



**FOR IMMEDIATE RELEASE**

## **Free & Clear, Inc. Announces CMO's New Role as Head of CDC's Office on Smoking and Health**


*Dr. Tim McAfee's new role a testament to his pivotal work at Free & Clear and the company's reputation as a leading provider of tobacco cessation services.*

**SEATTLE, Wash. July 7, 2010** – Free & Clear, Inc., a national leader in behavior change services, announced today that its chief medical officer and founder, Tim McAfee, MD, MPH, will assume the prestigious position of Director of the Office on Smoking and Health (OSH) at the Centers for Disease Control and Prevention (CDC). OSH is the lead federal agency for comprehensive tobacco prevention and control and is dedicated to developing, conducting, and supporting strategic efforts to protect the public's health from the harmful effects of tobacco use. The goals of the office are to prevent tobacco use and promote cessation among youth and young adults, eliminate exposure to secondhand smoke, and identify and eliminate tobacco-related health disparities.

"The CDC and U.S. citizens will greatly benefit from Dr. McAfee's background and extensive experience in the fight to decrease tobacco use at the policy, research and operational level, and as a thought leader and pioneer in tobacco control," said Dr. Ursula Bauer, Director of CDC's National Center for Chronic Disease Prevention and Health Promotion.

Dr. Tim McAfee was instrumental in helping Free & Clear grow from a small telephone counseling service for smokers into an award-winning, nationally-recognized business with more than 600 employees and a diverse customer base including nearly 400 commercial and 26 state quitline clients. He oversaw the creation and growth of Free & Clear's Clinical and Behavior Sciences unit, led by Susan Zbikowski, PhD, which operates multiple large externally-funded clinical trials with academic partners.

Prior to Free & Clear's incorporation in late 2003, Dr. McAfee was the executive director of the Center for Health Promotion, the division within Group Health Cooperative that eventually became Free & Clear, Inc. He led the Cooperative's efforts to adopt policies and create systems regarding tobacco that led to a 40% decline in smoking. He helped found and served on the Board of Directors of the North American Quitline Consortium, as well as numerous state and national tobacco policy advisory groups. He recently completed the draft for the World Health Organization's manual which outlines best practices for creating and operating quitlines in developing and transitional countries. Dr. McAfee's selection by the CDC is due in part to his pivotal role at Free & Clear, and the



company's long-standing reputation as a national leader in tobacco cessation services, including its contributions to tobacco related policy at the federal and state level.

"We are very proud of Tim's appointment to the CDC, and the honor it bestows on our organization," said Free & Clear president Tim Kilgallon. "We are grateful for the enormous contribution that Tim McAfee has made to Free & Clear's success, and to the resulting overall decline in tobacco use among the populations of our many commercial and state clients."

While Dr. McAfee will be missed at Free & Clear, his role in providing clinical, research and policy oversight will be fulfilled by well qualified individuals at Free & Clear and its parent company, Alere. Dr. Tim Moore, chief medical officer of Alere with 25 years of medical management experience in public health, academic, and managed care organizations, will provide overall clinical oversight. Susan Zbikowski, PhD will continue to manage research, monitoring of outcomes, and evaluation. Dr. Abigail Halperin, who also directs the Tobacco Studies program at the University of Washington, will move from associate medical director to assume responsibility as medical director. Jennifer Lovejoy, PhD will oversee clinical protocols along with Ken Wassum, past president of the Association for the Treatment of Tobacco Use and Dependency, and Steve Tutty, PhD, a licensed clinical psychologist.

"We are delighted that one of our executives will be assuming such a prominent responsibility at the CDC," said Alere chief medical officer Tim Moore. "With more than 2500 highly qualified clinical support staff at our disposal at Alere and Free & Clear, our clients can rest assured that, despite Dr. McAfee's departure, Free & Clear will maintain its industry-leading service delivery, clinical oversight, and commitment to helping our clients achieve their healthy behaviors goals."

#### **About Free & Clear, Inc.**

Free & Clear, Inc., the healthy behaviors company, specializes in web-based learning and phone-based cognitive behavioral coaching to help employers, health plans and state governments improve the overall health and productivity of their covered populations. 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. Free & Clear is based in Seattle, Washington. More information about Free & Clear can be found at [www.freeclear.com](http://www.freeclear.com).

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