



## Frequently Asked Questions

### **Q. Who is Alere and what does it do?**

**A.** Alere Health, LLC, ([www.alere.com](http://www.alere.com)) is a health and wellness company providing a range of health management programs and services created to help people make better health decisions. Our clients include large employers, private health plans, and government-sponsored health plans nationwide. Alere offers the most patient-centered health management services available from a single provider in the industry – no one else provides the breadth or depth of services that we do. Alere services provide health interventions 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.

### **Q. How does Alere help its clients and their employees/members?**

**A.** By giving participants and providers the programs, tools, connectivity and information to make better healthcare decisions, Alere helps increase the efficiency and effectiveness of care, leading to more timely actions, more personalized and actionable solutions that ultimately lead to improved outcomes. We believe – and our research shows – that this kind of care helps our clients lower overall costs and improve productivity and quality of life.

### **Q. Why is Alere rebranding if the name is staying the same?**

**A.** Over the past few years, Alere's parent, Inverness Medical Innovations, Inc., has added new products and healthcare services to its portfolio. To realign the company's strategy to bring healthcare management solutions and diagnostics closer to physicians, nurses and participants, Inverness has decided to bring most of its products and services together under the single global brand, Alere. The purpose is to create an identity that is easily

recognizable to our customers. Since the original Alere has already been operating under the Alere name for more than 18 months, we are one of the first subsidiaries to adopt the new Alere brand.

The goal of the rebranding is to ensure that in the future, our customers, business partners and employees will all identify Alere as the world leader in enabling individuals to take charge of improving their health and quality of life.

**Q. Why did Inverness select Alere for the name of the new global brand?**

**A.** A number of potential names, both new and already in use by the company, were evaluated during extensive research with investors, customers and industry experts in the United States and Europe before the decision was made to select Alere – a Latin verb that means “to care for” or “to support”. This name scored best in the focus groups and works in many different languages and cultures. The company believes Alere best reflects our organization’s commitment and dedication to improving the health of all participants.

**Q. The name Alere Health has also been used for your subsidiary. Are you Alere or Alere Health?**

**A.** As a part of the global rebranding, the original Alere remains a subsidiary and uses the name Alere Health for legal purposes, but will continue to be referred to as Alere when speaking to clients and the public. Alere Health will only be used in special situations in which we need to distinguish ourselves from other Alere businesses, such as on business cards, in email signatures or in legal contracts. Otherwise, we will always use Alere.

**Q. References to the new global brand include the phrase “Connected. Empowering. Smart.” What does this mean?**

**A.** The new global Alere provides healthcare that is **Connected, Empowering** and **Smart**. This means we will be connecting diagnostics and health management solutions to empower healthcare providers and the people they serve with the tools and information they need to make smart healthcare decisions.

Working together, our highly innovative and successful companies:

- Connect the most complete range of devices and services that actively integrate data collection, education and health management solutions,
- Empower individuals to make better choices, and
- Enable payers, providers and individuals to make smarter healthcare decisions.

**Q. Has the mission of the original Alere – “Leveraging technology to improve health...one person, one touch at a time” changed?**

**A.** No. “Leveraging technology to improve health...one person, one touch at a time” continues to be the Alere mission.

**Q. What are the company’s core competencies?**

**A.** With technology as a key supporting platform for the delivery of programs and services, Alere’s core competencies include:

**Wellness Solutions** – A suite of integrated wellness programs and resources with a highly personalized and tailored approach. Healthcare is based on the Personal Health Support model of care that focuses on the whole person and promotes healthy behavior change based on individual willingness and readiness to change. Programs include Health Coaching, the Health and Productivity Assessment, online Healthy Living Programs, Screening Services, the Health Portal and Personal Health Record, and Maternal Risk Screenings. And now part of Alere’s wellness offerings are the award-winning smoking cessation program Quit For Life<sup>®</sup> and the Mind & Body<sup>®</sup> innovative weight management program, both provided by Free & Clear<sup>®</sup>, a leading tobacco cessation and healthy behaviors company acquired by Alere in 2009.

**Disease Management** – Technology-enabled, evidence-based solutions for managing chronic and high-cost conditions, improving productivity and reducing healthcare costs. While addressing the entire population, our offering intensely focuses on the highest-risk members of the population, the area most likely to realize the most positive clinical and financial improvement. For instance, Alere’s DayLink<sup>®</sup> Monitor, a biometric device geared for higher-risk chronically ill individuals, transmits real-time health information to Alere’s clinicians, allowing them to provide immediate guidance and/or alert physicians if urgent care is needed. Programs include Asthma, Chronic Obstructive Pulmonary Disease (COPD), Heart Failure,

Coronary Artery Disease, Diabetes, Musculoskeletal and Pain, Depression and Weight Management.

**Case Management** – Comprehensive case management programs for individuals with chronic and complex diagnoses involving multiple chronic conditions, catastrophic injuries and illnesses, and cancer. Programs target individuals impacted by significant, rare and often life-limiting conditions compounded by major social, psychological and/or financial issues. Programs include Complex Case Management and Oncology. Our Oncology Program is one of the most comprehensive and long-running cancer management programs in the nation. Since its inception, we have covered more than 8 million lives and effectively manage more than 60,000 lives per year.

