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TECH LINK

Faster, better, cheaper or brave new world?

MedEncentive is a startup company focused on reducing health care costs.

The best minds in America have been struggling with this issue for years.

Yet despite these efforts, families continue to struggle, large corporations are being brought to their knees and the states and federal government are reeling from budget-busting rapid increases in health care costs.

So why does Jeff Greene, founder and CEO of MedEncentive think he can be successful? His is a big idea and he is determined to see it become the next big thing in health care. To do this MedEncentive will need investment capital.

One of the more interesting ways of evaluating early-stage investment opportunities is by the nature of the business proposition. Is the product or service being offered an improvement over similar products and services already available in the marketplace?

Or is it something that is fundamentally new, a disruptive technology that will recast existing markets or create whole new markets?

Is it faster, better, cheaper? Or is it brave new world?

The faster-better-cheaper ideas are plentiful. There are endless "better mousetrap" ideas. Those that can demonstrate that they are enormously faster, better, or cheaper will attract venture capital.

In fact, venture capital portfolios will mostly contain these types of deals. They can be understood: markets can



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be analyzed for size and growth characteristics, pricing and strength of competitors. There are models of success that can be benchmarked.

But what about the brave new world ideas? This is much harder to analyze because their success often depends on changing customer or end-user behavior and competitive responses from those who will be displaced.

It is difficult for would be investors to get a good fix on how a brave new world value proposition will be received by customers and how value will be captured. Yet they have the power to change the world. Think of the personal computer or Quicken, the personal finance software. These don't come along so often.

So here comes Jeff Greene with a simple, yet elegant value proposition that couples evidence-based medicine and information therapy in a system that financially rewards doctors and their patients. It has elements of brave new world and faster-better-cheaper.

Harnessing the power of the Internet, through the MedEncentive program patients get detailed information about the diagnoses made by their physician and what must be done to treat the medical condition. Compliance yields a financial reward for the patient.

Doctors who follow standard treatment protocols (or explain why they are not) and prescribe information therapy are similarly rewarded. It bolts on to any healthcare plan.

Backed by studies by the Rand Corp. and numerous others, which provide the theoretical bases, MedEncentive is finding real success with its pilot projects in the city of Duncan, in the city of Durant and a private employer.

In Jeff Greene's brave new world, doctor's and patients work together to achieve better healthcare at lower cost. It is a remarkable innovation and one more example of Oklahoma's growing entrepreneurial successes.

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