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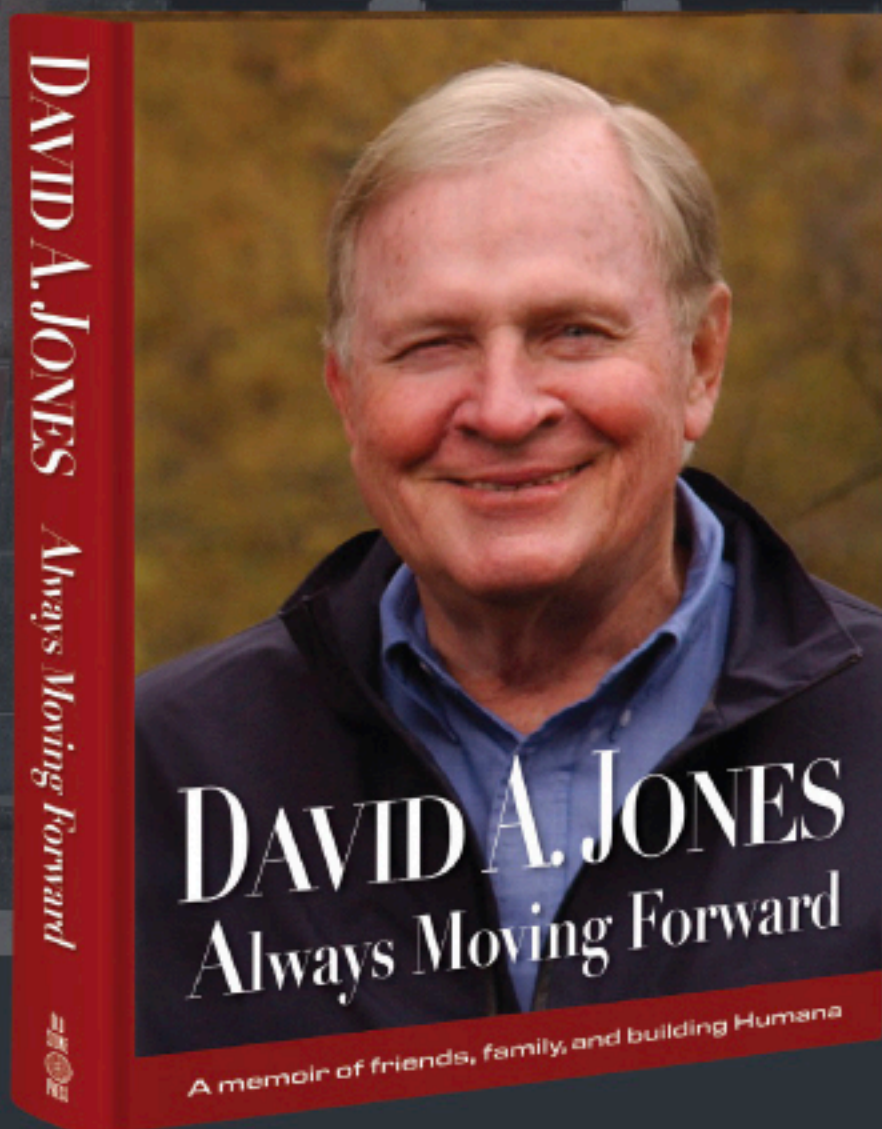
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HUMANA



"As a creature of American fiction, the successful business executive is often not a pleasant person. Sacrificing friends, family, love, and principles in his lust for success..."

"On the other hand, there is David Jones."

—Louisville Courier Journal columnist John Ed Pearce

“The story of our creation of Humana starts with a favorite phrase: ‘the confidence of total ignorance.’ Each of the endeavors we undertook—nursing homes, hospitals, insurance—was something we knew absolutely nothing about. Our start to what would become a Fortune 50 company was like something out of an American Dream book.”

