

## NEWS RELEASE

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**February 14, 2005**

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### **EPPO EVOLVES, ASSUMES NEW MONIKER: MEDENCENTIVE**

OKLAHOMA CITY – ePPO, LLC, an Oklahoma City based health care technology company, today announced they have chosen to implement a new corporate name. The company will now be called MedEncentive, LLC.

“In a very short period of time, our company has grown from being a small subsidiary CompONE to emerge as a free-standing company in its own right, with very ambitious goals,” said Jeff Greene, MedEncentive co-owner and Chief Executive Officer. “As we move into the next phase of development we felt it was necessary to choose a name that more clearly reflects our unique business model.”

MedEncentive is a health care delivery program designed to improve standard of care and clinical outcomes, while controlling overall healthcare costs. The program accomplishes these objectives by incorporating the principles of evidenced-based medicine, information therapy and pay-for-performance through a creative Internet application.

The ePPO Program allows healthcare payer organizations and self-insured employers to financially reward physicians when they consider an evidence-based medicine treatment guideline and prescribe information therapy to their patients. Patients earn rebates on their co-payments (or other financial rewards) when they respond to their doctor’s information therapy prescriptions and indicate their adherence to healthy lifestyle choices.

“Patients and physicians control 80 percent of the cost of health care,” Greene said. “Our program is successful because it effectively improves communication between these two important groups.”

Dr. Susan Chambers, 2003 Journal Record Woman of the Year, and Dr. David Parke, Dean A. McGee Eye Institute CEO, join Jeff Greene as co-owners of MedEncentive, LLC.