**Women’s & Children’s Health** – Programs offering a full continuum of care from preconception through the first year of life. Services include risk-assessment and education, OB case management, and the nation’s leading neonatal program for early infant care management. In between are home-based obstetrical programs to manage and monitor pregnant women who have medical or pregnancy-related problems that could harm their pregnancies. Programs include obstetrical homecare services for preterm labor, nausea and vomiting, 17P administration, diabetes in pregnancy, coagulation disorder and obstetrical hypertension. Recently added is a medical genetic testing and counseling program.

**Collaborative Care Solutions**<sup>®</sup> – Services designed to support physicians and provider groups wanting to expand their practices via patient-centered medical homes (PCMH) or accountable care organizations (ACO). Consolidates technologies of Alere’s market-leading Wellness and Disease Management programs, the rapid diagnostic testing capabilities of Inverness and the Web-based collaborative clinical care software of recently acquired RMD Networks, Inc., which provides a communications portal tailored specifically to the needs of physicians and their practices.

## **Q. What sets Alere apart from competitors?**

### **A.**

- Alere empowers people to take control of their health by providing **the broadest range of devices and programs** (wellness, disease management, oncology and women’s and children’s health) solutions in

the industry that together provide the most timely, actionable information wherever and whenever a participant wants to be engaged.

- Alere's more than **2,100 healthcare professionals** provide products and services that are evidence-based, effective, personalized and optimized for use in both the home and clinical environments. Alere is enabling providers, participants and payers to better connect with each other, and the information necessary to make better healthcare decisions (longitudinal health record).
- Alere's **investment in technology** increases the efficiency of the healthcare decision-making process by allowing for greater collaboration and patient/provider involvement. Alere enables improved outcomes and decreased costs by providing access to timely and actionable healthcare information so that providers can more appropriately and effectively direct care.
- Alere's **experience with more than 200 government and employer customers and over 40 health plan clients** helps us understand the needs, drivers and complexities of providing market differentiating services as well as controlling cost.
- Alere's **proven outcomes and integrated reporting** demonstrate to payers the efficacy and efficiency of our programs.

## **Q. How does Alere use technology to improve care?**

**A.** We believe that by better connecting individuals, providers and payers through new and existing technologies, we can help all providers and members of the healthcare ecosystem make better health decisions. For example, a participant trying to lose weight can be connected to a health coach for information and encouragement through a cell phone, internet and now even "tablet computers". Seniors and pregnant women can use remote monitoring devices to send important biometric data (weight, glucose levels, etc.) to their entire care-giving team. Doctors can get and send information to members of the healthcare team quickly and efficiently through Collaborative Care Solutions (CCS). Everyone participating in or working with an Alere program uses technology to stay connected and improve health and outcomes.

**Q. What is personal health support and why is it important?**

**A.** For Alere, personal health support is the provision of healthcare services based on participant needs, values and preferences. Behavior changes are determined based on the individual’s health status, combined with his/her comfort level, personal goals and readiness to change. Specifically, our skilled healthcare professionals (nurses, physicians, coaches) identify what areas each person is willing to work on and then we help them make small changes over time. The theory is to ensure that each person has a positive experience that may influence him or her to continue with the services, participate in new ones and/or to work on more challenging health-related issues.

Our personal health support solutions mean participants are not only the focus and the center of care, but also have the tools, information and connectivity to their physician, and the extended group of caregivers to take a more active role in their own care. This is important because empowered participants are able to make better choices, choices that enable them to move more rapidly on their lifelong journey to better health.

**Q. Isn’t Alere primarily known as a disease management company?**

**A.** The foundation of our company was built on providing programs and services to meet the needs of our customers. Providing disease management programs and services to their patients or members with high cost, high impact diseases such as diabetes and heart disease has always been important to our clients. However, over time we have also been able to show clients that keeping people healthy and lowering health risk – even for patients with chronic illnesses – through wellness and other programs is also an important strategy. All our programs are designed to help people wherever they are on the healthcare continuum. We help healthy people stay healthy, people at risk reduce their chances of getting a chronic illness and people with even severe chronic illnesses improve their quality of life.

**Q. Who are Alere’s clients?**

**A.** Alere has more than 1,500 clients across all of its divisions and Free & Clear (acquired in 2009), including several of the nation’s largest employers, and government and private plans. Many leading health plans and employers use Alere to privately brand their own health and wellness programs.

**Q. Where is the company located?**

**A.** Alere has offices and specialty divisions in nearly 50 strategic locations nationwide, with major offices in the metropolitan areas of Atlanta, Dallas, Denver, Phoenix, Philadelphia and Chicago, and in Reno, Nevada; Irvine, California; Columbus, Ohio; Fort Lauderdale, Florida; and Upper Saddle River, New Jersey. Inverness Medical Innovations is based in Waltham, Massachusetts.

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