



ValidationInstitute



Media Contacts:

Aimee O'Brien
Aimee.obrien@validationinstitute.com
Phone: 603-205-8144
Twitter: @Valid_Institute

Jim Dempster
jdempster@medencentive.com
Phone: 405-319-8454
Twitter: @MedEncentive

MedEncentive Program's Effectiveness is Confirmed by the Validation Institute

January 21, 2020

OKLAHOMA CITY – Validation Institute, a service organization that independently verifies performance claims by healthcare vendors, has validated the MedEncentive Mutual Accountability and Information Therapy (MAIT) Program, for demonstrating health improvement and cost savings.

In congratulating MedEncentive, Validation Institute EVP and Editor Brian Klepper, PhD, noted, “MedEncentive’s unique methods of aligning patient, doctor and insurer incentives to promote health literacy and compliance, is a potential breakthrough in the battle to improve health and lower costs. This is an important accomplishment.”

Originally a joint-venture between GE and Intel, Validation Institute was formed to confirm healthcare vendor performance claims, and make it easier for healthcare purchasers and insurers to separate fact from marketing fiction. To accomplish this mission, especially in the areas of health improvement and cost savings, Validation Institute employs a rigorous examination process, developed by some of the country’s leading experts in the fields of population health and health economics.

MedEncentive submitted a five-year study of its MAIT Program for examination by Validation Institute. The study, entitled “Reduced Hospitalizations, Emergency Room Visits, and Costs Associated with a Web-Based Health Literacy, Aligned-Incentive Intervention: Mixed Methods Study,” was recently published by the peer-reviewed *Journal of Medical Internet Research*, which can be found here: DOI: [10.2196/14772](https://doi.org/10.2196/14772).

The patented MAIT Program is a web-based system in which health insurers offer both doctors and patients “aligned financial incentives” for engaging in “information therapy,” to promote health literacy and nudge behaviors in a manner that improves health and lowers costs.

In the study, it was reported that the MAIT Program achieved high levels of sustained patient and doctor participation, which was found to be associated with reductions in hospitalizations and emergency room visits of 32% and 14%, respectively. The program was also found to be associated with an 11% decrease in total average annual per capita expenditures in a sizable employer health plan, during the three-year post-implementation period. This produced an extraordinary return on investment of better than 7:1.

Following her examination of these results, Validation Institute Vice President Strategic Initiatives Linda Riddell said, “I was very impressed with the study; terrific methods and thoroughness. MedEncentive’s program validation is well deserved.”

MedEncentive CEO Jeff Greene responded, “After years of development and testing, to have our most recent study published by a well-respected, peer-reviewed journal, and then certified by Validation Institute, is an honor that, we hope, speaks volumes about the effectiveness of our program.”

This certification authorizes MedEncentive to display the Validation Institute’s seal of approval for the MAIT Program. The complete abstract can be found at: <https://validationinstitute.com/validated-programs/>

About the Validation Institute:

Validation Institute is an independent, objective, 3rd party organization on a mission to improve the quality and cost of healthcare. Based in Portsmouth, New Hampshire, the organization is made up of a network of health benefits purchasers, health benefits advisors, and healthcare solution providers focused on delivering better health value and stronger outcomes than conventional healthcare. www.validationinstitute.com

About MedEncentive LLC:

MedEncentive offers a health-improvement, cost-containment service to employers, insurers and governments, based on the Company's Web-based and mobile-enabled incentive system. This patented system, called the Mutual Accountability and Information Therapy (MAIT) Program, has been proven to improve health and health care, and lower costs, an objective often referred to as the "Triple-Quadruple Aim." What makes the MAIT Program unique is how it offers financial incentives to both patients and doctors for holding each other accountable for assimilating "information therapy." This process of "mutual accountability" nudges patient and doctor behavior in a manner that mitigates the ill effects of inadequate health literacy, a leading determinant of health status, life expectancy and costs. For more information, visit www.medencentive.com or follow us on Facebook, Twitter and Instagram.

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