



COLLABORATIVE HEALTHCARE SUMMIT

Build It And
They Will
Come...



Craig Keyes, MD
Chief Medical Officer
October 19, 2010



Alere

Alere:
11,300 People
24 Countries
\$2.1B Revenue



Alere Health:
1,850 Healthcare
Professionals Across
All 50 States

Widest
Range of
Integrated
Devices
and
Programs

800+ Government,
Employer and Health
Plan Alere Health Clients

Proven Outcomes and
Integrated Reporting

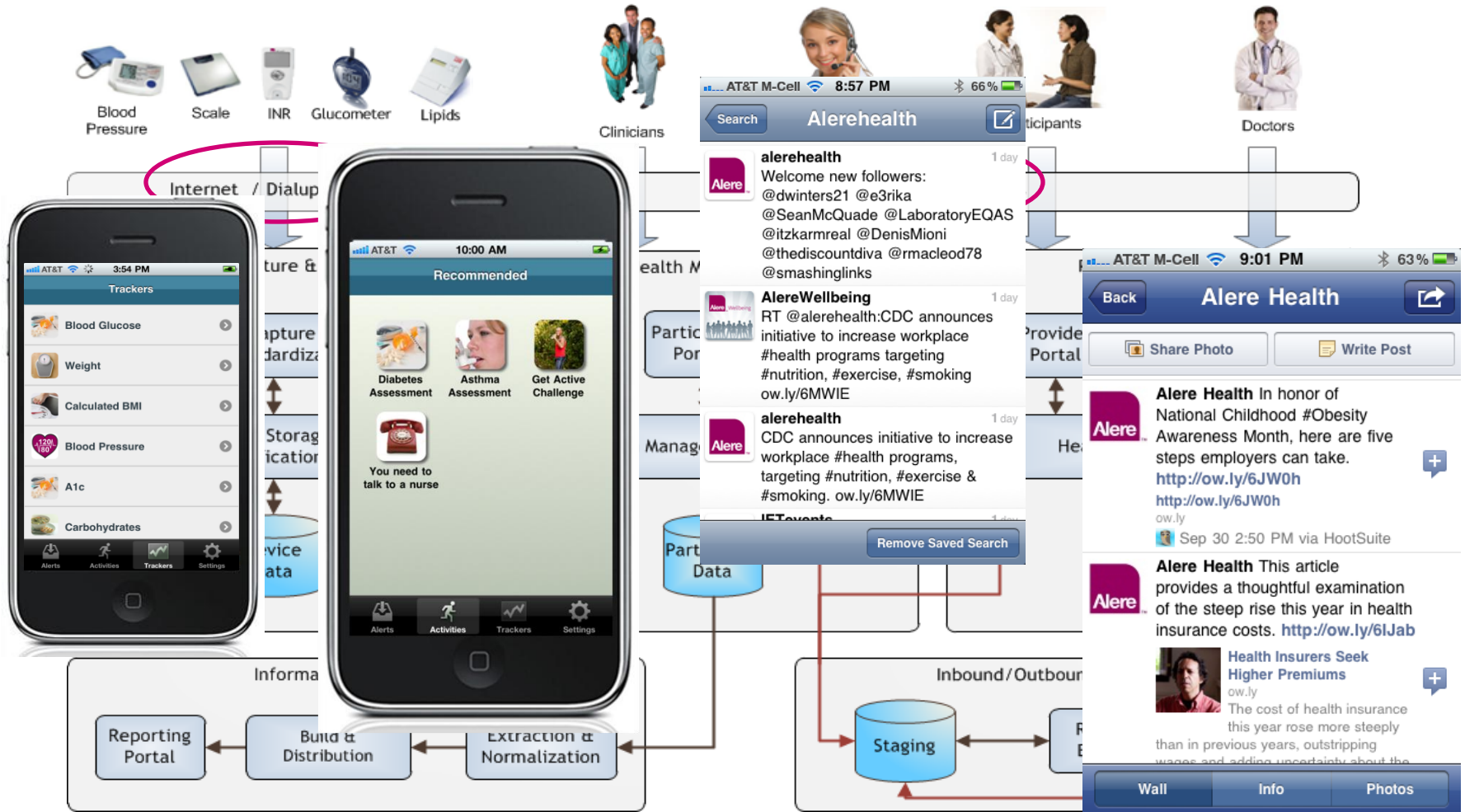
Integrated Programs on
Powerful Technology



....But will they stay, and will it work?

