer common consumer questions on complex healthcare topics.

Humana posted its first Stay Smart, Stay Healthy video titled "Why is healthcare so expensive?" to YouTube on Nov. 10, 2008. The video quickly soared to the No. 3 "most-watched" position. On its second day, the video hit No. 1 worldwide in the education category. The videos also are linked from social media sites like Facebook and MySpace.

Stay Smart, Stay Healthy videos continue to rack up hits on YouTube – more than 1 million to-date – keeping them among the Top 5 videos in education worldwide.

Humana plans to post more videos at **StaySmartStayHealthy.com** as we explore new healthcare-related topics.

Current titles include:

- Why is healthcare so expensive?
- What are HSAs, FSAs, and HDHPs?
- What is consumer-driven health care?
- How do physician networks work?
- How did healthcare evolve in the United States?
- What are PPOs and HMOs?
- How do deductibles and copayments work?
- How does health insurance work?
- Why do some drugs cost more than others?
- What is Medicare?



For more information about Stay Smart, Stay Healthy or to find marketing resources that will inform your employees about Stay Smart, Stay Healthy, contact your Humana sales associate.

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Guidance when you need it most