

**Media Contacts:**  
Brenna Harrington  
[brenna@mccluremedia.com](mailto:brenna@mccluremedia.com)  
770-338-0357

Jan McClure  
[janm@mccluremedia.com](mailto:janm@mccluremedia.com)  
770-559-1016

### **Alere Honored at DMAA Forum 09 with Two Prestigious Awards**

- Alere® wins two prestigious awards at 11<sup>th</sup> annual meeting of the DMAA: The Care Continuum Alliance
- Company receives 2009 Quality Impact Award for Greatest Impact on Health and 2009 DMAA Leadership Award for Outstanding Journal Article
- Recognition highlights company's commitment to bringing excellence to its employer and health plan clients

**Atlanta – September 23, 2009** – Alere LLC, a leader in personal health support solutions for employers and health plans, has been recognized by the DMAA: The Care Continuum Alliance (DMAA) in two top award categories. The awards were presented during the DMAA's Forum 09 held September 21 – 22 in San Diego. The DMAA is a national association dedicated to providing services along the care continuum toward the goal of population health improvement.

"Ensuring that all of our programs, research and services provide the highest level of quality and value is one of Alere's core values," notes Ron Geraty, MD, CEO of Alere. "The DMAA exemplifies our industry's commitment and dedication to improving the health and quality of life for individuals nationwide. We are honored to receive two prestigious awards from such an organization, and we congratulate our Alere teams for their excellence and dedication to improving people's lives."

Since 1999, the DMAA Population Health Improvement Leadership Awards program has honored organizations and individuals in population health improvement. Although the awards have evolved over the years, their core purpose remains the same: to recognize outstanding achievements in and contributions to the science and practice of population-based care.

### **Alere Quality Impact Award for Greatest Impact on Health**

Alere's Complex Case Management Program was awarded the 2009 Quality Impact Award for Greatest Impact on Health. This award recognizes a company, provider group or government initiative that has implemented a quality population health management program with proven impact on the health of the target population. The Alere program focuses on participants who have significant chronic or life-limiting diagnoses. It includes clinical and psychosocial assessments; a care plan that coordinates services; ambulatory and ancillary care facilitation; participant education and support; proactive management of clinical symptoms/needs; participant advocacy; data collection, aggregation and analysis; and an evaluation of patient outcomes. Alere's multidisciplinary care team provides support to participants who receive on-site assessments by community-based RN care managers.

The program promotes healthful behavior change through education and empowerment. A 2007 study of health plan members for an Alere client enrolled in Alere's CCM program showed a 38 percent decrease in hospital admissions, a 36 percent reduction in hospital

days, a 30 percent reduction in emergency visits and more than an \$18,000 decrease in average 18-month utilization.<sup>1</sup>

### **Alere Leadership Award for Outstanding Journal Article**

Alere won the 2009 Leadership Award for Outstanding Journal Article for a submission entitled “Health and Productivity as a Business Strategy: A Multiemployer Study”, published in the *Journal of Occupational and Environmental Medicine* (JOEM) in April of this year.

The award-winning article was written by Ronald Loeppke, MD, MPH, executive vice president of health and productivity strategy for Alere, and Michael Taitel, PhD, vice president of the Alere Center for Health Intelligence. The article reported findings from a study that explored methodological refinements in measuring health-related lost productivity. The study was conducted by the Alere Center for Health Intelligence, the American College of Occupational and Environmental Medicine and the Integrated Benefits Institute. It measured productivity loss among 10 employers with 51,648 employee respondents using the Health and Work Performance Questionnaire (HPQ) and 1.13 million medical and pharmacy claims.

Key findings showed that health-related productivity costs exceeded medical and pharmacy costs on average of 2.3 to 1 – and that depression, obesity, arthritis, back and neck pain and anxiety drive the majority of costs when looking at both health-related productivity loss and medical and pharmacy costs. The study also found presenteeism to be a bigger drain on productivity than absenteeism.

### **About DMAA: The Care Continuum Alliance**

DMAA: The Care Continuum Alliance convenes all stakeholders providing services along the care continuum toward the goal of population health improvement. These care continuum services include strategies such as health and wellness promotion, disease management, and care coordination. DMAA: The Care Continuum Alliance promotes the role of population health improvement in raising the quality of care, improving health outcomes and reducing preventable health care costs for individuals with chronic conditions and those at risk for developing chronic conditions. DMAA's activities in support of these efforts include advocacy, research and the promotion of best practices in care management.

DMAA: The Care Continuum Alliance represents more than 200 corporate and individual stakeholders — including wellness, disease and care management organizations, pharmaceutical manufacturers and benefit managers, health information technology innovators, biotechnology innovators, employers, physicians, nurses and other health care professionals, and researchers and academicians. Visit DMAA on the Web at [www.dmaa.org](http://www.dmaa.org).

### **About Alere**

Alere<sup>®</sup> ([www.alere.com](http://www.alere.com)) is a wholly-owned subsidiary of Inverness Medical Innovations, Inc. ([www.invernessmedical.com](http://www.invernessmedical.com)) (NYSE: IMA). Alere, a Latin verb, meaning “to care for” or “to support”, offers the most patient-centered health management services available from a single provider in the industry. Alere services provide health interventions that are designed for the entire lifespan from pre-cradle (high-risk pregnancy and NICU management) to end-of-life care (complex care) as well as the continuum of health from wellness (health and productivity programs) and prevention to total health management of the individual for those having various chronic illnesses. In collaboration with industry and academic thought leaders, the Alere Center for Health Intelligence is at the epicenter of leading, ground-breaking research on important healthcare issues, conducting research and analysis on business initiatives and strategies and publishing findings in leading peer-reviewed health publications. For more information, email [alereinfo@alere.com](mailto:alereinfo@alere.com) or visit [www.alere.com](http://www.alere.com)

---

<sup>1</sup> American Journal of Managed Care, “Patient-Centered Management of Complex Patients Can Reduce Costs Without Shortening Life,” February 2007

# # #