- ▶ **299** diabetes apps
- ▶ **+550** health apps
- ▶ Health Care blogs **+665,000**
- ▶ mHealth **+600,000**

Apollo Health Management System



Alere Connected Health

- ▶ 8 blogs
- ▶ 5 apps
- ▶ Portal visits per month **+500k**
- ▶ Devices connected **+25k**
- ▶ **20.8m** Touches in 2010
- ▶ Social Networking Options **Limitless**





COLLABORATIVE HEALTHCARE SUMMIT

Next-Generation Health Consumer Engagement

>
accenture

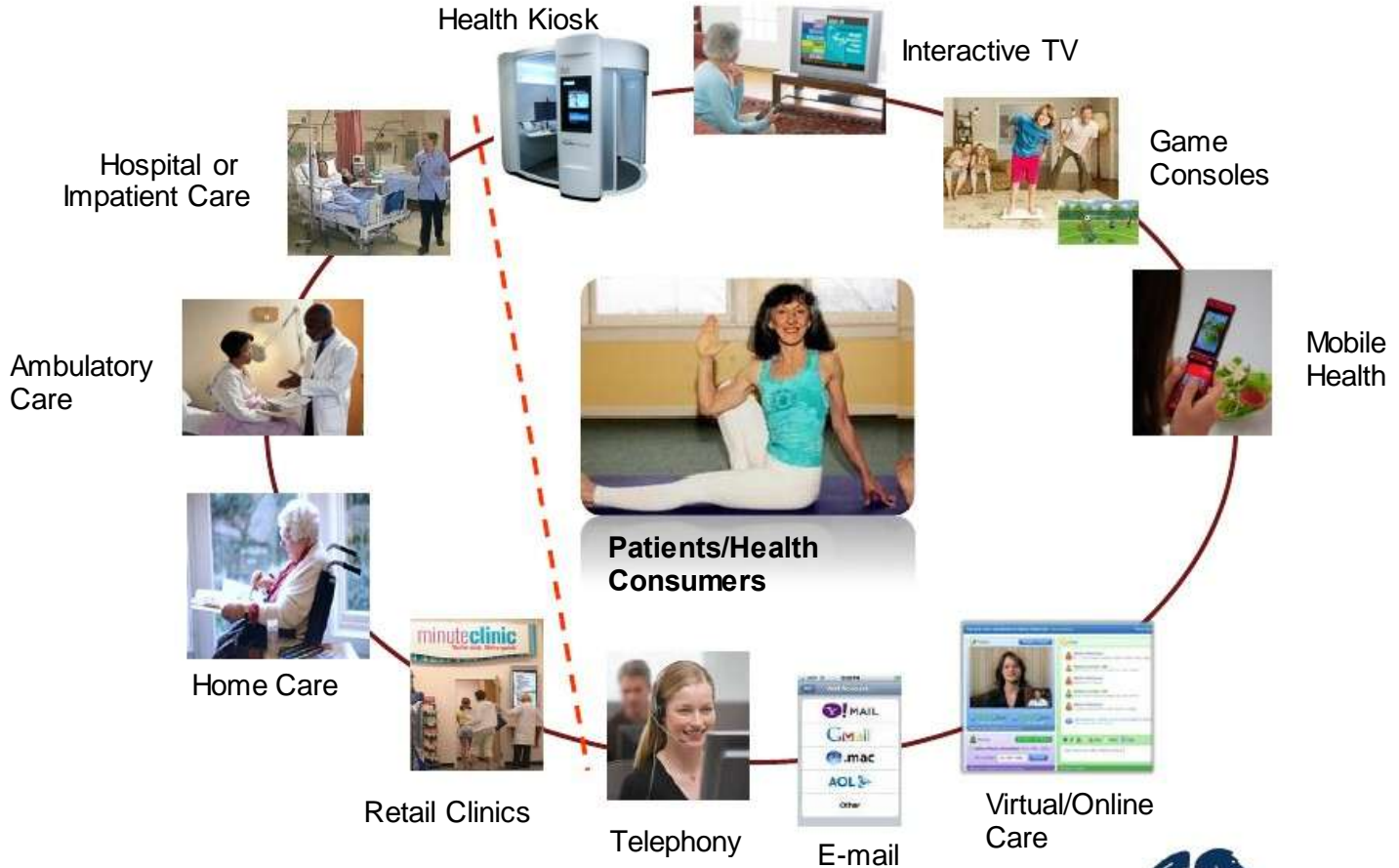


High performance. Delivered.

