



NEWS RELEASE

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Alere Key Participant in World Health Care Congress

Company executives presenting opening remarks, spearheading panel discussions from prominent clients and industry leaders and hosting invitation-only breakfast

Atlanta, GA – April 9, 2010 – Highlighting what employers and health plans can do to increase participation and results in health and wellness programs, Alere Health, LLC, a leader in personal health support solutions, will be leading a series of key panel discussions with prominent Alere clients including Blue Shield of California, Tufts Health Plan and Union Bank at the 7th annual World Health Care Congress. Alere is also a lead sponsor of the event to be held in Washington, D.C., April 12-14.

Tom Underwood, newly appointed CEO of Alere, will introduce the keynote presentation Tuesday, April 13, focused on strategies and policy issues to improve the health of populations. In addition, Alere is participating in conjunction with several health plan and employer clients in key presentations and hosting an invitation-only breakfast briefing on Tuesday, April 13, with Underwood moderating a thought leader discussion.

Alere will also demonstrate its first iPad application, which allows Alere program participants to use their iPads to access the Health Portal, where they can review their personal health record, update their biometric and personal data, and participate in challenges and other wellness programs.

“Helping employers understand the importance of a healthy workforce and giving them the ammunition to support health and wellness programs is vital in today’s marketplace,” said Underwood. “We believe the Alere-sponsored sessions will give attendees at the Congress the information and encouragement they need to develop the programs that will make a real difference in the lives of their employees, and in the bottom line of their business.”

Alere will also offer an innovative booth experience that provides a free dietary analysis – similar to what Alere health coaches provide program participants – to conference attendees. For the analysis the attendee enters recent food intake into Alere’s proprietary Online Food Journal, including what he/she was thinking when he/she ate. A registered dietician then provides an analysis of eating patterns and the attendee can receive a PDF with recommendations and information.

Alere-sponsored sessions will include:

“Gaining a Competitive Advantage to Retain Members and Decrease Health Care Costs”

Moderator: Gordon Norman, MD, MBA, Chief Innovation Officer, Alere

Alere client co-presenters: Andrew Halpert, MD, Senior Medical Director, Network Medical Management, Blue Shield of California; Jonathan Harding, MD, FACPE, Medical Director, Senior Products, Tufts Health Plan; and Fred M. Volkman, MD, FAAP, Chief Medical Officer, Select Health of South Carolina, An AmeriHealth Mercy Company
Monday, April 12, 2:30 p.m. - 3:20 p.m.

“Improving Employee Engagement and Productivity through Personal Health Support and Disease Management/Wellness Programs”

Moderator: Gordon Norman, MD, MBA, Chief Innovation Officer, Alere

Alere client co-presenters: Mariann Cameron, RN, BSN, Global Health and Wellness Coordinator, Air Products and Chemicals, Inc.; D. Jeffrey Morrow, Senior Vice President and Manager, Corporate Benefits, Union Bank; and Michael Shelton, Executive Director, Washington Counties Insurance Fund/Pool

Tuesday, April 13, 10:20 a.m. - 11:10 a.m.

The invitation-only breakfast, Tuesday, April 13 from 7 a.m. to 8 a.m., entitled **“Strategies for Fostering a Culture of Health”**, will be moderated by Underwood and include top industry panelists Diane P. Holder of the University of Pittsburg Medical Center; Bruce Sherman, MD, FCCP, FACOEM of Whirlpool; Roger C. Merrill, MD, of Purdue Farms, Inc., and Tricia Nguyen, MD, MBA, of Blue Cross Blue Shield of Florida. Attendees will be offered the opportunity to participate in a behind-the-scenes Q&A on best practices for developing a culture of health and in-depth conversation over breakfast.

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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