



FOR IMMEDIATE RELEASE

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Indiana and Oklahoma Propose MedEncentive Research

States solicit federal funds to study patient safety and medical liability reform

Oklahoma City – Today, the State of Oklahoma, in concert with the State of Indiana, submitted a proposal to the Agency for Health Research and Quality (AHRQ) to evaluate the patient safety and medical liability reform attributes of the MedEncentive Program. This federally funded solicitation was originally instigated by President Bush and re-initiated by President Obama to address an issue that has stymied healthcare reform – finding innovative solutions that balance the interrelationship between patient safety, malpractice liability, frivolous lawsuits, and the practice of defensive medicine.

In explaining why the MedEncentive Program was nominated for this proposal, medical liability expert, Jeff Segal, M.D., J.D. said, “MedEncentive strikes the perfect balance between frivolous lawsuits prevention and patient safety.” Dr. Segal’s firm, Medical Justice is one of a number of endorsers of this proposal.

If AHRQ awards the \$3M grant to the States of Oklahoma and Indiana, then the principal investigator for the project will be Stephen Parente, PhD, Professor at the University of Minnesota’s Carlson School of Business. Dr. Parente is a highly respected researcher in the area of medical economics. The co-investigator is David Randall, PhD (ABD), executive director of the Consumer Driven Health Care Institute, Washington, D.C.

“We are honored to have so many distinguished individuals and organizations recognize this facet of our program,” said Jeff Greene, MedEncentive CEO and co-founder. “Besides the States of Indiana and Oklahoma, the endorsers of this project read like a who’s who in these states and elsewhere.”

The individuals and organizations who wrote letters of support for the project include:

- State of Indiana Department of Personnel
- State of Oklahoma Employees Benefits Council
- St. Vincent Health - A member institution of the nation’s largest hospital system (Ascension)
- INTEGRIS Health - Oklahoma’s largest health system and one of the state’s largest private employers

- Indianapolis Coalition for Patient Safety – Represents essentially every major employer in the region, including three of the largest corporations in the country (Wellpoint-Anthem, Cardinal, and Eli Lilly), Indiana University and Purdue University
- PLICO - Oklahoma's largest medical professional liability insurance company
- The Oklahoma Academy of Family Physicians - Oklahoma's largest medical specialty organization with over 1,200 physician members
- Goodwill Industries of Central Indiana – One of the largest employers in the region and active in healthcare reform on a national basis
- Stephen Parente, PhD, Professor, University of Minnesota – A highly respected researcher and the project's principal investigator
- David Randall, PhD (ABD), Executive Director, Consumer Driven Health Care Institute (CDHCI), Washington, DC – A well-known healthcare leader and the project's co-investigator
- Healthwise, Boise, Idaho - The country's largest developer of health content for patients and a supplier to MedEncentive
- Pinnacle Actuarial Resources, Bloomington, Illinois – One of the top independent actuarial and management consulting firms in the country, specializing in medical malpractice analysis
- Medical Justice Services, Greensboro, North Carolina – A membership services firm providing physicians with frivolous lawsuit protection

AHRQ expects to announce the awardee in May or June of this year.

MedEncentive, LLC is located in Oklahoma City. Founded in 2005, the company offers a web-based system of incentives designed to encourage healthy behavior and improve healthcare delivery, which leads to healthcare cost control. The MedEncentive Program 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™. What sets MedEncentive apart is how it uses financial incentives to invoke more powerful motivators inherent in the doctor-patient relationship. In effect, doctors and patients earn the financial rewards for declaring and demonstrating adherence to performance standards and agreeing to allow the other party to confirm or acknowledge their adherence through MedEncentive's proprietary web applications. For more information visit: www.medencentive.com.

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