



## Key Products and Services

Today's employers and health plans are concerned with how to keep healthy people healthy, improve the quality of life for those with severe illnesses, and reduce health risks, which if not managed properly, could develop into costly chronic conditions.

Alere offers a full range of solutions – from medical devices to personalized wellness programs to maternal and newborn solutions – not only to help participants reach their healthcare goals, but for health plans and employers to achieve quality outcomes and control costs.

### **Technology Foundation of Alere Programs**

Focused, patient-centric technology plays a key role in coordination and delivery of care for Alere. The foundation of technology for Alere is Apollo, its integrated health management system. Apollo integrates Alere programs and services, enabling Alere to facilitate better healthcare decisions by providing accurate, timely and actionable information to participants, their physicians and Alere clients, with the goal of improved quality of care and reduced costs.

Additional key Alere technology includes:

**Health Portal** – The front door to Alere's continuum of care, it serves as a hub for participants to access their medical information, personal health record and appropriate health programs. Includes personalized platform that acts like a "virtual coach", and a deep, rich library of multi-media resources designed to address individual learning styles.

**DayLink<sup>®</sup> Monitor** – A biometric device that allows individuals to transmit personal health data to Alere's clinicians, who contact individuals to provide guidance if necessary and alert physicians if urgent care is needed.

**Reporting** – Using advanced analytics in combination with Apollo, Alere is able to provide the reports and updates clients need to monitor progress, track outcomes and identify areas of need.

These technology solutions are used throughout our comprehensive spectrum of health management services, which include the following:

## **Wellness Solutions**

Wellness and prevention programs have proven to reduce health risks and health-related productivity costs, as well as inspire a culture of health within organizations. Alere's Wellness Solutions provide a suite of integrated services and resources for all members of a population, no matter where they are in the spectrum of healthcare.

Health and wellness programs are connected by the Alere Health Portal and include:

- Health and Productivity Assessment (HPA), which focuses on determining the impact of a participant's health on productivity
- Web-based Healthy Living Programs (HLPs) based on evidenced-based health interventions created to help participants make positive lifestyle changes
- Health Coaching services with a focus on personal health support and behavior change
- Screening Services to identify patients at risk for illness or disease early so proper interventions can be made
- Health Portal, a suite of products and services that facilitate participant engagement by creating an enjoyable experience
- Personal Health Record, a component of the Health Portal that allows individuals to create a completely confidential online personal health record where they can store their healthcare data in one place

The key differentiator for Alere is its highly personalized and tailored approach to health improvement. Alere's Health Coaching Services are provided by nurses, dieticians and other trained clinicians who offer participants individual guidance and encouragement through an expanded selection of communication channels including email, instant messaging and telephone.

Other key wellness programs include the award-winning tobacco cessation program Quit For Life<sup>®</sup> and Mind & Body<sup>®</sup>, a weight management program focused on education and behavior change used by many of the nation's top employers. Both of these programs are offered by Free & Clear<sup>®</sup>, a leading tobacco cessation and healthy behaviors company acquired by Alere in 2009.

## **Disease Management**

Alere's comprehensive array of Disease Management programs helps to manage the condition of the small percentage of individuals within a population who are driving the majority of the healthcare costs.

The Alere model differs from other providers of disease management in several ways, including a more disciplined approach to defining who can benefit and how these specific interactions are best accomplished. Technology, including Apollo and the DayLink Monitor, play a key role in the company's disease management programs. Programs include:

- Asthma
- Chronic Obstructive Pulmonary Disease (COPD)
- Diabetes
- Heart Failure
- Coronary Artery Disease
- Musculoskeletal and Pain (MSP)
- Depression
- Weight Management

Supporting and enhancing all disease management programs is Nurse 24<sup>SM</sup> – a toll-free, nurse-driven telephonic support program that provides immediate help for everyday health issues and questions.

## **Case Management**

Alere case management services for individuals with multiple chronic conditions, catastrophic illnesses and injuries, or cancer provide more

focused and longer-term clinical attention and coordination of care than those who benefit from traditional disease management programs.

The Complex Case Management program consists of focused, high intensity support for the sickest and most costly 1 percent of a population. This subset of the patient population represents approximately one-third of claims costs. Savings are achieved through reductions in hospital utilization and related costs. Importantly, hospital avoidance occurs through a voluntary reduction in services chosen by the patient as a result of education and the establishment of a strong support structure.

Alere is also the nation's largest and most experienced provider of comprehensive cancer treatment support programs. The Alere Oncology Program provides information and support to help patients improve their care, treatment plan compliance and outcomes.

## **Women's & Children's Health**

Alere's Women's & Children's Health division delivers services across the entire continuum of maternal-newborn care. Alere's programs span services from preconception, risk assessment and education (to identify pregnant women at risk for complications) to postpartum depression screening and the nation's leading neonatal program for early infant care management and the first year of life.

Alere is the only leading provider of health, wellness and productivity enhancement services to also offer a fully integrated solution for managing complicated pregnancies. Alere's Maternal-Newborn Solutions provides prenatal education, genetic testing and counseling services, risk identification and case management through home-based obstetrical services and neonatal intensive care management, as well as outcomes reporting and informatics.

Alere's Obstetrical Home Care Services has provided homecare services nationally since 1984 with a total commitment to high-risk pregnancy management. The program provides home-based management services for women suffering from a range of pregnancy-related medical conditions, including nausea and vomiting in pregnancy, coagulation disorders, pregestational and gestational diabetes, hypertensive conditions, preterm labor and recurrent preterm birth prevention.

## Collaborative Care

The newest healthcare service from Alere is Collaborative Care Solutions®. This product line was created to help providers expand their practices via patient-centered medical homes (PCMH) or accountable care organizations (ACO) – key care models designed to realize better outcomes and more cost-effective care.

Collaborative Care Solutions consolidates technologies of Alere's market-leading Wellness and Disease Management programs, the rapid diagnostic testing capabilities of its parent Inverness Medical Innovations, 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. When fully integrated with the Apollo health management system, these solutions will help reinforce treatment plans and provide more actionable, timely and patient-specific information to physicians and other care providers.

For additional information on all Alere programs, please visit the website at [www.alere.com](http://www.alere.com)

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