



999 Third Avenue Suite 2100
Seattle, Washington 98104-1139, USA
(206) 876-2100 Office
(206) 876-2101 Fax

Alere Wellbeing – Company Backgrounder

Alere Wellbeing, formerly Free & Clear, Inc., was originally a department of Group Health Cooperative, a consumer-managed, regional health system serving more than 600,000 members in the Pacific Northwest. In November 2003, The Center for Health Promotion spun off from Group Health Cooperative under the direction of a group of venture capitalists including Polaris Venture Partners, Three Arch Partners, and Kaiser Permanente Ventures to officially form Free & Clear, Inc. as an independent business. In September 2009, Free & Clear became a wholly owned subsidiary of Alere, Inc., and in April 2011 Free & Clear was renamed Alere Wellbeing. In June 2011, Sandy Becker became President of Alere Wellbeing.

Alere Wellbeing's evidence-based programs bring together clinical research, innovative technology, and social interaction, to help people identify health risks and modifies behaviors so they may avoid chronic illness and live longer, more vital lives. Alere Wellbeing is known and respected for its pay-for-performance business model, intense focus on scalable service quality, dedicated account management, continuous program improvement, and transparent reporting of measurable outcomes.

The **Quit For Life® Program**, the nation's leading tobacco cessation program, employs an evidence-based combination of physical, psychological, and behavioral strategies to enable participants to take responsibility for and overcome their addiction to tobacco. The program combines phone-based cognitive behavioral coaching and medication support with web-based learning, tracking, and social support.

Weight Talk® is an evidence-based personal coaching program designed to achieve measurable, sustainable weight loss. Unlike "self-help" weight loss products, Weight Talk® is delivered through regular phone-based coaching sessions with a dedicated coach, registered dietitian, or fitness specialist. The experience is highly personalized, deeply supportive, and proven effective.

Alere Wellbeing has contributed to more than 115 published research studies and maintains collaboration with the American Cancer Society® and an active research program funded by academic and public health organizations including the Centers for Disease Control and the National Institutes of Health. Alere Wellbeing provides services to 27 state governments and more than 650 health plans and employers (63 in the Fortune 500).

Visit www.alerewellbeing.com for more information.

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