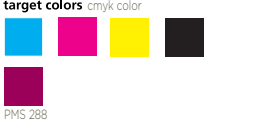



Job # AHM 7	Part No. PN 700009-01 3/10	ROUND
Title Alere Protocol Sell Sheet with tab		6
target colors <small>cmjk color</small>	other colors	4/12/10
	holding line does not print	
proof information <small>This proof does not show traps or overprints. Print free areas are to be validated at pre-press. This print is not a contract proof. At 100% size this box is 2.5"x1.5"</small>		



## Service Protocols

A successful Home INR Monitoring program is built upon service protocols that improve operational efficiencies in your clinic.

### Home INR Monitoring can improve efficiencies in your clinic

#### Testing Frequency:

Home INR Monitoring enables more frequent testing between regularly scheduled office visits. Adherence and compliance with Home INR Monitoring provides the potential for you to realize the full benefits, as seen in clinical trials.

An increased testing frequency results in fewer INR amplitudes which are commonly associated with adverse events.

Home INR Monitoring is clinically proven to increase time in therapeutic range by enabling more frequent testing. Studies show 50% of patients remain within target range when monitored monthly and 85% of patients are within their target range when monitored weekly.<sup>1</sup>

Home INR Monitoring provides clinically relevant INR tests between routine clinician visits, providing a higher level of INR control and quality of care for your patients.

#### Results Reporting:

Provide a high level of INR control and quality of care for your patients.

Once you've selected your patient, Alere Home Monitoring offers results reported in two ways:

- Directly to Alere Home Monitoring.
- Directly to your office.

If your patients report directly into our secure database management system, we can provide you those test results in a variety of ways to meet your needs of managing your patients:

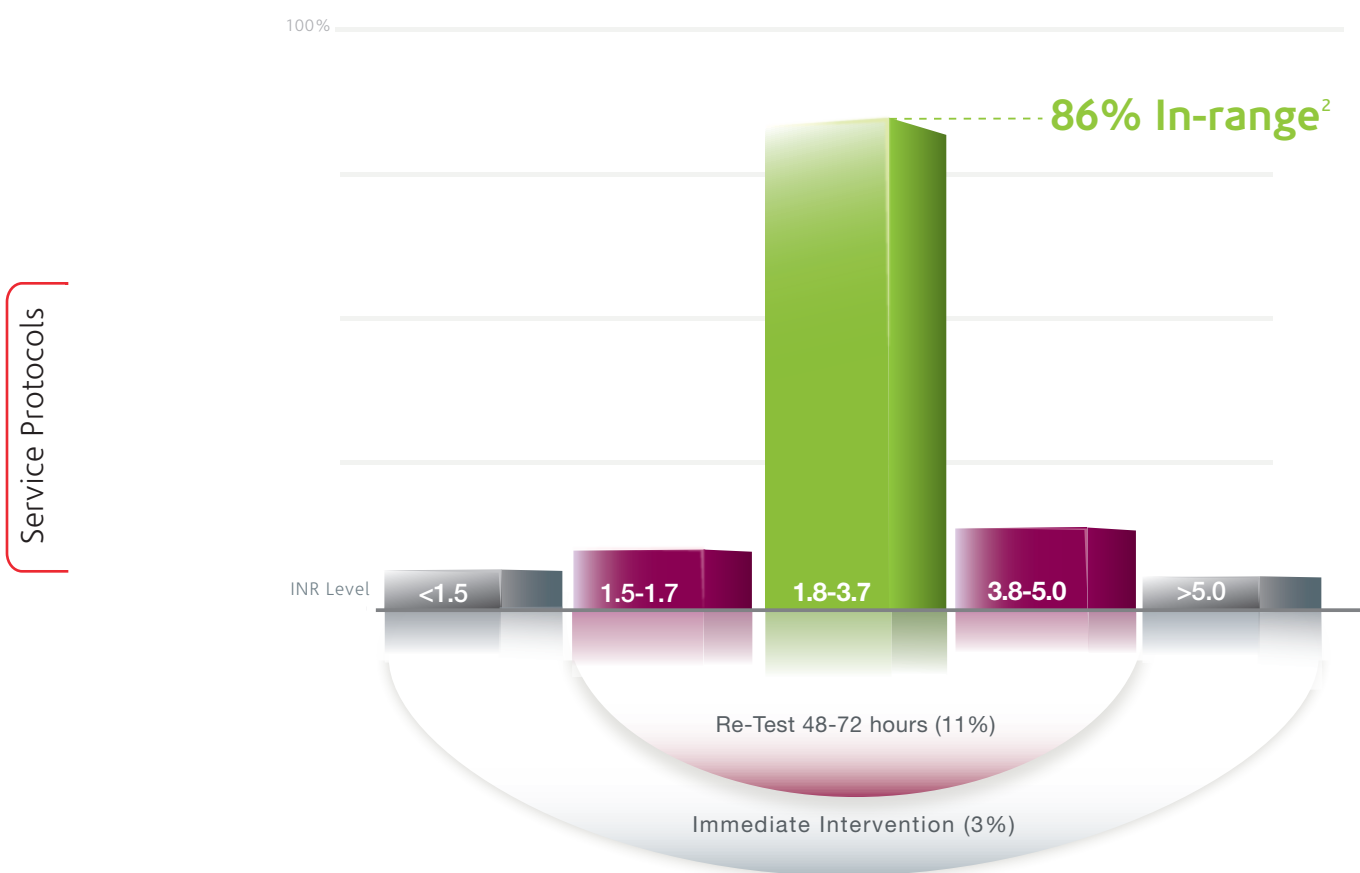
- Alert you only when a patient is out of range.
- Send you all patient test results on a schedule you choose.
- Provide real-time access to test results via a web interface.

## Management by Exception Principle

The Management by Exception principle can be applied to improve clinic efficiencies of Home INR Monitoring patients.

Adopting a Management by Exception principle allows you to focus on patients with greater clinical needs. Improving practice time in range leads to greater office productivity and efficiency as patients who are in range require less time to manage. As a result, clinics are able to reallocate practice resources to higher risk patients<sup>1</sup> or see more patients per day who are in their target range.

As shown in the chart below, Alere Home Monitoring can assist your practice with the majority of patients who maintain in-range INR results, while allowing you to concentrate on those patients needing intervention. This frees office resources to see more patients and expand your practice.



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1. *The Lancet*, 367:404-11 Volume 367, Issue 9508, Page 412, 4 February 2006 doi:10.1016/S0140-6736(06)68140-3.

2. "Application of Management by Exception Principle to PST Protocols", D. Sheehan, M.D., J. Hogan-Schlientz, BSN, RN, (C7) Poster presented at the 10th National Conference on Anticoagulation Therapy, May 2009.

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