

**IMMEDIATE RELEASE**



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## **WPS launches MedEncentive digital health pilot; first trial to be sponsored by commercial health insurer**

**Madison, Wis. and Oklahoma City – June 3, 2020 –** In light of the COVID-19 pandemic, WPS Health Solutions, a leading not-for-profit health insurer in Wisconsin, and MedEncentive, developer of a breakthrough digital health service, announced a partnership today, to conduct a pilot of the MedEncentive Mutual Accountability and Information e-Therapy (e-MAIT) Program. The purpose of the pilot is to demonstrate the Program’s health-improvement and cost-containment capabilities to health insurers, researchers, policymakers, and the general public.

Starting immediately, a subset of WPS’s employee health plan will be covered by the e-MAIT Program. Health and cost outcomes from this covered group will be compared to the balance of the WPS employee health plan, in a multi-year-controlled trial.

“The COVID-19 pandemic is transforming how healthcare and health insurance will be delivered,” said WPS Chief Strategy Officer John Stephens. “Part of this transformation is the acceleration of digital health. MedEncentive has developed a promising digital health solution that we believe will improve health and lower costs. WPS is committed to being a health insurance leader in the post-COVID-19 era, and it is for this reason that we are proud to be sponsoring this important demonstration with MedEncentive.”

In a five-year study, recently published in the peer-reviewed *Journal of Medical Internet Research* and certified by the Validation Institute, the e-MAIT Program was found to be associated with significant reductions in hospitalizations, emergency room visits, and per capita expenditures, that produced a large return on investment for the health plan sponsor.

“As the first controlled trial sponsored by a commercial health insurer, this pilot is an important step toward our goal of widespread and universal adoption of our program.” said MedEncentive CEO Jeff Greene. “WPS is to be commended for its leadership and commitment to excellence.”

### **About WPS Health Solutions**

WPS Health Solutions is a nationally regarded government contractor and a leading Wisconsin not-for-profit health insurer. The WPS Health Insurance division offers affordable health plans and benefits administration. The WPS Government Health Administrators division administers Part A and B Medicare benefits for millions of seniors in multiple states, and the WPS Military and Veterans Health division serves millions more members who are active in the U.S. military, veterans, and their families. Wisconsin Physicians Service Insurance Corporation (WPS Health Solutions) has been based in Madison, Wis., for more than 70 years. For more information, please visit [wpshealthsolutions.com](http://wpshealthsolutions.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-Quintuple 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.” To learn more, visit [www.medencentive.com](http://www.medencentive.com).

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