

## Health Improvement Solutions from Inverness Medical Innovations, Inc. and Alere® Support Integrated, Patient-Centered Care and the Medical Home

Inverness Medical Innovations, Inc. and Alere LLC comprise a family of highly innovative and successful companies that employ health information technology, home monitoring services, rapid diagnostic testing, clinical outreach, and health coaching to enhance individuals' health and wellbeing. Our programs have demonstrated that comprehensive, integrated health improvement strategies can lower health risks, reduce the burden of illness, improve productivity and lower total health-related costs.

### The Challenge – How to fix a fragmented, inefficient healthcare system

There is a growing consensus in the healthcare community, supported by mountains of evidence, that meaningful reform will require fundamental changes in the way care is organized and delivered. Why? Because, as Glenn Hackbarth, Chairman of the Medicare Payment Advisory Commission, has stated, “The healthcare delivery system we see today is not a true system. Care coordination is rare, specialist care is favored over primary care, quality of care is often poor, and costs are high and increasing at an unsustainable rate.”

The “Patient-Centered Medical Home” is one approach to organizing care that is being closely examined as a way to address many of the shortcomings Hackbarth cites. The Medical Home concept emphasizes continuous, comprehensive care led by a primary care team, with the integration of health information to facilitate better care coordination and health management for patients. Policymakers, health plans and

payors are hopeful that, with the right financial incentives, physicians will transform their practices and provide patients with care that is far more effective, timely and efficient.

The Medicare Payment Advisory Commission recommends that a Medical Home should, at a minimum: furnish primary care, including coordinating appropriate preventive and acute health services; conduct care management; use health information technology for clinical decision support; have a formal quality improvement program; maintain 24-hour patient communication and rapid access, keep up-to-date records of patients' advance directives; and have each patient designate the provider as a medical home.

### The Alere Approach

Creating a qualified Medical Home is no easy task even for a large provider practice, and smaller practices will be especially challenged to develop the necessary infrastructure, staffing, skills and systems. Alere offers an array of services that enable aspiring Medical Homes of any size to manage the health of their entire population of patients in a more effective and efficient manner. Examples include:

- Care management for patients with heart failure, chronic obstructive pulmonary disease, coronary artery disease, diabetes and asthma, stratified by clinical criteria and predictive modeling to maximize opportunities for improved outcomes
- Remote monitoring technology that can act as the physician's “eyes and ears” between the patient's medi-

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cal appointments by reporting condition-specific symptoms and monitoring key biometric values

- Online disease registries that allow physician practices to identify and track their patients' conditions, service needs, participation in health improvement programs, and outcomes
- CareAlert messaging that identifies gaps in evidence-based care and notifies patients and/or their physicians
- Intensive care management programs for the highest risk individuals with complex care needs and for cancer patients
- Health and productivity assessments to identify individual health risk factors and guide the development of individualized care plans linked to other Alere programs
- Structured evaluation and coaching for healthier lifestyles using health risk self-management, assessment of “readiness to change,” and motivational interviewing
- Healthy living programs that allow patients to address fitness, stress and lifestyle issues at their own pace

A hallmark of the Medical Home concept is the use of registries, information technology, health information exchanges and other means to remedy the fragmentation of healthcare and to assure that patients get the indicated care when and where they need and want it. Alere can provide the technology backbone that is often lacking, so that all participants are able to share critical health information.

Medical practices that use Alere's services, which are scalable according to their needs, are able to:

- Put in place the tools they need to manage, assess and improve the health of their entire population of patients

- Improve coordination of care and clinical outcomes
- Produce savings for the most prevalent chronic conditions and highest acuity patients
- Document evidence-based care for more of their patients
- Reduce indirect health-related costs by identifying and addressing risks for absenteeism and lost productivity
- Maximize the potential for quality performance incentive payments and shared savings

And as the Medical Home becomes more “virtual,” with decision support, health information technology, and personalized healthcare planning tools available to patients wherever and whenever they wish – through the Internet, their mobile phones, and whatever other communication pathways suit their preferences – Alere will continue to be on the front lines of innovation.

## Sources

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