

Wichita Clinic is first MedEncentive licensee

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Wichita Clinic has become the first medical group in the nation to become licensed to distribute and administer an Internet-based program that pays physicians and patients for following certain health care guidelines.

The MedEncentive Information Therapy Program was developed by MedEncentive, an Oklahoma City-based firm that spent two years testing its program. The license covers a service area that includes Wichita and surrounding counties.

Jeff Greene, MedEncentive's CEO, says the program is a health insurance supplement that employers can choose to add. Doctors can earn a financial incentive by prescribing the information therapy and patients are paid by their employer for reading online information about their condition and rating their doctor's performance through online questionnaires.

Financial incentives are paid by the employer and employees that participated in initial testing earned \$25 to \$30 for completing the information therapy program, Greene says. Employers can see an 800 percent return on investment and a seven to 11 percent reduction in overall costs, he says.

Wichita Clinic expects to use the program and will work locally to promote its use.

"We chose to proactively search for a pay-for-performance program that would be consistent with our mission," says Dr. Robert Kenagy, Wichita Clinic's chief medical officer. "When we learned of the program, we wanted to help promote it in our community."

How quickly the program is introduced in other markets will depend partly on how things go in Wichita, Greene says.

More information about MedEncentive is available at www.medencentive.com.