



NEWS RELEASE

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Alere to Demonstrate Latest Technology for Personalizing the Online Healthcare Experience at Prestigious Health 2.0 Conference in San Francisco

- October 7 demonstration showcases how companies can create a more person-centric care model
- Creation of a more personalized approach to healthcare key to helping individuals make meaningful and lasting changes in health status
- Alere's Apollo provides a single view of the individual across the continuum of care, driven by the individual's health status, needs and goals

ATLANTA – October 6, 2009 – Alere® LLC, a national patient-centered health management services company, has been selected to demonstrate its innovative integrated health management system, referred to as Apollo, at Health 2.0, a highly respected industry venue created to showcase web-based and mobile technologies transforming the healthcare system.

The conference takes place October 6 – 7 at the Design Center Concourse in San Francisco. Alere will demonstrate Apollo on Wednesday, October 7 during the Wellness 2.0 breakout session from 3:30 p.m. to 4:30 p.m. As one of the sponsors of Health 2.0, Alere will also host a luncheon October 6 from 12:15 p.m. to 2 p.m. to be opened with remarks from Ron Geraty, MD, CEO of Alere.

Alere's robust Apollo fully integrates a wide range of health management programs on a single IT platform. It incorporates personal health records, telehealth monitoring and case management alerts as well as wellness and high acuity chronic care programs. The Apollo platform uses applied health science and clinical best practices to create a unique, compelling and personalized user experience that offers a single view of a member's health status across the entire continuum of care. The platform also enables health plans and plan sponsors to enroll and engage more individuals by providing an easy-to-use health portal that is actionable and drives positive change in health behaviors.

"Helping people make meaningful changes in healthcare behavior is critical to our national effort to reduce the cost of chronic disease and helping people live better through improved health status," notes Ron Geraty, CEO of Alere. "The Alere demonstration will show how Alere's personal health support system leverages technology and a person-centric care model to help participants take charge of their health."

The latest enhancements to the Apollo system include a more engaging look for the web portal and social networking features to dynamically change the content of the portal based on user responses.

For example, when users complete a health risk assessment (HRA), they will be given information on specific programs or interventions that can address identified needs, from weight loss to smoking cessation to stress management. The Apollo system also helps clinicians who are monitoring patients' biometrics remotely via in-home monitors and can provide alerts to care managers. All information is updated in the patient's personal health record and dynamically displayed when triggered by changes in the participant's health or responses. This provides plans with an integrated view of a member's health status covering all programs and services offered.

Attendees to Health 2.0 will be among the first to preview the latest Apollo enhancements. During the demonstration, Alere will walk the audience through a user experience based on a fictional character with a health issue. The new Apollo platform will be offered to health plans and plan sponsors nationally beginning January of 2010.

"Alere is outpacing those who offer standalone services and provides the next link in the evolution of healthcare," notes Geraty. "Alere breaks down the boundaries between these often siloed programs and offers a continuum of health management services based on our proven personal health support philosophy."

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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