



# FranklinCovey

## Concentra Is Writing A New Prescription on Health Care by Delivering Outstanding Customer Service

February 24, 2011

*Franklin Covey Customer Loyalty Solutions Helping Concentra Increase Patient Satisfaction Scores*

ADDISON, Texas – SALT LAKE CITY, Utah - February 24, 2011 – Concentra, a subsidiary of Humana Inc. (NYSE: HUM), is transforming the future of occupational and urgent care through a series of enhancements and improvements, creating exceptional and engaging experiences for clients and patients. Recent customer loyalty ratings (Net Promoter® Scores) show Concentra has joined the ranks of top U.S. consumer companies as a leader in delivering outstanding customer service.

During the past four years, [Concentra](#), a leading national provider of employer health care services, has implemented a major customer-service initiative to expand its business model and focus on delivering great patient experiences. Based on input and feedback from clients and patients, Concentra has implemented a number of strategic initiatives intended to enhance outcomes and strengthen patient loyalty. These initiatives touch all elements of a patient's visit, including the medical-center environment, engagement with clinicians, medical procedures and models, and follow-up/referral processes.

"Getting better faster has always been central to our business model, but in the new consumer-directed health care market, customer service is paramount to future success," said Ted Bucknam, president of Concentra Urgent Care. "We wanted to change the health care experience to one where patients were more confident and engaged in their own health and treatment, instead of anxious and apprehensive about the level and cost of care, and the experience they might have."

Administered and calculated by [Franklin Covey Co.](#) (NYSE:FC) through their [Customer Loyalty Practice](#), patient satisfaction scores are collected across the nation by phone. The survey, conducted by Franklin Covey, also focuses on other key drivers of the patient experience, including wait times, the likelihood of recommending Concentra to others, and willingness to return for other health care needs. As a result of its focus on great patient experiences, Concentra has quickly increased its patient-loyalty scores to levels of other service-industry leaders:

- Nationally, Concentra has a customer loyalty rating that is significantly higher than many other health care organizations, as well as companies in retail and lodging industries.
- 65 percent of patients say they would recommend Concentra to friends and family, based on their own experience with the organization, according to internal data.
- On average, Concentra sees 25,000 patients each day, approximately 6 million patients a year, creating millions of "fans" as a result of their exceptional patient experience.

"We have come a long way, and continue to hear stories about the exceptional care patients receive in our centers. However, we are not resting on our laurels, and are constantly looking at what can be improved, enhanced, or even added to our current service offering to help improve the health of our patients," Bucknam added.

Concentra chose Franklin Covey's Customer Loyalty Practice to collect patient feedback because of the rigor of their survey process. Rather than using e-mail or web-based surveys, Franklin Covey surveys a sample of patients from every center, using person-to-person, out-bound phone surveys.

Sandy Rogers, general manager of Franklin Covey's Customer Loyalty Practice said, "Concentra is committed to the accuracy and quality of its customer satisfaction data, not just data that feels good. Because of this, Concentra not only has high customer-loyalty ratings, but accurate customer-loyalty data. We've been very impressed by their commitment to driving greater patient satisfaction with integrity, discipline and caring."

This data, along with other market trend information, is helping to drive the future of Concentra – including its comprehensive health and wellness offerings. Concentra has implemented the same measurement standards for all its business units, helping to create great experiences for clients and patients regardless of how they interact with the company.

Franklin Covey's survey data is displayed on a customized dashboard which was created for Concentra called Vital Signs, which maintains key metrics for each location. Concentra leaders use information from Vital Signs to track performance on patient-experience measures, address specific issues, and monitor progress in every center. Vital Signs and the customer-service survey are integrated with effective execution training, helping Concentra colleagues advance processes to improve patient satisfaction scores.

For more information about Concentra, and its full suite of products and services, visit <http://www.concentra.com/>. For more information about Franklin Covey Customer Loyalty solutions, visit [www.FranklinCovey.com/Loyalty](http://www.FranklinCovey.com/Loyalty).

### **About Concentra®**

Concentra 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 300 medical centers in 40 states. In addition to these medical center locations, Concentra serves employers by providing a broad range of health advisory services and operating 240 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. <http://www.concentra.com/> | <http://www.concentratotalcare.com/>

**About Humana**

Humana Inc., headquartered in Louisville, Kentucky, is one of the nation's largest publicly traded health and supplemental benefits companies, with approximately 10.2 million medical members, 7.1 million specialty members, and operates more than 300 medical centers and 240 worksite medical facilities. Humana is a full-service benefits and well-being solutions company, offering a wide array of health, pharmacy and supplemental benefit plans for employer groups, government programs and individuals, as well as primary and workplace care through its medical centers and worksite medical facilities.

Over its 50-year history, Humana has consistently seized opportunities to meet changing customer needs. Today, the company is a leader in consumer engagement, providing guidance that leads to lower costs and a better health plan experience throughout its diversified customer portfolio.

More information regarding Humana is available to investors via the Investor Relations page of the company's web site at <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 Franklin Covey Co.**

Franklin Covey Co. (NYSE: FC) is a global provider of training and consulting services in the areas of leadership, productivity, strategy execution, customer loyalty, trust, sales performance, government, education and individual effectiveness. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small- and mid-sized businesses, as well as numerous government entities and educational institutions. Franklin Covey Co. has 40 direct and licensee offices providing professional services in 147 countries.

**About Franklin Covey Customer Loyalty Practice**

FranklinCovey Customer Loyalty ([loyalty@franklincovey.com](mailto:loyalty@franklincovey.com)) practice helps senior executives create a culture of institutionalized excellence where employees deliver memorable customer experiences and build customer loyalty to accelerate business growth. The Practice, which focuses on helping large, multi-unit operators, also provides world class training and consulting to improve customer service as well as high quality customer and employee measures.

For more information, visit <http://www.franklincovey.com/tc/solutions/customer-loyalty-solutions> or contact a Loyalty Consultant at 800-827-1776, Ext. 75420 or [loyalty@franklincovey.com](mailto:loyalty@franklincovey.com).

**Contacts:**

Concentra

Matt Longman, 972-725-6450

[Matt.Longman@Concentra.com](mailto:Matt.Longman@Concentra.com)

Franklin Covey Co.

Debra Lund, 801-244-4474

[Debra.Lund@FranklinCovey.com](mailto:Debra.Lund@FranklinCovey.com)