



FOR IMMEDIATE RELEASE

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MedEncentive signs first out-of-state Third Party Administrator

OKLAHOMA CITY – MedEncentive, an Oklahoma City-based developer of web-based healthcare cost-containment programs, today announced Chicago-based Benefit Administrative Systems (BAS) is an approved Third Party Administrator (TPA). BAS provides services for more than 300 employers across the United States and is the first TPA to become a MedEncentive Approved Vendor from outside Oklahoma.

A TPA administers employee health benefit plans for self-insured employers and organizations that are responsible for paying their own employees' medical bills.

“We’re excited to offer MedEncentive to our customers and their employees,” said BAS President Marty Joseph. “MedEncentive is able to gain high levels of physician and patient participation, which is imperative in controlling healthcare costs. This program is particularly attractive because it is both an effective cost-containment tool for our customers, plus provides a benefit enhancement that our customers can offer to their employees.”

“BAS has a great reputation of providing quality services and products to their customers, as well as great customer service,” said MedEncentive Executive Director Jim Dempster. “BAS’s due diligence found that our customers are enthusiastic about the program and believe it is easy to implement and maintain. BAS’s customers will have an efficient tool that improves the health of their employees, which leads to improved productivity and morale. MedEncentive’s incentive-based system encourages better doctor-patient communications so patients can become more active participants in their own care and well being.”

MedEncentive is a web-based information therapy program designed to control health care costs by encouraging a higher standard of care and healthier behavior through financial incentives to physicians and patients. Doctors are rewarded for prescribing information therapy and considering evidence-based treatment guidelines. Patients are paid by their employer for reading online information about their condition, demonstrating knowledge, declaring compliance and rating their doctor’s performance through online questionnaires.

“Physicians typically earn a 20 percent premium over their normal office visit payments, while patients earn a rebate of part or all of their co-payments,” said Dempster.

About MedEncentive, LLC

Founded in 2005 and located in Oklahoma City, MedEncentive, LLC offers a web-based system of incentives designed to encourage healthy behavior and improve healthcare delivery, which leads to healthcare cost control. MedEncentive programs use patent-pending methods to create an alignment of interest (AOI™) among the consumer, medical provider, and healthcare purchaser/payer through a process called Triangulation™. This process directs “interactive” incentives from purchaser/payers to physicians and patients for incorporating evidence-based medicine treatment guidelines, information therapy and other types of performance standards. For more information visit www.medencentive.com.

About Benefit Administrative Systems, LLC

Benefit Administrative Systems (BAS) has offices located in the suburbs of Chicago and St. Louis. BAS offers flexibility, timeliness, and control to its diverse client base of corporate employers, non-profit employers and government employers. Founded in 1983, BAS provides services for more than 300 clients with over 80,000 members.

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