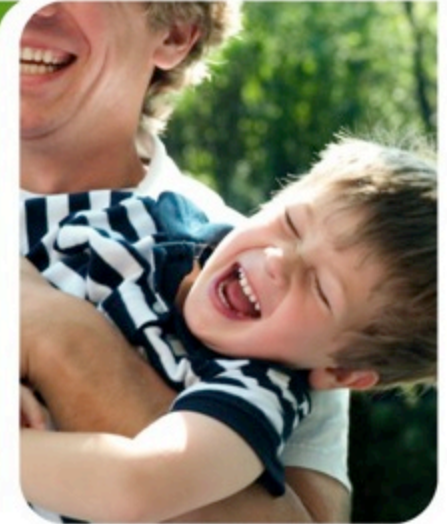




Digital Content Strategies That Senior Leaders Love: LinkedIn for Humana

Alex Kepnes,
Director, Corporate Communications, Humana
[@akepnes](#)



June 6, 2016

Humana



The Evolution of LinkedIn

LinkedIn
Internet
5001-10,000 employees

1,716,902 followers [Follow](#)

[Home](#) [Careers](#)

You're closer than you think

The future is all about what you do next and we're excited to help you get there. Ready for your moonshot? You're closer than you think.

LinkedIn employees

Jeff Weiner
CEO

[See how you're connected](#)

Careers

2003
Founded

200 Million
Members

200
Countries

How Humana Leadership Sets the Tone



LinkedIn profile card for Bruce Broussard, President and CEO at Humana. The card features a profile picture of Bruce Broussard, the LinkedIn logo, and a 'Follow' button.



Loneliness is a Health Problem

February 6, 2014

I asked Betty if there was anything specific we could do to help her. She said two words that have really stuck with me: "I'm lonely."



Does Health Care Need an Uberization?

December 3, 2015

Healthcare is about to undergo its own version of Uberization. By facilitating a transaction between a person and the people who serve them, we can usher in a new era of disruption.



30

LinkedIn Posts



175,796

Followers

How Humana Expands the Story

Humana
Insurance
10,001+ employees

107,127 followers [Following](#)

[Home](#) [Careers](#)

START WITH HEALTHY

What are you starting with?

For more than 50 years Humana has been a proven leader and innovator in the health and wellness industry. A passionate emphasis on people, choice, well-being, and innovation guide our business



107,127

Followers

 **Carmyn Howe** [Follow](#)
Social Media Consultant at Humana



Coming from a southern family with a long history of diabetes & affinity for all things fried, I had struggled with my weight my entire life. The day that I began my career at Humana was the day that I declared my #StartWithHealthy.

How Humana Integrates the Story

Modern Healthcare



Are we ready to support docs' journey to value-based care?

By Dr. Wanda Filer and Dr. Roy Beveridge | January 9, 2016

In 2014, the U.S. spent more than \$3 trillion on healthcare. The time to adopt a patient-centered, value-based system and break free from the broken fee-for-service model is now. The good news is that we're already seeing health systems join with health plans across the country in accountable care partnerships, beginning the shift to value. But are physicians in general ready to receive payments based on value? Are the CMS and health plans ready to be willing and trusted partners with physicians to improve the quality of care provided? With HHS' plan to tie half of all traditional or fee-for-service Medicare payments to value-based payment models by 2018, time is short for physician groups to make the journey away from fee-for-service. Cons



POLITICO

DOCS LEERY OF VALUE-BASED PAYMENT MODELS — A third of family physicians are actively pursuing value-based payment arrangements, according to a study conducted by AAFP and Humana. But docs remain highly skeptical — roughly 70 percent reported that they don't believe value-based payment models will improve patient care, and nearly 60 percent indicated they expected such arrangements to increase their workload without benefiting patients. The full findings: <http://bit.ly/1Xwgam8>

Value-based payment readiness

The American Academy of Family Physicians (AAFP) and Humana surveyed 2,500 active members of AAFP to better understand their views on readiness for value-based payment (VBP).

Top Barriers to Implementing VBP

Physicians responding to the survey noted the following barriers for VBP implementation:



Other barriers to VBP Implementation

Clinical Outcomes



Coordination of Patient Care



Humana and AAFP

Modern Healthcare

The leader in healthcare business news, research & data.

