



NEWS RELEASE

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Creating a Better Health Ecosystem Focus of Presentation by Alere's Dr. Gordon Norman at Population Health & Disease Management Colloquium

Atlanta, GA – February 26, 2010 – Noting that most people are struggling with information overload and confusion when it comes to the nation's disparate and complex healthcare system, Gordon Norman, MD, chief innovation officer for Alere Health, LLC, will highlight a range of attainable solutions at the 10th annual Population Health & Disease Management Colloquium to be held February 28 – March 2 in Philadelphia. Dr. Norman is scheduled to speak Monday, March 1 at 10:30 a.m.

"Most people can no longer make heads or tails of the nation's healthcare system," notes Norman. "We need to find ways to unify and connect the disparate components to ensure that people understand the system, and can best use and benefit from the information, programs and services available to them in their communities."

Norman likens the challenges of healthcare today to an ecosystem out of balance. As in nature, when one or more components of the system are out of sync, chaos can follow. Conversely, when the system works well, each part helps and supports the other. "In a healthcare system, when the ecosystem is in balance, outcomes of care are optimized through a satisfying experience adapted to individual needs, values and preferences," says Norman. "As a result, improved health is achieved at the lowest possible cost to individuals, employers, health plans and to society."

In his presentation, "It Takes a Proper Ecosystem", Dr. Norman will discuss what factors are essential to create the most effective health ecosystem, which he defines as the interplay of the environment, personal attributes and relationships, cultural influences, technology and health resources that impact individual health. Specifically, he will address:

- Why traditional healthcare models are not effective
- How the emerging patient-centric healthcare model addresses weaknesses in the current system
- Why behavior change is an essential component of a well organized health ecosystem
- The components of effective behavior modification programs
- How to create, sustain and advance a culture of health in the workplace
- The importance of effective measuring tools to evaluate impact

- Why health is a valuable investment for businesses

The Population Health and Disease Management Colloquium provides new insights about issues related to chronic care management, wellness and prevention, health promotion, consumerism and access to care. Attendees include noted industry experts from such organizations as the DMAA: The Care Continuum Alliance, the Institute for Health and Productivity Management, the Primary Care Development Corporation Foundation and the American College of Preventive Medicine, to name a few.

Norman, will also participate in a panel discussion on “Opportunities for Synergy between Population Health/Disease Management and Patient-centered Medical Homes”.

Dr. Norman is also the Chairman of the DMAA: The Care Continuum Alliance. Named one of the Top 25 Most Influential People in Disease Management by *Managed Healthcare Executive* in 2008, he has published articles in the *American Journal of Managed Care*, *Population Health Management* and *Benefits & Compensation Digest*.

About Alere

Alere (www.alere.com) is a wholly-owned subsidiary of Inverness Medical Innovations, Inc. (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.

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