— David A. Jones

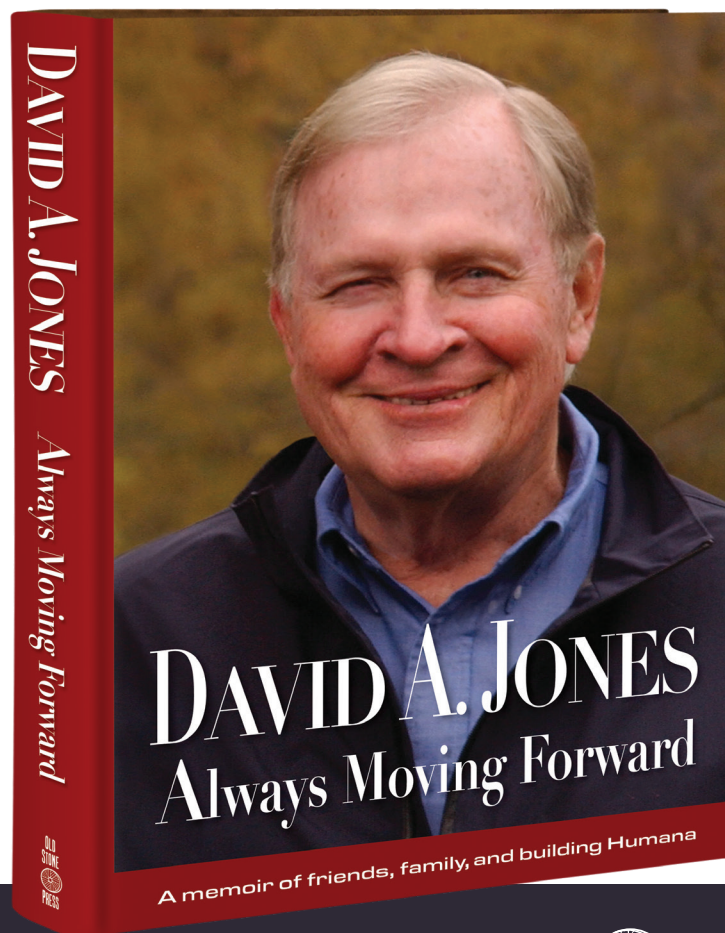


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THE REST OF THE STORY.....

The story of friends, family, hometown values – and an entrepreneur who changed American health care forever

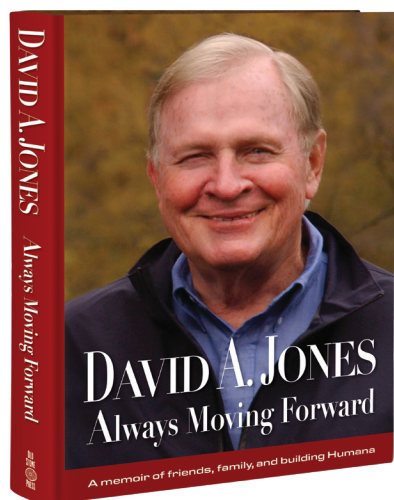
In 1961, David Jones and another young lawyer borrowed \$1,000 each to build a nursing home. That modest investment turned into Humana: first the largest nursing home company in the U.S., then the largest hospital corporation, and today one of the nation's largest health insurance companies, with 65,000 employees and a value of about \$65 billion.

"I've always believed there's nothing being done that can't be done better," Jones writes in this engaging account of American entrepreneurship. He also advocates hiring ordinary people who learn fast and get things done, rather than relying on expert credentials.

But *Always Moving Forward* is about so much more:

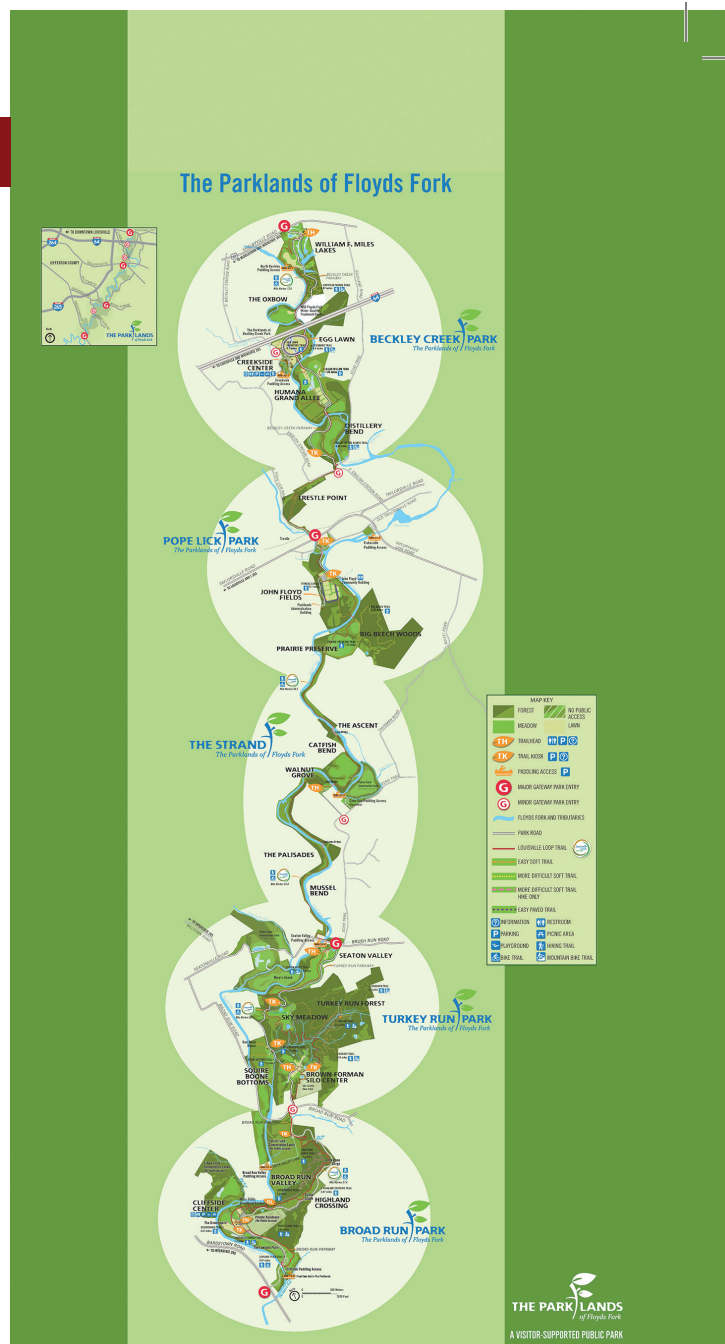
- The controversy over for-profit medicine: Jones explains why he was "proudly not non-profit."
- The artificial heart: The world watched as a Humana team implanted the Jarvik-7 into a man who lived 620 days.
- A sixteen-year-long humanitarian mission: After the collapse of the Berlin wall and Eastern European economies, President George H. W. Bush asked Jones to help rebuild the Romanian health care system, which had been devastated by war and a corrupt dictator.
- 9/11: Jones and 23 Humana executives were at Ground Zero when the planes hit. They tell the harrowing story.
- Life lessons learned: For example, "Family first" and "You don't have a clear idea unless it fits on the back of a business card."
- Business failures as well as successes.

