

## Kansas clinic chooses Oklahoma City-based MedEncentive program

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MedEncentive, an Oklahoma City-based developer of medical pay-for-performance systems, announced Jan. 3 that Wichita Clinic, P.A. has become the first medical group licensed in the country to help distribute and administer the MedEncentive Information Therapy Program.

The license covers a service area that includes Wichita and the surrounding counties.

With more than 160 doctors and more than 1,000 employees at its 10 locations, Wichita Clinic is the state's largest multi-specialty group practice, offering a full range of clinical services including outpatient surgery, occupational medicine, immediate care, dentistry, optometry, pharmacy and audiology.

“Wichita Clinic’s mission is to provide high quality and cost effective health care to our patients. After considering the causes of rising costs that plague health care delivery, we chose to proactively search for a pay-for-performance program that would be consistent with our mission,” said Wichita Clinic’s Chief Medical Officer, Robert Kenagy, M.D. “When we learned of the MedEncentive Information Therapy Program and how it uses financial incentives to balance the interests of the patient, the provider and the purchaser, we wanted to do more than simply adopt the Program – we wanted to help promote the Program in our community.”

MedEncentive offers an Internet-based program designed to encourage healthy behavior and control healthcare costs by directing monetary incentives to physicians and patients for incorporating evidence-based medicine treatment guidelines and information therapy in the delivery of health care.

The program uses patent-pending methods to simultaneously promote adherence to evidence-based treatment guidelines and physician clinical judgment independence.

Two years of market testing and a recently released study entitled Pay-for-Performance Success Using Interactive Doctor-Patient Rewards provide validation of the Program’s efficacy in producing a substantial return on investment to the health care purchaser.

“It is a landmark event in health care reform when a prestigious medical group like Wichita Clinic becomes a champion for a third party pay-for-performance program,” said MedEncentive CEO Jeff Greene. “It is exciting to see leading physicians promote the principles of provider and patient accountability, transparency, medical literacy, and patient empowerment. We expect that health care consumers, purchasers and providers will take notice.”

Greene credits the success of the MedEncentive Information Therapy Program in part to the advancement in Internet-based medical content and the application of good commonsense.

“Poor doctor-patient communication is a leading cause of misdiagnosis, patient dissatisfaction, medical malpractice, inferior clinical outcomes, and higher health care costs. Our program uses positive incentives to encourage better doctor-patient communications,” Greene said. “Offering patients informational support through their doctor helps patients take a more active role in self-managing their health. The combination of evidence-based medicine and greater information sharing within the doctor-patient relationship results in better health and reduced overall costs.”