



Free & Clear, Inc. – Company Backgrounder

Free & Clear, Inc., formerly The Center for Health Promotion, 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 July 2004, Tim Kilgallon was appointed CEO.

Today, Free & Clear, a wholly owned subsidiary of Alere LLC and its parent company, Inverness Medical Innovations (NYSE: IMA), specializes in phone-based online learning supported by cognitive behavioral coaching to help employers improve the overall health and productivity of their workforce. Free & Clear's evidence-based programs address the four key modifiable health risks that contribute to chronic disease: tobacco use, poor nutrition, physical inactivity and stress. Evidence-based and subject to continuous improvement, Free & Clear's programs reflect the company's standards of excellence in scalable service quality, customer service, continuous program improvement and transparent reporting of measurable outcomes.

The **Quit For Life® Program**, brought to you by a partnership between the American Cancer Society® and Free & Clear, evolved 25 years ago out of research funded by the National Cancer Institute to test the effectiveness of telephonic smoking cessation treatment. The results of the study showed that combining self-management materials with cessation calls boosted quit rates over 50% compared to controls. Since that time Free & Clear has established itself as the national leader in tobacco dependence treatment.

The **Mind & Body® Program** is a new innovative healthy living program from Free & Clear that has evolved out of 14 years of experience in delivering a classroom-based weight management program and phone-based bariatric services.

Free & Clear works with esteemed research and strategic partners such as the American Cancer Society, Fred Hutchinson Cancer Research Center, SRI International, Center for Health Research, and Center for Health Studies; provides services to 17 state governments and over 280 health plans and employers (50 in the Fortune 500); and has contributed to more than 80 published research studies.

Visit www.freeclear.com for more information.

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