

## MedEncentive, Medical Justice form partnership

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TULSA – As the country continues to debate about health care, two firms have formed a partnership to combat high medical costs.

Oklahoma City-based MedEncentive and Greensboro, N.C.-based Medical Justice say their new partnership will lower medical costs by abating medical malpractice lawsuits, defense medicine and variance in treatments.

MedEncentive is a Web-based incentive program designed to contain health care costs, while Medical Justice is a member-based organization that through proactive services seeks to protect physicians from frivolous lawsuits and Internet defamation.

“Together, we will offer an important additional benefit to physicians that will also benefit patients and health insurers,” said Jeff Greene, CEO of MedEncentive.

Jeff Segal, founder and CEO of Medical Justice, said he recently heard Greene deliver a speech that resonated with what Segal and his company is trying to accomplish.

“We thought of how we might work together to promote better care for patients and the work environment for physicians,” Segal said. “It was pretty clear we had a

partnership in the making.”

Founded in 2002, Medical Justice’s primary goal is to prevent physicians from being sued for frivolous reasons. This allows physicians to practice cost-effective medicine, which in turn could provide better value for patients, Segal said.

MedEncentive combines financial rewards, proprietary Web-based applications and the concept of doctor-patient mutual accountability, Greene said.

“All of it revolves around how we can fix things that make health care so expensive,” Greene said. “It comes down to the process of getting doctors and patients to engage in one another in what we call doctor-patient mutual accountability.”

Part of Greene’s business model is focused on businesses and self-insured entities, while Segal’s model is geared toward physicians.

By having physicians, patients and payers participate in a collaborative system, Segal said, all parties can benefit.

Through the partnership, physicians who successfully participate in the MedEncentive program will receive Medical Justice coverage for a favored price.

“The beauty of Jeff’s (Greene) model is the way it’s integrated, it’s very simple and requires very little to get it rolling,” Segal said. “We

are excited to offer Medical Justice as an extra inducement to boost physician participation in the MedEncentive program.”

In President Barack Obama’s recent speech to the nation regarding health care reform, he acknowledged that something needs to be done about the cost of medical malpractice and defense medicine.

Defense medicine is when doctors order extra tests and render additional services in an effort to reduce medical malpractice risk.

Studies have estimated that defense medicine costs \$105 billion to \$210 billion per year.

MedEncentive’s program works by compensating physicians for using evidence-based treatment guidelines and prescribing what is called information therapy for patients.

Patients are also financially rewarded when they report or demonstrate to their physicians an understanding of the prescribed information therapy.

“Physicians who practice these methods reduce their risks of being sued, that is exactly what you want in a well-crafted system,” Segal said. “With a feedback loop, if there are errors, this will catch them before they occur.”

For information, visit [www.medicaljustice.com](http://www.medicaljustice.com) and [www.medencentive.com](http://www.medencentive.com).