

FOR IMMEDIATE RELEASE

American Diabetes Association® and Alere™ Wellbeing to Offer Weight Loss Programs to Employers *Organizations will offer an evidence-based weight loss program to address prediabetes and diabetes*

Seattle, Wash., May 1, 2013 – Alere™ Wellbeing (AWI) and the American Diabetes Association® (Association) announced today a new collaboration focused on weight loss to help address the staggering rise of prediabetes and diabetes among American adults.

As part of the collaboration, AWI and the Association will offer Weight Talk®, a weight loss program designed for the employer market that provides general weight loss coaching, in addition to a specialized diabetes weight loss track called American Diabetes Association Weight Talk® D. The diabetes track includes 11 coaching calls delivered exclusively by registered dietitians and web-based content tailored for people with type 2 diabetes. The Weight Talk® program draws from evidence established from the renowned National Institutes of Health (NIH) funded Diabetes Prevention Program (DPP) and the Look AHEAD trials for weight loss, making it one of the most comprehensive weight loss programs available to employers.

“Alere Wellbeing is committed to offering weight loss and wellness-support for those with, and at risk for, type 2 diabetes,” said Jennifer Lovejoy, Senior Vice President at Alere Wellbeing and one of the original researchers on the DPP trial. “Losing weight can dramatically lower the risk for developing diabetes and improve the health of those already diagnosed with type 2 diabetes. The Weight Talk® program is designed specifically to help individuals across the spectrum from prediabetes to type 2 diabetes overcome the physical, emotional, behavioral, and psychological challenges that surround obesity and weight loss.”

The Association’s mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes, through research, education, advocacy, and public awareness, including through its worksite wellness initiative, Stop Diabetes @ Work®. The Weight Talk® program will form a key part of this initiative, allowing employers to not only educate their employees about ways to lower risk for type 2 diabetes, but to also offer an effective method for managing and preventing its complications.

The agreement between AWI and the Association also allows for collaboration on research related to diabetes weight loss, and the ongoing development of effective clinical protocols and best practices in the fight against obesity, prediabetes, and diabetes.

“This is a unique and exciting collaboration for the American Diabetes Association,” said Robert E. Ratner, MD, FACP, FACE, Chief Scientific & Medical Officer of the American Diabetes Association. “Prediabetes and diabetes are major drivers of health care costs for employers. The good news is that lifestyle modification leading to weight loss can help lower the incidence of type 2 diabetes by up to 58 percent. Lifestyle modification also leads to a reduction in the need for medications for high blood pressure and elevated cholesterol, reducing long term expenses in a very cost-effective manner. American Diabetes Association Weight Talk® D program provides the Association, for the first time, the ability to offer companies including those we currently work with, a way to address this issue head-on.”

More than 23 million people in the United States have type 2 diabetes and of those, 85 percent are overweight or obese. Approximately 79 million American adults are estimated to have prediabetes, which if current trends continue, could lead to an estimated one in three adults with diabetes by 2050.

About Alere Wellbeing

Alere Wellbeing brings together science, technology, and personal interaction to help people recognize and modify unhealthy behaviors to avoid chronic illness and live longer, more vital lives. Alere Wellbeing's evidence-based programs address modifiable health risks that contribute to chronic disease: tobacco use, poor nutrition, physical inactivity, and stress. Current clients include 27 state governments and more than 700 health plans and employers, 77 of which are in the Fortune 500. Alere Wellbeing is known and respected for its pay-for-performance business model, intense focus on scalable service quality, dedicated account management, continuous program improvement, and transparent reporting of measurable outcomes. Alere Wellbeing has contributed to more than 100 published research studies and maintains collaboration with the American Cancer Society® and the American Diabetes Association®, and has an active research program funded by the Centers for Disease Control, American Legacy Foundation, and the National Institutes of Health.

More information about Alere Wellbeing can be found at www.alerewellbeing.com.

About the American Diabetes Association

The American Diabetes Association is leading the fight to Stop Diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org. Information from both these sources is available in [English](#) and [Spanish](#).