



FOR IMMEDIATE RELEASE

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University of Kansas Proposes to Study MedeNcentive

School of Medicine researchers seek federal funds to test comparative effectiveness

Wichita, Kansas – Today, a team of researchers at the University of Kansas School of Medicine (KUSM) submitted a proposal to the federal government to evaluate the MedeNcentive Program’s ability to nudge the adoption of comparative effectiveness research by health care providers and patients. The federal government’s specific proposal request that prompted KUSM’s application is entitled: *Behavioral Economics for Nudging the Implementation of Comparative Effectiveness Research*. Douglas D. Bradham, DrPH, Kansas Health Foundation Distinguished Professor of Public Health and Chair of the Department of Preventive Medicine and Public Health, will lead the research team at KUSM.

Behavioral economics is a field that uses methods from psychology and related social sciences to understand people's individual economic behavior and the effects of this behavior on larger economic systems. “Nudging”¹ is a relatively new theory based on the observed tendencies of people to be influenced by certain factors, such habits and risk aversion, to make rational or irrational decisions. Comparative effective research is involved in determining which medical treatments work best based upon cost versus clinical benefit.

“Our team sought to focus our proposal on the MedeNcentive Program because the methods incorporated in the Program lend themselves very well to behavioral economics, nudge theory and comparative effectiveness research,” said Dr. Bradham. “There is nothing quite like this program and we know of no better innovation that encompasses all of the sciences needed to conduct this research.”

MedeNcentive’s web-based system uses financial incentives to invoke the psychosocial motivators present in the doctor-patient relationship to create a state of mutual accountability. This system of incentives and motivators is combined with medical and wellness interventions, such as evidence-based treatment guidelines and information therapy, such that doctors and patients must declare or demonstrate performance to one another in order to earn the system’s rewards. This process of “checks and balances” creates both the motivation and means to improve health and healthcare.

“We are pleased that Dr. Bradham and his research team recognized how the behavior science behind our program aligns with the objectives of this research,” said Jeff Greene, MedeNcentive CEO and co-founder. “We are honored to be the focus of KU’s proposal and hope that Dr. Bradham and his team are awarded the grant.”

¹ “Nudge Theory” is a concept developed by economist Richard H Thaler, PhD and legal scholar Cass R Sunstein, JD, who co-authored: *Nudge - Improving Decisions About Health, Wealth and Happiness*, Penguin Books, 2009

The federal government will award grants for this research sometime this summer.

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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