Virtua and Alere Form Alliance for Care Coordination

The Associated Press

Virtua, a healthcare delivery leader in southern New Jersey, and Alere Inc. (NYSE: ALR), a global leader in health information solutions, announced today a strategic alliance to provide health information systems and home-based, biometric monitoring devices to support care coordination services for Virtua's patients in Camden, Burlington and Gloucester counties in New Jersey.

Through the alliance, Virtua plans to build upon its existing implementation of Alere's Health Information Exchange (HIE) and deploy the company's sophisticated Clinical Decision Support solution, which identifies gaps in both preventative and critical patient care and predicts when and what level of medical attention is needed to avoid hospital re-admissions or more costly types of care. The technology platform includes customizable, evidence-based care plans intended to assist Virtua's nurse coordinators and physicians with decision-making and communication. Virtua also plans to engage nurses from Alere to supplement its care coordination team.

Additionally, Virtua will leverage Alere's care management solutions and personal health record, integrating data from both into its HIE in order to engage patients, providers, and care managers in a community-wide collaborative. The HIE platform already facilitates the secure, electronic exchange of health information among the region's hospitals, nursing homes and physicians.

"Our expanded relationship with Alere and use of its innovative technologies support Virtua's goal to provide the highest levels of care for our patients, especially as we coordinate services along the continuum of care," explained Alfred Campanella, Virtua's Executive Vice President for Strategic Business Growth and Analytics.

Virtua also plans to deploy 500 home-based, biometric monitoring devices that electronically transmit patients' blood pressures, weights, and other health data to the HIE, allowing Virtua and Alere nurses to readily detect adverse changes in a patient's medical status while at home.

The alliance contemplates the creation of an innovation demonstration site at Virtua Voorhees Hospital, where the care coordination program will be showcased for Alere's customers and other interested parties.

"Our expanded alliance with Virtua is a tremendous milestone in our four-year relationship," says Sumit Nagpal, President and CEO of Alere Accountable Care Solutions. "Virtua has taken the lead in applying innovative technologies to solve complex healthcare problems, advancing the state of the art. With this alliance, we

are thrilled to build upon our foundation to deliver safer, more cost effective care."
About Virtua As one of New Jersey's largest health systems, Virtua helps people be well, get well and stay well through a comprehensive range of health care services. Services are delivered through three health and wellness centers, three fitness centers, four acute care hospitals, primary and specialty physician practices with more than 240 physicians, urgent care centers, seven ambulatory surgery centers, home health services, two long-term care and rehabilitation centers, 12 paramedic units and a wide range of outpatient services. A leader in maternal and child health services, Virtua delivers almost 8,000 babies a year. Virtua also provides employment and wellness services to 1,700 businesses and corporations. An innovator in clinical and information technology such as electronic medical records, Virtua is recognized for its ground-breaking partnerships with Children's Hospital of Philadelphia (CHOP) and the Fox Chase Cancer Center. It is the official orthopedic provider for the Philadelphia Flyers. Virtua employs more than 8,400 people and has been honored as the #1 Best Place to Work in the Delaware Valley for seven consecutive years. It is the recipient of the Consumer Choice Award from the National Research Corporation. For more information, visit www.virtua.org [1] or www.virtuabroadcastnetwork.org [2] .

About Alere
By developing new capabilities in near-patient diagnosis, monitoring and health information technology, Alere enables individuals to take charge of improving their health and quality of life at home. Alere's global leading products and services, as well as its new product development efforts, focus on cardiology, infectious disease, toxicology and diabetes. Alere is headquartered in Waltham, Massachusetts. For more information regarding Alere, please visit www.alere.com [3].

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