Family docs question benefits of new payment models

By Virgil Dickson | December 1, 2015

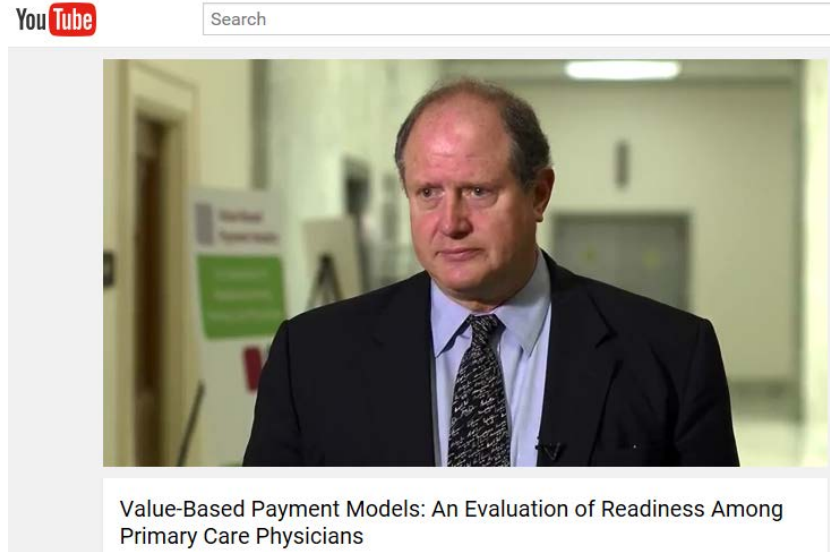


Study: One in Three Family Physicians Already Pursuing Value-Based Payments

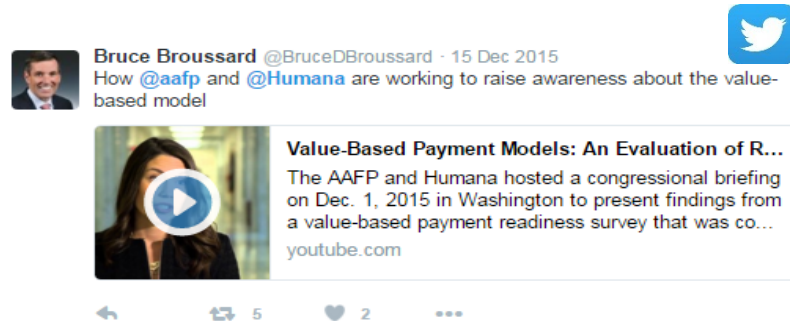
How Humana Integrates the Story



The screenshot shows the Humana website's homepage. At the top, there is a navigation bar with links for 'Humana News', 'What's & Values', 'Community', 'Health & Wellness', and 'Healthcare Trends'. Below the navigation is the Humana logo and a tagline: 'The source for news about Humana's efforts to improve health and well-being'. The main content area features a large image of two women in a clinical setting, one holding a tablet. To the right of this image is a 'TOP STORIES' section with several article thumbnails and titles, including 'Humana's Dr. Roy Benavente among most influential physician executives' and 'Humana executive failed to avoid pay in Super Bowl'. Below the main image is a section titled 'HUMANA PERSPECTIVES' with the headline 'Are we ready to support docs' journey to value-based care?'.



The screenshot shows a YouTube video player. The video title is 'Value-Based Payment Models: An Evaluation of Readiness Among Primary Care Physicians'. The video frame shows a man in a dark suit and tie speaking in what appears to be a hospital or office setting.



The screenshot shows a tweet from Bruce Broussard (@BruceDBroussard) dated 15 Dec 2015. The tweet text reads: 'How @aafp and @Humana are working to raise awareness about the value-based model'. Below the text is a video player with a play button icon. The video title is 'Value-Based Payment Models: An Evaluation of R...' and the description is 'The AAFP and Humana hosted a congressional briefing on Dec. 1, 2015 in Washington to present findings from a value-based payment readiness survey that was co... youtube.com'. At the bottom of the tweet, there are icons for reply, retweet (5), and like (2).

It's About Lessons, Not Best Practices



- **Lesson One: It's not about you, and yet it is.** People outside your respective companies are looking to learn through stories, not the products and services you sell.



- **Lesson Two: Don't be afraid to stand alone.** Content that senior leaders create themselves must not be afraid to harbor a different perspective.



- **Lesson Three: Go beyond your company.** No one company is going to simply solve all the problems of a given industry. If that's the case, our content should never assume it will.