



Med^encentive

evidence-based rewards for a healthier world.

FOR IMMEDIATE RELEASE

May 5, 2005

Contact: Renzi Stone

rstone@saxumcommunications.com

405.608.0445

NATIONAL PHYSICIANS GROUP ENDORSES MEDENCENTIVE

Holloway calls program the appropriate choice for IPAs

OKLAHOMA CITY—The IPA Association of America, a national organization representing more than 300,000 physicians in the U.S., officially endorsed Oklahoma-based MedEncentive today as the best existing pay-for-performance healthcare model.

“TIPAAA has carefully researched pay-for-performance to help our IPA members understand the potential value and cost of these new payment programs,” said TIPAAA president and CEO Al Holloway. “Of all the current programs, MedEncentive’s information therapy program stands out as possessing the characteristics to appropriately address the essential needs of IPAs and their physician membership.”

“History has taught us that meaningful and sustainable healthcare reform cannot be achieved without physician leadership and active participation,” said MedEncentive president and co-founder Jeff Greene. “TIPAAA is an organization comprised of physicians who are intimately familiar with the specific cost and quality issues of healthcare delivery. This is an exciting and significant development to receive their endorsement, and further proof our model is distinguished in the marketplace.”

The MedEncentive program financially rewards physicians when they consider an evidence-based medicine treatment guideline and prescribe information therapy to their patients. Patients earn rebates on their co-payments (or other financial rewards) when they respond to their doctor’s information therapy prescriptions and indicate their adherence to healthy lifestyle choices. Better clinical outcomes and lower overall healthcare costs are the result.

The following items were listed among MedEncentive’s strengths according to TIPAAA’s recent assessment in comparison with approximately 100 other pay-for-performance programs across the country:

- The program is completely voluntary
- Does not impinge on a physician’s clinical judgment (“anti-cookbook medicine”)
- Is financially beneficial to both physician and patients
- Is fast and easy for physicians to use
- Provides appropriate patient accountability and empowerment

With chapters in 39 states, The IPA Association of America (TIPAAA) is the leading trade association serving Independent/Integrated Physician Associations. TIPAAA, founded in 1994 in Oakland, California, provides a wide range of products, services and educational programs designed to help IPAs operate more effectively and successfully in managed care.

--30--

For additional information concerning MedEncentive, pay-for-performance, and information therapy, visit <http://www.MedEncentive.com>. For information about TIPAAA, visit <http://www.tipaaa.org/index.html>.