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For Immediate Release

Alere Health CEO Mike Cotton Gives Opening Remarks at 9th Annual World Health Care Congress

Highlights the need for better integration of care management solutions and technology

Atlanta, GA – April 16, 2012 – Alere Health CEO Mike Cotton will highlight the challenges facing employers, health plans, providers and legislators in the coming years during his opening remarks tomorrow at the 9th annual World Health Care Congress being held through April 18 in Washington, D.C., at the Gaylord National Resort & Convention Center. Cotton will focus on the need for more integrated, coordinated and shared health data and how that can help to achieve true improvements in care, outcomes and cost.

"I think everyone in the healthcare industry recognizes the importance and value of actionable data as a key driver for improving health outcomes," noted Cotton. "The technology needed to advance healthcare is currently available, and, if its adoption is widespread and coupled with a commitment to care coordination on the part of payers, providers and participants, the full-scale benefits of population health management will finally be unleashed."

Alere, a lead sponsor of the event, will participate in three panel discussions. Presentations will be given by Cotton and Alere Health's Chief Clinical Officer, Scott Schell, MBA, MD, PhD, as well as select Alere clients. Additionally, the company will host healthy cooking demonstrations in booth 200 offered by celebrity chef, Antonia Lofaso.

These sessions will include:

The Health Plans Role in Improving Health, Health Care, Quality and Cost Monday, April 16, 2:15 p.m. – 3:05 p.m. Speakers Rhonda M. Medows, MD, FAAFP, EVP & CMO, UnitedHealthcare Quality Management & Performance and Brad Wilson, President and CEO, Blue Cross and Blue Shield of North Carolina will highlight: how health plans are leading innovation, improving industry collaboration and aligning communication to improve access and affordability; strategies for improving health and wellness and innovative approaches for managing chronic diseases; and the Carolina Health Advance – a collaborative approach to care delivery that enhances efficiency and provides more coordinated care.

Employer Tactics to Create a Culture of Engagement – Understanding the Factors that Drive Engagement - Tuesday, April 17, 10:45 a.m. – 11:35

p.m. Speakers Ray Goldberg, Vice President of Benefits Strategy and Economics
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for Marsh & McLennan companies, J. Brent Pawlecki, MD, MMM, Chief Health Officer, Goodyear Tire & Rubber Company will: detail the universal drivers of employee engagement – how to sustain and measure results; share employer case studies on how to improve health and engagement within an organization; and evaluate effective strategies and solutions to revamp benefit design to improve health and sustain costs.

Connected Health and Engagement – A 360° Approach to Health Management

Tuesday, April 17, 12:30 p.m. – 1:45 p.m. Speakers Nick Coussoule, SVP & CIO, BlueCross BlueShield of Tennessee, Kathleen Neal, Director, Integrated Health Care & Disability, Chrysler Group; Institute Director, National Institute for Health Reform and Gene Migliaccio, DrPH, Director, Federal Occupational Health, U.S. Department of Health and Human Services will share insights on: leveraging health connectivity to integrate and coordinate health management services; an evidence-based approach for consumer engagement and wellness intervention; and strategies to unleash the power of an engaged workforce.

For additional information on the World Health Care Congress, go to <http://www.worldcongress.com/events/HR12000/>.

About Alere:

Alere Health is the health management services business of Alere Inc. 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 provides health interventions that cover an individual’s entire lifespan, from pre-cradle to end-of-life care, and the company’s services range from wellness and prevention to the total health management of individuals with chronic illnesses. Alere’s continuum of services begins with preconception, pregnancy, NICU and first year of life; it continues with lifelong programs focused on health, wellness, the management of such conditions as heart failure, COPD, and asthma, and the complex management required for end-of-life care. For more information regarding Alere, please visit www.alere.com.