Jones also was a great philanthropist, although mostly anonymously. His final legacy is one of the largest metropolitan parks completed this century – a project led by him and one of his sons in their hometown of Louisville, Kentucky.



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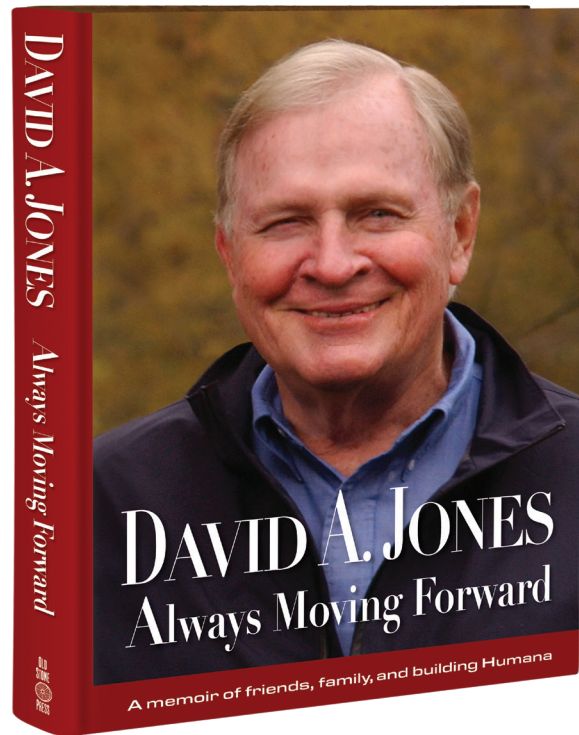
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"My transition into retirement didn't take long. I had other things I wanted to do. One of the most central—The Parklands of Floyds Fork—was already underway. It would be a legacy that stretched forward maybe 200 years, as we restored the land and planted thousands of trees. I wore my blue Parklands shirt almost every day, and people joked about burying me in it." — David A. Jones

An inspiring autobiography of the man who founded Humana, gave away most of his billion-dollar fortune, and managed to get home for dinner almost every night.

“Change is constant and a blessing in that it blunts the deadly sin of complacency. The world is always turning, the system is evolving, and those who do tomorrow what they did yesterday are likely to be caught short.” — David A. Jones



“David Jones was the single most influential friend and mentor I’ve had in my entire career. I’ve never forgotten what he told me when I was starting out: ‘The most important word in the English language is focus.’”

— U.S. Senator Mitch McConnell

“David cared about one thing more than any other: helping people. He brought many new ideas to health care, and Humana and the people we serve benefited every time.”

— Bruce Broussard, CEO, Humana

“You name a successful initiative in this community, you can bet David Jones was in the mix somewhere.”

— Jerry Abramson, former mayor of Louisville

“His long relationship with the Yale Law School was not about the pride of mutual prestige but about unleashing transformative potential. Because of his leadership and investment, this is a more inclusive, impactful, and innovative place.”

— Heather Gerken, Dean, Yale Law School

“I’ve heard it said that your mind grows by what you bring in, but your heart grows by what you give out. This was certainly true with David Jones, who possessed one of the biggest hearts I have ever had the pleasure to know.”

— Rev. Kevin Cosby, President, Simmons College of Kentucky, and Senior Pastor, St. Stephen Baptist Church



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