

**FOR IMMEDIATE RELEASE**

August 10, 2016



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## **MedEncentive Selected Again for Innovator of the Year**

*Company receives Journal Record honor for an unprecedented sixth time.*

**OKLAHOMA CITY, OK** – MedEncentive, LLC, a leader in the area of healthcare cost containment, is delighted to announce being selected as an Innovator of the Year honoree by the Journal Record for the Company’s new mobile-enabled version of its patented health improvement/cost containment program. The Company has received this award an unprecedented sixth time in its eleven-year history. This announcement comes on the heels of other important milestones.

In May, the Company announced the issuances of U.S. and Canadian patents for its “Trilateral Health Accountability Model” process. In June, the Oklahoma House of Representatives honored MedEncentive for “its persistent efforts to improve the human condition.”

“Being selected as Innovator of the Year by the Journal Record for a sixth time is most gratifying,” said Jeff Greene, MedEncentive founder and CEO. “I am honored to accept this award on behalf of my colleagues, who have dedicated their careers to solving the health, healthcare and cost crises in our country and around the world.”

Founded in 2005, MedEncentive offers web-based population health services designed to improve health and healthcare in a manner that controls overall healthcare costs, a challenging objective that population health experts referred to as the “triple or three-part aim.”

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### **About MedEncentive, LLC**

Located in Oklahoma City, MedEncentive, LLC offers a unique web-based incentive system designed to control healthcare costs by encouraging healthy behaviors and best clinical practices. What sets the MedEncentive Program apart is how it uses financial incentives to invoke more powerful psychosocial motivators inherent to the doctor-patient relationship. In effect, doctors and patients earn financial rewards for accessing MedEncentive’s proprietary web applications to declare or demonstrate adherence to performance standards, plus agree to allow the other party to confirm or acknowledge their adherence. This system of interactive checks and balances, referred to as “doctor-patient mutual accountability™,” aligns and triangulates the interests of the healthcare provider, consumer and payer to create a win-win-win. MedEncentive is also well-known for its use of “information therapy” to advance health literacy, the leading indicator of health and healthcare costs. For more information visit: [www.medencentive.com](http://www.medencentive.com).