



The Alere™ Coaching Solution

A personalized approach to reduce health risks and transform the health and productivity of your organization through proven behavior change practices.

Modifiable health behaviors—such as obesity, smoking and alcohol abuse—account for over \$300 billion in wasted healthcare spending. An individual with a high number of unhealthy behaviors incurs more than twice the healthcare costs of a healthy individual. And costs related to lost productivity, absenteeism, and presenteeism, can be three to four times higher.¹

Fortunately, these costs can be mitigated when individuals are able to make healthy behavior changes.

Built from the success of our nationally recognized tobacco cessation and weight management programs, the new Alere™ Coaching Solution combines the compassion of human touch with the power of technology to inspire individuals to identify and address unhealthy behaviors before they escalate into high-cost chronic conditions, such as diabetes, heart disease and cancer.

Through a critical mix of social cognitive theory and evidence-based behavior change principles, we provide individuals with tailored support to assist them in mastering key health practices, resulting in significant improvements in productivity and healthcare costs.

Our solution is designed to support your health and wellness strategy, with focus on:

- Specialized one-on-one coaching support
- Self-paced, online behavior change modules
- Individual and group health challenges
- Flexible learning and engagement tools (web, mobile and phone)
- Incentives management
- Risk awareness and identification (assessments, biometric screenings)

Coaching Success Rates²

77%
lose weight

48%
quit tobacco

>50%
increased exercise &
improved nutrition

42%
increased ability
to cope with stress

96%
participant
satisfaction

97%
would recommend
the program to others

HOW IT WORKS FOR PARTICIPANTS

Our solution supports your entire population, regardless of health status. Participants are stratified into one of three coaching programs based on their health risks. Upon enrollment into a coaching program, our expert coaches work with participants to identify health risks. The coach supports the individual in the development of personalized action plans with incremental goals, while also identifying and overcoming barriers to success. Participants receive one-on-one support through 6 months of outbound coaching calls and unlimited inbound access to coaches.

Throughout the program, we provide each participant with a range of flexible learning and engagement tools that support his or her lifestyle, personal preferences and motivation level. All participants have access to our suite of web and mobile tools for self-paced behavior change, progress tracking, and community support.

Coaching Tracks for Your Population



HOW IT WORKS FOR EMPLOYERS

- Turnkey program design, with the ability to launch your program within 60 days of contract signing
- A dedicated Client Manager serves as your primary point of contact, coordinating program design, vendor integration, quality monitoring, incentives planning and premium differential strategy
- Access to a wide selection of award-winning employee promotional materials and communications
- Self-serve reporting capabilities, so you can view program performance at any time
- Quantifiable outcomes based upon actual behavior changes

To learn how Alere can transform the health of your organization, contact us at (866) 434-9750 or wellbeingsales@alere.com.

¹ "The Price of Excess: Identifying Waste in Healthcare Spending," PriceWaterhouseCoopers Health Research Institute, 2008, <http://www.pwc.com/cz/en/verejna-sprava-zdravotnictvi/prices-of-excess-healthcare-spending.pdf>

² Alere Health data on file; Book of business results.