

Health Improvement Solutions from Inverness Medical Innovations, Inc. and Alere® Better Birth Outcomes for Mothers and Newborns

Inverness Medical Innovations, Inc. and Alere LLC comprise a family of highly innovative and successful companies that employ health information technology, home biometric monitoring services, rapid diagnostic tools, clinical outreach, and health coaching to enhance individuals' health and wellbeing. We add value to the nation's healthcare system by collaborating with providers, health plans, employers and patients to improve clinical outcomes and produce more health for the resources expended.

Our approach to reducing the risks of pregnancy is an excellent case in point.

The Problem

Preterm birth is the No. 1 obstetrical complication and the leading cause of neonatal death. As a result, between 25 and 40 percent of total health plan expenditures are maternity-related, deriving primarily from preterm births and neonatal intensive care unit (NICU) days.¹

Every week of prolonged pregnancy matters, as risks are lowered, outcomes improved and costs associated with preterm births significantly reduced. While the average cost of a healthy baby born at full-term, or 40 weeks of gestation, is \$2,830, the average cost for a premature baby is \$41,610² and if the baby is born at 26 weeks, the cost can quickly rise to as much as \$250,000.³ This is particularly important since 1 out of 8 pregnancies in the U.S. ends in preterm birth.⁴

The Alere Approach

Alere's Women's and Children's programs deliver a total spectrum of obstetrical care services, ranging from

a risk assessment to identify women at risk for preterm birth to a neonatal program for early infant care management. In-between are home-based obstetrical programs to support and monitor pregnant women who have medical or pregnancy-related problems that could harm their pregnancies. We deliver telephonic and home-based nursing and case management services that improve pregnancy outcomes while allowing patients to receive the optimal level of care in their homes.

Our clinical management experience includes more than 500,000 high-risk obstetrical patients, 10,000 twin pregnancies, and 4,000 higher-order multiple births.

Maternal Newborn Solution

Alere is the leading provider of disease management, wellness and productivity enhancement services that also offers a fully integrated solution for managing complicated pregnancies across the entire continuum of care. Our Maternal Newborn Solution program provides prenatal education, risk identification, case management, home-based obstetrical services and neonatal intensive care management, as well as outcomes reporting and informatics.

Recent additions to the continuum include a new preconception program for women seeking to become pregnant and a post partum depression program, which includes screening for depression to provide education and coaching services.

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Alere's Maternal Newborn Solution targets rising costs associated with antenatal and neonatal care by focusing on:

- Identification and stratification of modifiable maternal risk factors
- Education of all women regardless of risk
- Comprehensive obstetrical case management inclusive of reinforcement of the provider's plan of care, education, support, and the coordination of cost-effective resources
- Use of home obstetrical nursing care in lieu of hospitalization for pregnancies at risk for adverse outcomes
- Reduction of neonatal intensive care unit (NICU) length of stay through proactive specialized case management, intensive education with family and caregivers, environmental assessment and discharge planning
- Coordination of care for those participants who indicate prior issues with depression as well as post-partum depression following their most recent birth
- 24/7 toll-free access to high-risk obstetrical nurses and/or neonatal nurses

As a result, program participants typically achieve pregnancy prolongation; reductions in antenatal hospitalization length of stay; improved birth weights (reductions in low birth weight); and reductions in NICU admissions, NICU length of stay, and post-NICU emergency room visits and readmissions.

Outcomes

For the highest-risk pregnancies – those already experiencing preterm labor – the Alere Maternal Newborn Solution has been demonstrated to save an average of nearly \$14,500 per pregnancy, mostly from reduced NICU admissions and lengths of newborn hospital stays, thus relieving a significant part of the financial and emotional burden on families, employers and health plans.

Last year, Alere saved some of its health plan clients anywhere from \$77 to \$315 per member per year, with maternity care delivering ROIs of between \$3 to \$4 for each \$1 spent.

References

1. Washington Business Group on Health. Percentages reflect a non-Medicaid environment.
2. March of Dimes, Online at: www.marchofdimes.com/peristats.
3. Am J Obstet Gynecol, Ross MG, et al. Prediction by maternal risk factors of neonatal intensive care admission: evaluation of >59,000 women in national managed care programs, 1999; Vol. 181:835-42
4. Martin JA, Hamilton BE, Sutton PD, et al. Births: Final data for 2005. National vital statistics reports; vol 56 no 6. Hyattsville, MD: National Center for Health Statistics.