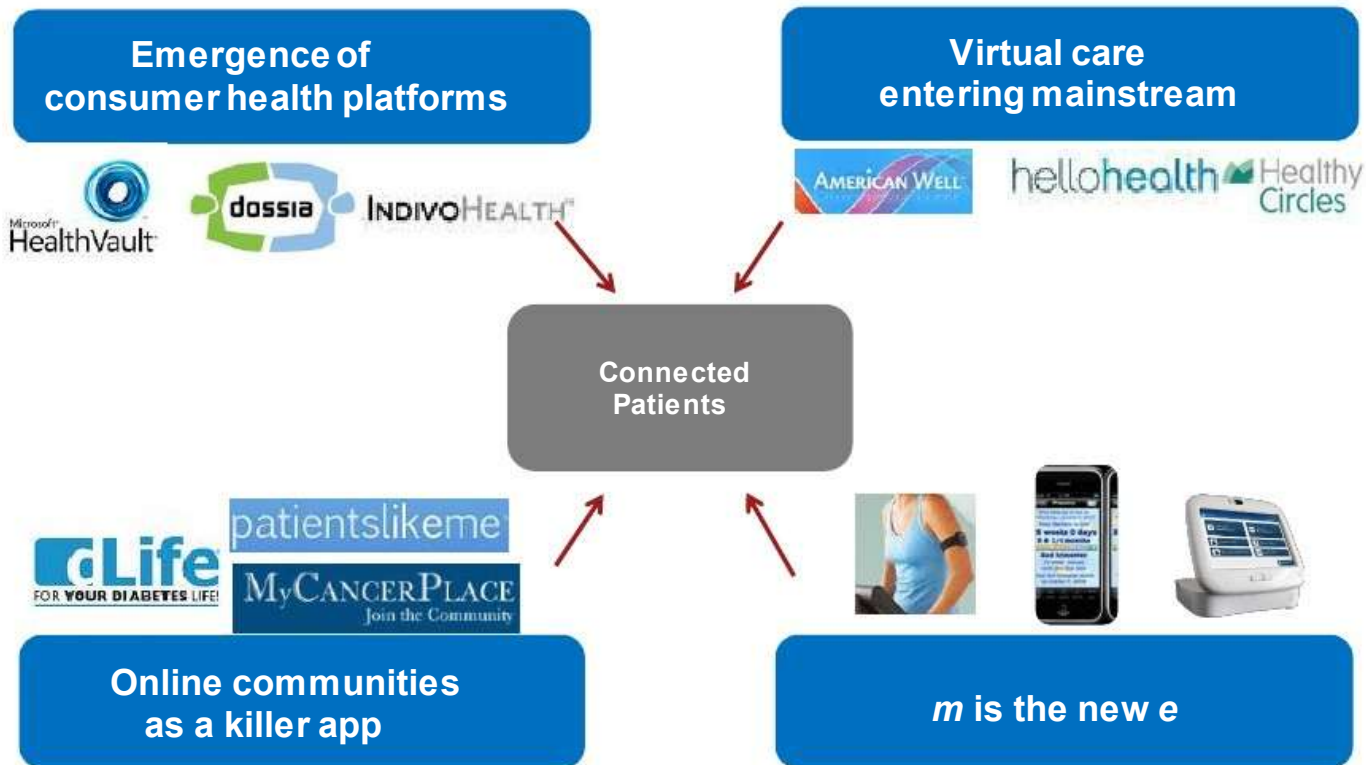
- ▶ Tom Heatherington
- ▶ Senior Executive
- ▶ October 19, 2011



