



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

**FOR IMMEDIATE RELEASE**

**Dr. Ron Goetzel and Alere Wellbeing to Present Webinar on The Economic Impacts of Obesity in the Workplace – And, What You Can Do About It**

**SEATTLE, Wash. November 14, 2011** - Alere Wellbeing (formerly Free & Clear) announced today that Ron Z. Goetzel, PhD., will present the complimentary webinar, *The Economic Impacts of Obesity in the Workplace – And, What You Can Do About It*, on November 16 and December 2 at 11:00am PST.

U.S. healthcare costs are skyrocketing, and much of the rise can be attributed to the increase in chronic diseases such as diabetes, hypertension, pulmonary conditions, hyperlipidemia, and back problems. One major cause for this increase in disease prevalence is the epidemic rise in obesity rates among Americans.

“About 27 percent of the rise in healthcare costs is associated with increases in obesity rates,” says Dr. Goetzel, who is both the Director of the Emory University Institute for Health and Productivity Studies and the Vice President of Consulting and Applied Research for Thomson Reuters. “Improving the health risk profile of an employee population can lead to significant reductions in employer healthcare costs.”

Dr. Goetzel is a nationally recognized expert on evaluations of health promotion programs. He has an extensive background in health and productivity management, data analysis, and applied research. Dr. Goetzel's areas of expertise include health promotion and disease prevention, healthcare data analysis, outcomes research, managed care, and productivity-related topics. He has made numerous presentations at conferences focused on health and productivity issues. Dr. Goetzel earned his doctorate in Organizational and Administrative Studies and his M.A. in Applied Social Psychology from New York University, and his B.S. degree in Psychology from the City College of New York. Over the past 20 years, Dr. Goetzel's work has focused on large-scale evaluations of worksite health promotion, disease prevention, and employee productivity.

Join Dr. Goetzel as he discusses the rising health and productivity-related expenditures employers face, the top 10 most costly chronic conditions, and the role obesity plays in creating or exacerbating these conditions. He will also share data from several large U.S.-based research studies conducted at corporations like PepsiCo and Dow Chemical and highlight success factors for employee weight loss and overall worksite health.

To register for the complimentary webinar on Wednesday, November 16 or Friday, December 2, visit <http://www.alerewellbeing.com/clearinsights>

#### About Alere Wellbeing

Alere Wellbeing (formerly Free & Clear) brings together science, technology, and personal interaction to help people recognize and modify unhealthy behaviors to avoid chronic illness and live longer, more vital lives. Alere Wellbeing's evidence-based programs address modifiable health risks that contribute to chronic disease: tobacco use, poor nutrition, physical inactivity, and stress. Current clients include 27 state governments and more than 650 health plans and employers, 63 of which are in the Fortune 500. 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 at the individual participant and aggregate population level. Alere Wellbeing has contributed to more than 100 published research studies and maintains collaboration with the American Cancer Society® and an active research program funded by the Centers for Disease Control, American Legacy Foundation, and the National Institutes of Health. More information about Alere Wellbeing can be found at [www.alerewellbeing.com](http://www.alerewellbeing.com).

#### About Alere

By developing new capabilities in near-patient diagnosis, monitoring and health management, 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, women's health, infectious disease, oncology and toxicology. Alere is headquartered in Waltham, Massachusetts. For more information regarding Alere please visit <http://www.alere.com>.

#### For More Information:

Terry McMahan  
Alere Wellbeing  
(206) 876-2186  
Terry.McMahan@alere.com  
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