

## NEWS RELEASE

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### **Physician Group Endorses MedEncentive**

OKLAHOMA CITY – UPAL, Oklahoma’s largest independent physician organization, announced today their

“In a very short period of time, our original project to improve healthcare quality and affordability has grown from a small department within CompONE to become a free-standing company with very ambitious goals,” said Jeff Greene, MedEncentive co-founder and Chief Executive Officer. “The ePPO name was confusing. Our company is not a PPO or a health plan or an insurance company. We offer products that help PPOs and health plans provide better and more affordable healthcare.”

MedEncentive offers its patent pending healthcare delivery program through proprietary Internet applications. Referred to as a “pay-for-performance model,” the MedEncentive Program is designed to improve the standard of care and control costs through financial incentives to doctors and their patients for incorporating evidence-based medicine and information therapy methods. “Thus the name MedEncentive which ties to our corporate tag line: ‘Evidence-based Rewards for a Healthier World,’” Greene said.

In test market mode, the MedEncentive Program is re-confirming the findings by others that pay-for-performance models improve care and control costs. “By properly investing in financial rewards paid to physicians and patients, healthcare payer organizations and self-insured employers can help improve care and control costs,” said Jim Dempster, MedEncentive Executive Director. “And the key term is ‘properly’ investing.” MedEncentive provides tools for physicians to review current, unbiased, credible evidence-based medicine treatment guidelines and prescribe information therapy to their patients that encourages and empowers them to self-manage their health.”

“Patients and physicians control the vast majority of healthcare costs,” Greene said. “Our program is successful because it effectively improves communication between these two essential parties. Better communication and information (therapy) in the right dosage at the right time can be very powerful medicine.”

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