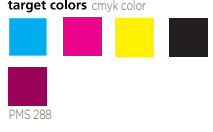




Job # AHM 9	Part No. PN 700011-01 3/10	ROUND <b>6</b>
Title Alere Patient Training Sell Sheet with tab		
target colors cmyk color 	other colors 4/12/10 	
<b>proof information</b> <small>This proof does not show traps or overprints.  Print free areas are to be validated at pre-press.  This print is not a contract proof. At 100% size this box is 2.5"x1.5"</small>		



## Patient Training

We believe that proper training is the key to Home INR Monitoring success. Because of this, we are the only national service provider that offers personalized Face-2-Face® training for all patients on all INR systems, regardless of insurance coverage.

### The Alere Face-2-Face® Training Program ensures success for all home monitoring patients

The Alere Face-2-Face® proprietary training program is administered by experienced and certified trainers that make certain your patients receive the personal attention they deserve.

Our goal is to always ensure patient's maximum success and confidence in Home INR Monitoring, which ultimately increases their ability to remain compliant with your prescribed testing instructions.

Patients will actively participate in the training session and will not graduate training until they have demonstrated full competence in testing on their own or with the help of a caregiver.

“The Home INR training made me comfortable testing by myself. Training helped me with techniques I would not have thought of, like how to position the machine and where to test in my home. Now, I get it on the first go and only use 1 strip at a time!”

-Rita C., PA

Alere's Superior Training Offering	Alere Home Monitoring, Inc.	Other National Service Providers
In person training for Medicare patients (required by CMS¹).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
In person training for patients covered by private insurance.	<input checked="" type="checkbox"/>	
First to introduce an accredited Face-2-Face® training program.	<input checked="" type="checkbox"/>	
Largest network of certified trainers.	<input checked="" type="checkbox"/>	
Requires all registered trainers to undergo nationally certified CE program.	<input checked="" type="checkbox"/>	

## Training Overview

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Once we have verified the patient's insurance coverage and they are enrolled in the Alere™ Home INR Monitoring Program, one of our certified trainers will schedule a Face-2-Face® training session.

### During training, patients will learn:

- How to obtain a blood sample with a simple fingerstick.
- How to operate the INR monitor.
- How to report their INR test results.

In addition, they will also receive helpful tips on how to maintain a healthy lifestyle while taking Coumadin®\* (warfarin), with the Alere Home Monitoring WellLife educational program.

## Training Administration Options

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**Training can be provided in the comfort and privacy of your patients' home by an Alere™ Home Monitoring Certified Trainer.**

**OR you may choose to train your patients at your office with:**

- An Alere Home Monitoring Certified Trainer during office hours.
- An Independent Contract Trainer from your office who would train after office hours.
- Your office nursing staff.

## Our Commitment to Training Excellence

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Standardized training by certified trainers ensures each of your patients get the same high quality education, but is still flexible enough to meet patients' socioeconomic and literacy needs.

Alere™ Home Monitoring registered trainers are certified by the **nationally recognized training program** from the University of Southern Indiana (USI), College of Nursing and Health Professions. This program, which is **accredited as a provider of continuing nursing education** by the American Nurses Credentialing Center's Commission on Accreditation, was co-developed by Alere Home Monitoring and USI.<sup>2</sup>

This interactive online Certificate Program is **the only accredited program available today for Home INR Monitoring** and has been reviewed by local and national experts. The course focuses on the clotting system, patient assessment, principles of successful adult teaching strategies, and teaching strategies specific to Home INR Monitoring.

Alere Home Monitoring, Inc. • 1.877.COAGNOW (1.877.262.4669) • [www.alere.com](http://www.alere.com) • [www.ptinr.com](http://www.ptinr.com)

1. CMS National Decision Memo for Prothrombin Time (INR) Monitor for Home Anticoagulation Management (CAG-00087R). 03/19/2008.

2. Anticoagulation Patient Self Testing Educator Certificate Program from the College of Nursing and Health Professions at the University of Southern Indiana.

\*Coumadin® is a registered trademark of Bristol-Myers Squibb Pharma Company.

Face-2-Face® is a registered trademark of Alere Home Monitoring, Inc.

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