



FOR IMMEDIATE RELEASE

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White House Health Advisors to Meet with MedEncentive CEO

Jeff Greene to present program to President Obama's top health care advisors

Washington, DC – MedEncentive CEO and founder, Jeff Greene was invited to the White House to meet with President Obama's top health care advisors. The meeting will take place on June 24 and will involve Nancy-Ann DeParle, Director of the White House Office of Health Reform, and Ezekiel "Zeke" Emanuel, M.D., PhD, Special Advisor for Health Policy to the Director of the Office of Management and Budget. The meeting was arranged by Dr. Tom Coburn, U.S. Senator from Oklahoma.

The purpose of the meeting is to introduce the concepts that have made MedEncentive so effective at controlling health care costs.

"We are obviously honored to have been invited to meet with the President's advisors on health care reform," said Greene. "For a small start-up company from Oklahoma to be given this opportunity speaks to the nature of our concepts."

"I want to thank Dr. Coburn and his staff for making this meeting possible," added Greene. "This development is an indication that the President is serious when he says he is seeking to find solutions to our health and healthcare crisis wherever they may exist."

"The fact that the President and Senator Coburn are at the opposite ends of the political spectrum is an indication of the non-partisan nature of our solution. I am really looking forward to our meeting and hope it will lead to positive developments in our country's need for health and healthcare reform solutions."

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.

Ms. DeParle served as the Director of the Health Care Financing Administration (HCFA) from 1997 to 2000, administering the Medicare program for the Clinton administration, and before then worked at the Office of Management and Budget. She was also previously commissioner of the Department of Human Services in Tennessee. Ms. DeParle earned her law degree from Harvard and was a Rhodes Scholar. Just prior to her current position, she sat on corporate boards of companies involved with the manufacturing of medical devices and IT.

Dr. Emanuel is a Director of the Clinical Bioethics Department at the National Institutes of Health, and has authored a number of publications on health care reform, health care rationing and end of life decision-making. He holds degrees from Amherst, Oxford ((M.Sc.) and Harvard (M.D. and PhD). He is the brother of White House Chief of Staff, Rahm Emanuel.

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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