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MedEncitive Rewards Better Health with Breakthrough Technology

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

(OKLAHOMA CITY, OKLA.) – MedEncitive, a new and innovative web-based health care program, will be featured at two upcoming national health and technology related conferences. CEO and co-founder Jeff Greene will present at the National Healthcare Incentive Institute at the Marriott Wardman Park Hotel in Washington, D.C., on October 20. Additionally, MedEncitive will be showcased at the Health 2.0 Conference at the San Francisco Marriott on October 22.

“With today’s alarming economic climate, health care cost containment incentives are becoming a hot topic,” said Greene. “Being invited to present at these important conferences indicates that a growing number of industry experts are recognizing the importance of our unique and successful program.”

MedEncitive uses a combination of financial rewards, proprietary web-based applications, doctor-patient mutual accountability and common sense to control health care costs. The program works by compensating physicians for using evidence-based treatment guidelines and prescribing information therapy. Patients are reimbursed a portion of their co-pay when they participate and are compliant.

“MedEncitive does something that no other incentive program offers,” says Jim Dempster, executive director. “Doctors and patients are asked to communicate and validate each other’s compliance. Our innovation uses financial incentives and behavior motivators to help patients get well and stay well.”

“Medical illiteracy and non-compliance to healthy behaviors are two of the leading drivers of avoidable health care costs,” adds Dempster. He points to a four-year pilot program in Duncan, Oklahoma, that successfully contained medical costs.

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

Oklahoma-based companies, such as Integris Health and Dollar Thrifty Automotive Group have adopted MedEncentive, along with out-of-state employers. Greene says the program is inexpensive for employers and easy to implement and maintain.

“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.”

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*Greene’s **National Healthcare Incentive Institute** presentation is at 2 p.m. October 20. For media interviews, visit the MedEncentive booth after 6 p.m.*

*The **Health 2.0** presentation is October 22 at 9:30 a.m. Media interviews will be held at the MedEncentive booth from 4-6 p.m. and October 23 from 3-4 p.m. and 6-8 p.m.*