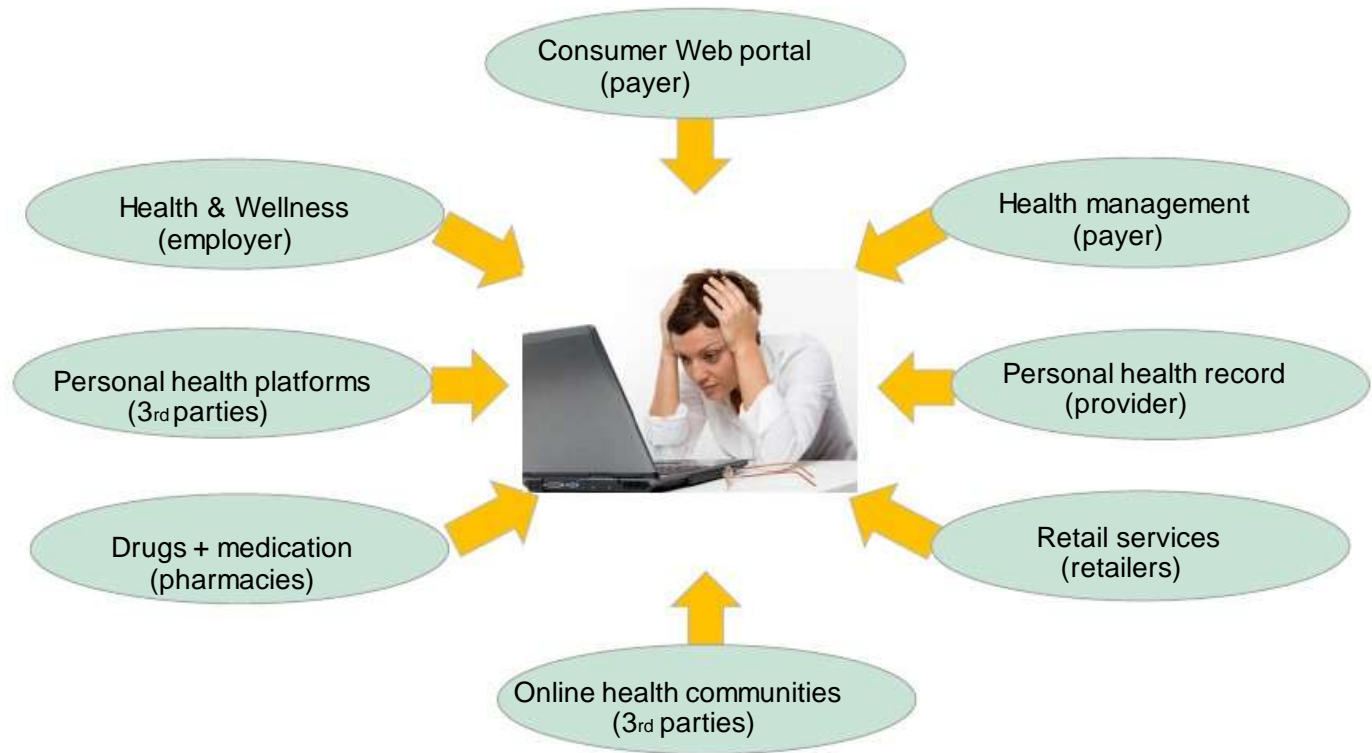
Health care is becoming consumer-centric & multichannel



At the same time, underlying technology trends are creating a tipping point for consumer engagement solutions

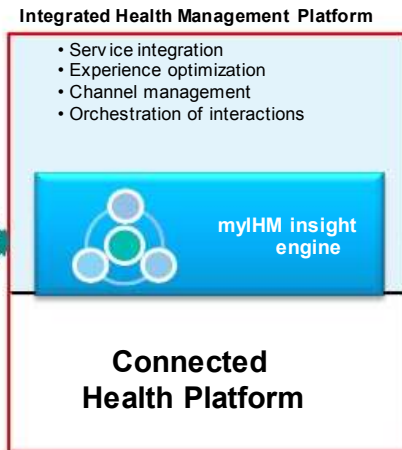


By and large, today's consumer health experience is still broken



Our health engagement vision is centered around an insight-driven, one-stop health experience

Key stakeholders & service providers



Channels



Web



Mobile



TV



Game console

Health consumers
Patients
Citizens



MyIHM – a vision prototype...

