



MedEncentive

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FOR IMMEDIATE RELEASE

Oklahoma Doctors Give Patients Information Therapy (Ix[®]) To Improve Care Quality *MedEncentive and Healthwise partner in unique Ix-based pay-for-performance program*

OKLAHOMA CITY, Oklahoma, and BOISE, Idaho, September 25, 2006—Healthwise and MedEncentive have partnered to provide patients with information therapy (Ix) as part of their health care. Now, doctors can write a new kind of prescription—not an “Rx,” but an “Ix.” These Healthwise[®] Ix prescriptions are part of a unique pay-for-performance plan offered by Oklahoma-based MedEncentive.

MedEncentive released a study today providing evidence that its pay-for-performance plan played a significant role in one employer’s reduction of health care costs. MedEncentive CEO Jeff Greene said, “Of the more than 100 pay-for-performance programs in existence today, this is the first to have simultaneously demonstrated physician acceptance, interactive patient accountability, and a positive return on investment.” Read the separate MedEncentive press release on the study results at www.medencentive.com.

How Ix Works

Information therapy is the prescription of specific, evidence-based medical information to a patient at just the right time to help him or her make a specific health decision or behavior change. Doctors participating in the MedEncentive pay-for-performance program can now deliver Ix prescriptions before, during, and after office visits, using more than 5,000 Healthwise health topics.

A doctor uses the MedEncentive Web site to give patients relevant Healthwise Ix prescriptions. The Web site tracks when the patient reads the information, and then both the patient and the doctor get “paid” for this “performance.” Doctors receive a higher reimbursement, and patients receive a co-payment rebate.

Why Ix Is Important

Ix prescriptions are delivered to reinforce what the doctor and patient talked about during their visit. The information helps people understand their conditions, make better health decisions with their doctors, and take the right actions to improve their health. That means better health care quality and appropriate use of health care services.

“Healthwise Ix prescriptions are important to the success of our pay-for-performance program,” said Mr. Greene. “With the addition of Healthwise information, physicians trust they can find the

information they want to share with the patient—that it is accurate, up-to-date, and really helpful.”

“Healthwise is excited about the MedEncentive approach,” offered Donald W. Kemper, Healthwise CEO. “Nowhere have I seen a more powerful alignment of patient and physician incentives than in the MedEncentive plan. This system demonstrates the true power of information therapy.”

About MedEncentive

MedEncentive, LLC is an independent information service company that offers a suite of products which industry experts are hailing as a real breakthrough in health care cost containment. The MedEncentive Program lowers cost by interactively rewarding physicians and patients for incorporating evidence-based medicine (EBM) and information therapy (Ix) which are delivered through the Company’s proprietary Internet applications. MedEncentive’s value-based compensation of physicians falls into a nationwide movement referred to as pay-for-performance or P4P. MedEncentive is the first P4P program to have simultaneously achieved physician acceptance, interactive patient accountability, and a positive return on investment (ROI) for employers due to its unique physician-patient interactive reward strategy. To learn more, visit www.medencentive.com or call 405.319.8450.

About Healthwise

Healthwise is a nonprofit organization that has been helping people make better health decisions since 1975. Nearly 75 million times a year, people turn to Healthwise information for help in making health decisions. Healthwise works with hospitals, employers, clinics, and health plans to provide decision-support and self-management information to the people they serve. Healthwise is leading a major change in health care to prescribe information therapy (Ix) to patients as part of every health care encounter. To learn more, visit www.healthwise.org or call 1.800.706.9646.

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