



NEWS RELEASE

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Alere Executive Keynote at DMAA Conference Stresses Combining Medical and Health Improvement Models to Bring About Cost-Effective Changes in Healthcare Reform

- Alere® executive gives a keynote address, and four other key Alere presentations delivered at 11th annual meeting of the DMAA: The Care Continuum Alliance
- Focus of keynote is on role of DM industry in helping individuals make meaningful healthcare changes
- Conference marks premier of *Alere Insights PressBox* – showcasing top research studies for DM and health and wellness industry

ATLANTA - September 21, 2009 – As DMAA chairman and a keynote speaker of the 11th annual meeting of the DMAA: The Care Continuum Alliance, Gordon Norman, MD, MBA, executive vice president of Science & Innovation for Alere LLC, will tell attendees that improving the U.S. healthcare system requires the pursuit of three aims: improving the experience of care, improving the health of populations and reducing per capita costs of healthcare.

Norman will also challenge attendees to work together to achieve better health outcomes. The DMAA Forum '09 annual conference will be held September 21–22 at the Hilton San Diego Bayfront Hotel. Norman will present his keynote Tuesday, September 22 at 11:20 a.m. in the main ballroom of the hotel.

More than 700 clinical, research and healthcare leaders from around the nation are scheduled to attend the conference. Many of them specialize in the development and implementation of healthcare programs to improve the health and wellness of consumers. They also manage chronic and complex diseases.

According to Norman, 50% of all chronic diseases are influenced by lifestyle choices as are 40% of all premature deaths¹. Norman will state that healthcare reform that doesn't help to change health behaviors – no matter how well intentioned – will have only limited impact on individual healthcare outcomes.²

¹ Based on figures from National Center for Health Services, Centers for Disease Control and National Institutes of Health

² Schroeder S. N Engl J Med 2007;357:1221-1228

“Hope and well wishes are not healthcare strategies,” noted Norman. “There’s no such thing as a magic bullet – or magic healthcare reform proposal – when it comes to transforming the health of our nation and creating an affordable healthcare system for everyone. We simply must find ways to help individuals make meaningful and lasting healthcare changes.”

Norman believes that the key strategies for ensuring the success of any healthcare reform initiative will include provider integration, including a greater focus on medical homes, a concept designed to ensure coordinated and collaborative healthcare efforts. Norman also notes that expanded use of technology, including remote monitoring devices and electronic health records, a focus on wellness and prevention and renewed efforts by health professionals and health improvement providers to help individuals change unhealthy behaviors will become critical initiatives.

In addition to Norman’s keynote address, Alere executives will give four additional presentations/posters at the DMAA conference.

“Leveraging Home Monitoring Technology to Implement an Innovative Patient Self-Testing Program”

Presented by Kerri Costa MS, RN, Alere, on Tuesday, September 22, 8:30 a.m. - 9:00 a.m.

“A Necessary Component of the Medical Home: Coordinated Preconception, Risk-Screening, Education, Care Management & Support for Pregnancy”

Presented by Debbie Rhea MPH, Alere, and Michael Hawkins, MD, MSHA, OptumHealth Care Solutions, on Tuesday, September 22, 1:45 p.m. - 2:45 p.m.

“Simulating the Impact of Small Numbers on Health Management Outcomes”

Poster Presentation by Travis L. Tucker, MA, Alere, on Monday, September 21, 11:30 a.m. - 1:30 p.m.

“When 1+1 Does Not Equal 2: The Financial Ramifications of Prematurity & Plurality”

Poster presentation by Niki Istwan, RN, Alere; Cheryl Desch, BSN, MS, Alere; Fung Lam, MD, California Pacific Medical Center; and Debbie Rhea, MPH, Alere, on Monday, September 21, 11:30 a.m. - 1:30 p.m.

Key Booth Events

Highlighting Alere’s thought leadership position in practical and applied research, *Alere Insights PressBox* will also debut at the DMAA Forum. The educational book provides an overview of some of the industry’s most significant recent research findings to help readers stay up-to-date in the rapidly changing health services and DM industry.

For additional details on Alere and on DMAA presentations, please visit Alere’s [Press Room](#).

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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