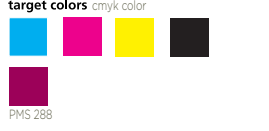



Job # AHM 3	Part No. PN 700003-01 3/10	ROUND
Title Alere Patient Selection Sell Sheet with tab		6
target colors cmyk color	other colors	4/12/10
	holding line does not print	
proof information This proof does not show traps or overprints. Print free areas are to be validated at pre-press. This print is not a contract proof. At 100% size this box is 2.5"x1.5"		



Patient Suitability & Selection

The Alere™ Home INR Monitoring program enables your patients to monitor their INR levels in the comfort and convenience of home, which ultimately improves their quality of life. Before implementing a Home INR Monitoring program, it is important to identify individuals who will be most suited for success.

Characteristics of suitable Home INR Monitoring candidates

Condition:

Patients should be receiving chronic oral anticoagulation medication for one of the following conditions¹:

- Mechanical Heart Valve (MHV)
- Atrial Fibrillation
- Venous Thromboembolism or Deep Vein Thrombosis (DVT)
- Pulmonary Embolism
- Hypercoagulable state

Motivation:

Patients should be interested and excited to participate in home monitoring. A positive attitude leads to overall testing compliance and satisfaction.

Stability:

Patients that require close monitoring due to unstable INR may experience more time in-range with the ability to test more frequently at home.

Dependability:

Patients should be highly reliable to follow doctor's orders for testing frequency and results reporting.

Location:

Patients that are located in a remote area or that may be home-bound may have limited mobility to travel to a lab or office and home testing will allow them to experience greater convenience.

Schedule:

Patients with busy work or travel schedules may be unreliable in attending lab appointments and home monitoring will allow them to become more consistent in testing.

Difficulty with Venous Testing:

Patients who have trouble drawing a blood sample from a venous lab test may find more success with a fingerstick device.

Physically Capable:

Patients need to be capable of administering a fingerstick on their own or with caregiver assistance.

Caregiver Support:

A patient's caregiver can be a valuable asset for your patients enrolled in Home INR Monitoring.

Coverage for Home INR Monitoring

Below are specific guidelines by insurance type that must be met in order to qualify for the program:



Medicare: Patients must be on Coumadin®* (warfarin) therapy for more than 90 days and have a condition.



Privately Insured: Many private insurance providers also routinely cover individuals for Home INR Monitoring.



Cash Pay: If patients do not have insurance coverage, they may choose to participate in the program by purchasing a meter and testing supplies.

Alere Home Monitoring Enrollment Support

Alere Home Monitoring makes the enrollment process easy for you and your patients.

Once you have identified patients who can benefit from the Home INR Monitoring program, we will send you an enrollment kit to help introduce the program to your patients.

The kit contains detailed information about home monitoring that you can share with your patients during their next office visit, as well as the necessary set up forms that you will need to get started. This support program will help keep you connected to your patients as they monitor their INR at home.

Talk to your Alere Home Monitoring representative today or call 1.877.262.4669

