



FOR IMMEDIATE RELEASE

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Contact: Jim Dempster

jdempster@medeNcentive.com

(405) 319-8454 or (405) 420-1202

MedeNcentive Founder Speaks to Institute of Medicine

Jeff Greene invited to present to IOM's Roundtable on Health Literacy

Washington, DC – MedeNcentive CEO and founder, Jeff Greene made a presentation to the Institute of Medicine of the National Academies, today, at the Intercontinental Hotel in Washington, D.C. Greene's presentation was part of the Workshop on Integrating Health Literacy in Prevention Program sponsored by the IOM's Roundtable on Health Literacy.

"Health literacy is at long last being recognized as a significant issue that must be addressed in the country's current efforts to improve health and health care," said Greene. "We were honored to have been invited by the Institute of Medicine to join a select group of private businesses and government agencies to present our methods and findings to this important workshop."

According to the IOM, nearly half of all American adults – 90 million people – have inadequate health literacy to navigate our health care environment. This takes a tremendous toll on the health and wellbeing of our citizens, not to mention its impact on the overall cost of health care.

"I enjoyed hearing the other presenters describe the efforts of Johnson and Johnson, Aetna, the Arkansas Department of Health, Blue Cross and Blue Shield of Florida, and General Mills in the area of health literacy. As the only start-up company on the panel, I believe our methods and results made quite an impression," added Greene.

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 component in resolving the American health and health care crisis.

The IOM Roundtable on Health Literacy brings together leaders from academia, industry, government, foundations and associations, and representatives of patient and consumer advocacy groups who have an interest and role in improving health literacy. The National Academies provide a neutral setting in which difficult issues can be explored and new insights gained about how to resolve them.

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 uses 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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