

Draft new AHP CEO release- Trade

CONTACT: Penny Davies / Elinor Tyler
Storm Communications
020 7240 2444
penny@stormcom.co.uk
elinor@stormcom.co.uk

New CEO and chairman at AHP signal ambitious growth plans

Leading absence management provider, Active Health Partners (AHP) is delighted to announce the appointment of Bruce Robinson as its Chief Executive Officer. Bruce replaces Ingolv Urnes, the company's founder, who will be stepping back from the day-to-day management of the business and joining the board in a non-executive role..

Over the past 12 months AHP has made significant progress and strengthened its Executive Team. The company has ambitious plans to extend its nurse contact-centre service for the recording of absences and provision of effective management information to clients to cover over five million employees - a sixth of the UK workforce. Bruce's previous experience as Lead Director at Bupa Wellness gives him an invaluable understanding of the issues affecting employee health and absence at work and stands him in good stead for his role at AHP and realising these ambitions.

Bruce comments: "Very few organisations are able to analyse and understand the underlying factors which cause or exacerbate absence for medical or non medical reasons. AHP's approach to absence from 'Day 1' is recognised as a best practice business model and we have a great opportunity to roll it out to businesses who don't understand these factors. The evidence based approach enables organisations to understand where they are within their sector, allowing them to target critical aspects of the company, using organisational development techniques in addition to developing and implementing effective practices for managing the incidence and results of sickness absence.

"As employee absence currently costs UK businesses over £2 billion a month, it is clear the issue needs addressing, helping companies keep their workforce healthy while at the same time reducing the overall cost to the business. I'm very excited to be part of the team and I'm looking forward to leveraging the success to date and building a big business."

Ingolv Urnes adds: "I am extremely pleased that Bruce has come on board as CEO and I have no doubt he will make a real success of the role, taking the company to success on a large scale. The appointment of someone of such high calibre is testament to the success of AHP to date, and emphasises the fantastic opportunity ahead of us. It has always been my aim to set AHP on the right track with the best possible team. The appointments of Bruce as CEO and Jim Horsburgh as Chairman are a superb conclusion of this process."

Jim Horsburgh, who has significant experience of leading both technology and health software companies, recently succeeded Michael Dawson as Chairman of the Board. Jim has an impressive record as Non-Executive Chairman of fast growing businesses, including the growth and successful flotation of System C. Prior to this he held a number of senior positions in technology with a focus on sales and marketing. He was part of the senior management team that built up the software business Visio and sold it for \$1.2 billion to Microsoft in 1999. Jim adds: "I look forward to working with the team to take AHP to the next level. We have an exciting proposition that adds real value to our customers."

-ends-