



75% IMPROVEMENT IN TIME TO MARKET

WITH A 50% COST REDUCTION

“Through leveraging Pega’s robust rules engine we are able to provide customized clinical advice and assessment. This allows us to respond to customers and medical innovations quickly, giving Alere a clear competitive advantage around speed and innovation.”

Chief Information Officer & President Technology Solutions

HEALTHCARE

BUSINESS GOALS

- Create single, scalable clinical platform
- Ensure rapid development & deployment
- Provide holistic, patient-centric view
- Enable highly personalized views & workflows

RESULTS

5X FASTER
enrollment

50% COST
REDUCTION

75%
IMPROVEMENT
in time to market

100 MILLION
monthly transactions

VISION Create a Single Clinical Platform

As a global leader in point-of-care diagnostics and personal health support solutions, Alere helps individuals take charge of improving their own health and quality of life at home. Alere Health, a wholly owned subsidiary of Alere Inc., was formed in May 2008 as a result of a series of mergers and acquisitions, including: Alere Medical, ParadigmHealth, and Matria Healthcare. Alere adopted a strategic vision to create a single clinical platform – named Apollo – that would leverage business process management (BPM) software combined with a patient-centric portal that could be highly personalized, depending upon the patient’s health status, handle real-time data feeds from the consumer’s biometric monitoring devices and medical/pharmacy claims to create a holistic view of the patient.

EXECUTION From design to production in less than half the time

Initially, Alere Health considered an internal Java development effort to build Apollo, but the estimated time to market was unacceptable. Instead, they chose Pega for its rapid delivery, real-time rules processing and customization capabilities, which enabled business and IT to collaborate. Using Pega, a team of business users and subject matter experts were able to deliver Apollo – from design to production – in less than half the time estimated for the internal development effort. The result included significant new capabilities, such as smartphone mobility, as well as nearly all the functionality of the six existing clinical platforms Apollo was replacing. The new capabilities included disease management, patient case management, and wellness. Subsequent enhancements took as little as six weeks to bring to market.

OUTCOME Robust Clinical Platform for 25 Million Participants

Apollo is Alere Health’s third-generation platform for care management. The health management system supports care management with device support (e.g., weight scales, blood pressure cuffs, glucometers) for personal health and fitness monitoring, case management, health and wellness and provider integration. The platform’s Health Portal facilitates provider and participant engagement, including mobile access to the portal’s personal health record (PHR).

A key aspect of the new platform is functionality that dynamically creates highly specialized workflows. Using Pega’s modular approach and dynamic rules management capabilities, Apollo’s care plans are automatically modified as new data is obtained.

The new platform has scaled up well, with over 25 million participants and approximately 5,000 clinical users, including over 2,000 nurses and more than 50 physicians. More than 300,000 data records from biometric devices and reference labs are processed daily, and 100 million transactions are processed monthly.



Alere, founded in 2001, is a leading developer of capabilities to enable individuals to take charge of improving their health and quality of life.

For more information, please visit: pega.com/customers © Copyright 2014 Pegasystems. All rights reserved.

