

Frost & Sullivan Recognises Alere's Wide Palette of HIV Diagnostics Products with Cutting-edge Technologies

The company's product range covers all segments of HIV screening, staging, and monitoring

CAPE TOWN — 20 AUGUST — Based on its recent analysis of the HIV diagnostics market, Frost & Sullivan recognises Alere with the 2015 African Frost & Sullivan Award for Product Line Strategy Leadership. Alere has marched steadily to the top of the HIV diagnostic space with its array of testing products that deliver accurate results and leverage cost-effective technologies. It has one of the largest ranges of HIV diagnostic products in the African region.

The company has pioneered technologies for point-of-care testing products, enabling highly efficient workflows and quality test results. For instance, the Alere [TM] Pima Analyzer is the world's first device to provide absolute CD4 results at the point-of-care and helps providers initiate and improve the management of antiretroviral therapy. Some of its other solutions include Alere Determine™ HIV-1/2, Alere™ HIV Combo, Alere SD HIV/Syphilis Duo and Alere™ q HIV-1/2 Detect.

Alere's products are relatively easy to use and do not require extensive skill and clinical training, especially the Alere Determine HIV-1/2, Alere™ CD4 Analyzer, and the Alere q. While the Determine HIV-1/2 is dimensionally compact and generates results in 15 minutes, Alere's latest innovation, the Alere q is a first-of-its-kind, fully automated portable nucleic acid testing (NAT), which is the next generation point-of-care molecular platform. Additionally, Alere's molecular products have the capability to detect the widest range of subtypes and recombinant circulating forms (CRF) of HIV.

Already, more than 6,000 Alere Pima™ CD4 Analyzers have been deployed across Africa in various healthcare sites. In 2015 approximately 50 percent of these CD4 Analyzers will be connected wirelessly to health information systems (HIS) to offer better control, technical support and service, supply chain and logistics, and population-level data.

"Alere has a nimble manufacturing process, which gives it a distinct competitive advantage," said Frost & Sullivan Research Analyst Saravanan Thangaraj. "It has the ability and technology required to scale up the production and deliver large quantities of products without compromising quality. It also provides redundancy by having a number of manufacturing sites to ensure supply, in times of increased demand."

Alere presents a large portfolio of HIV diagnosis kits to international organisations including:

- World Health Organization (WHO)
- United States President's Emergency Plan for AIDS Relief (PEPFAR)
- Doctors without Borders
- The Global Fund
- Clinton Health Access Initiative (CHAI), and
- United Nations Children's Fund (UNICEF)

"In terms of affordability, Alere's HIV screening products are the assays of choice in more than 30 African nations," noted Thangaraj. "The solutions are designed to improve early diagnosis and turnaround time, reduce loss-to-follow-up, and enhance treatment compliance and adherence. This results in the best health economic outcomes to countries that employ the technology."

Africa needs a combination of a wide range of products and implementation support programs to manage the HIV pandemic. Alere has addressed this need by developing products that are tailored for the African market as well as by investing in the Field Support Staff (FSS) program, a regional support structure designed to maximise outcomes from point-of-care testing by offering training, mentorship and support.

Krishna Srinivasan Global President and Managing Partner Frost & Sullivan stated “Alere has done a remarkably good job of understanding customer needs in the HIV diagnostics market. Its diverse product range is uniquely positioned for sustained success because it addresses the core issues that customers care about – quality, functionality and reliability.”

Owing to these differentiated technologies and customer-focused services, Alere is a worthy recipient of Frost & Sullivan’s 2015 Product Line Strategy Leadership award.

Each year, Frost & Sullivan presents this award to the company that has developed a comprehensive product line that caters to the breadth of the market it serves. The award recognises the extent to which the product line meets customer base demands, the overall impact it has in terms of customer value as well as increased market share.

Frost & Sullivan Best Practices awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.

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