



FOR IMMEDIATE RELEASE
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MedEncentive again named an Innovator of the Year
Award winner for an unprecedented four of five years

TULSA, OKLA – MedEncentive and founder Jeff Greene were honored as an Innovator of the Year by *The Journal Record* March 12 at an annual celebration of business innovation. MedEncentive and Greene have been recognized as an innovator for an unprecedented four of the last five years for inventive methods that promote health, improve healthcare, and control healthcare costs.

Leading healthcare experts from across the country and from across the political spectrum; to include Newt Gingrich, Senator Tom Coburn, Matthew Holt, Michael Millenson and the New American, are using terms such as “a true breakthrough,” “compelling,” “elegant,” and “magic” to describe the MedEncentive Program. Many believe it is only time before MedEncentive becomes a significant solution for the unsustainable American health system.

“My collaborators, Jim Dempster, Robert Purser and I are flattered to be honored again as innovators,” said Greene. “We are truly passionate about our work and believe it has very high social purpose. This is what drives us to create and perfect our methods, year after year.”

The Journal Record has named Innovators of the Year for 11 years. This year it awarded 36 businesses, individuals and organizations that have developed products and services that provide to the growth of Oklahoma communities. Recipients represent various industries including education, health care, aerospace and environmental. MedEncentive is the first four-time award winner.

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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