



For Immediate Release

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MedEncentive Selected to Present at Two Prestigious Conferences

Web-based innovation key to doctor-patient communication and lower medical costs

Oklahoma City, OK – MedEncentive has been selected to present at two prestigious health care conferences. CEO and co-founder Jeff Greene will make a General Session presentation to the National Healthcare Incentive Institute at the Marriott Wardman Park Hotel in Washington, DC on October 20. Greene and his MedEncentive colleagues will conduct a “Deep Dive” session at the Health 2.0 Annual Conference in San Francisco on October 22.

“Health incentives are becoming a hot topic,” said Greene. “The formation of the Healthcare Incentive Institute attests to this fact. The conference’s speaker panel is a virtual who’s who in the healthcare reform movement. The Health 2.0 conference in San Francisco is a sold-out gathering of the best new web-based ideas in healthcare. To be included in the Incentive Institute’s first conference, and to be selected as one of only three Deep Dives at Health 2.0, is quite an honor. It indicates that a growing number of industry experts are recognizing the importance of MedEncentive.”

MedEncentive uses a combination of financial rewards, proprietary web-based applications, doctor-patient mutual accountability and common sense to control healthcare costs. MedEncentive works by compensating physicians for declaring compliance to evidence-based treatment guidelines or providing their patients reasons why a guideline doesn’t fit. Physicians also prescribe educational material, called information therapy, to their patients.. Patients respond to information therapy by answering a series of questionnaires to demonstrate their medical literacy and declare their compliance to their physicians. .When information therapy is successfully completed, patients earn all or part of their co-pay.

“MedEncentive does something that no other incentive program offers,” said Jim Dempster, executive director. “Doctors and patients are asked to confirm each other’s declaration of compliance or acknowledge each other’s performance against recommendations. This process of “declare and confirm” helps create a level of mutual accountability that improves health behaviors and controls cost.”

“Medical illiteracy and non-compliance to healthy behaviors are two of the leading drivers of avoidable health care costs,” adds Dempster. “Our innovation uses financial incentives and behavioral motivators to help patients get well and stay well.”

A four-year pilot program in Duncan, Oklahoma successfully contained medical costs..

“We are self-insured and have seen very positive results,” said Clyde Shaw, Duncan city manager. “Our employees love it.”

Oklahoma-based employers such as Integris Health and Dollar Thrifty Automotive Group have adopted MedEncentive, along with out-of-state employers. Greene envisions MedEncentive being eventually included on everyone's health plan. "Our program is inexpensive and easy to implement and maintain," said Greene.

"The employer, insurer, doctor, patient - everyone benefits from using MedEncentive," said Greene. "Most importantly, we help families become healthier and health care become more efficient."

Greene's National Healthcare Incentive Institute presentation is at 2:00 pm on October 20. MedEncentive's Health 2.0 Deep Dive is at 9:30 am on October 22. Visit Greene and Dempster at the MedEncentive booth Oct 20 after 6 p.m., Oct 22 from 4-6 p.m. and Oct 23 from 3-4 p.m. and 6-8 p.m. Greene will be available at the Healthcare Incentive Institute and Health 2.0 conferences for one-on-one media interviews.

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