



NEWS RELEASE

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Alere's Dr. Roy Schneiderman to Speak on "Hospital Discharge of the High Risk Neonate – Variance of Care and its Impact on Healthcare 2009" at 3rd Annual Transporting Safe with an Early Start NICU Seminar

- Dr. Schneiderman to discuss recent findings showing that significant variance of care across US impacts preterm infant discharge
- Presentation includes current challenges in healthcare coverage and associated costs for neonatal care
- The ability to impact state-of-care to promote safe discharges can significantly lower neonatal healthcare costs

Fort Worth – Aug. 26, 2009 – Roy Schneiderman, M.D., Regional Medical Director for Alere LLC (www.alere.com), will speak on the topic of "Hospital Discharge of the High Risk Neonate – Variance of Care and Its Impact on Healthcare 2009" at the 3rd annual Transporting Safe with an Early Start NICU Seminar held in conjunction with the Kidz in Motion Child Passenger Safety Conference. The NICU Seminar and Kidz in Motion Conference take place August 28-29, 2009, at the Omni Hotel in Fort Worth, Texas. Dr. Schneiderman will be the keynote speaker on Friday, Aug. 28 at 1:30 p.m. Alere, a subsidiary of Inverness Medical Innovations, is recognized as one of the nation's leading providers of comprehensive health management services.

"The cost of neonatal care is skyrocketing and is now one of the highest of any type for patients in a hospital setting," said Dr. Schneiderman. "There are enormous variations of neonatal care and if we can minimize some of these practice variations, we can ultimately promote a safe, timely progression of care and safe discharge of premature babies to their homes sooner."

Board certified in Neonatal-Perinatal Medicine, Dr. Schneiderman is well-qualified to speak on the topic. He currently serves as an Alere Regional Medical Director and previously was Medical Director for Neonatology at the FirstHealth Moore Regional Hospital and Health Plan Medical Director for First Carolina Care, Inc., both in Pinehurst, North Carolina. Dr. Schneiderman is a recipient of the Pediatrics Resident Research Award from the American Academy of Pediatrics, Thomas J. Boggs, Jr. Award from the Philadelphia Perinatal Society, and the National Research Service

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Award from the National Institutes of Health.

The continuing rise in preterm births has placed a significant burden on health care and medical finance. "People are aware that there is an increase in preterm babies but few, including doctors, recognize how high the hospital costs are for these infants," Dr. Schneiderman said. He pointed out that although newborn infants comprise only one percent of patient hospital stays, their medical care amounts to the fifth highest of all hospital costs.

"The wide variation that exists across the country concerning the safe discharge of these infants has broad implications on care trajectory and also contributes to costs," Dr. Schneiderman stated. His presentation will include a discussion of why clear clinical guidelines for the safe discharge and transport of neonates are needed -- and why these criteria must be evidence-based, reproducible, and applicable and reflect input from providers. "National input will help avoid the problem of local 'tunnel vision'," he said.

In a paper published in the August issue of the *Journal of Perinatology*, Dr. Schneiderman and colleagues concluded that health-care costs are directly proportional to length of hospital stay for neonates. They pointed out how non-standardized neonatal care incubator weaning practice is an example of the lack of national care standards. While weaning to an open crib is one of the last milestones a preterm infant must achieve before being discharged from the hospital, the data reveals significant variation in the timing of incubator weaning even after controlling for severity.

"It's important for the medical community to understand the healthcare industry perspective -- what happens with newborns impacts the industry. We advocate as a company that the baby should go home when it is safe and best for the baby to go home, as opposed to a physician saying you must be a certain size or weight," Dr. Schneiderman states. "What's important is to advocate for infant discharge when medically ready based on evidence-based criteria so they can be nurtured at home. This will minimize risks of a prolonged hospital stay while simultaneously supporting the family and, most importantly, the baby."

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About Alere

Alere LLC (www.alere.com) is a wholly-owned subsidiary of Inverness Medical Innovations, Inc. (www.invernessmedical.com) and represents the union of Alere Medical, Paradigm Health and Matria Healthcare. 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) to prevention for those at risk for illnesses.

