

FOR IMMEDIATE RELEASE

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Contact: Jim Dempster
jdempster@medencentive.com
(405) 319-8454 or (405) 420-1202

U.S. Chamber of Commerce Invites MedEncentive CEO to Speak at Annual Healthcare Summit

Jeff Greene to discuss the health and economic benefits of advancing health literacy at Chamber's 'Business of Health' Summit in Washington, D.C.

OKLAHOMA CITY, OK – MedEncentive, LLC, a leader in healthcare cost containment, announced today that CEO Jeff Greene has been invited as a featured speaker to the Seventh Annual United States Chamber of Commerce Healthcare Summit on Tuesday, October 16, at Chamber headquarters in Washington, D.C.

The summit, entitled ‘The Business of Health,’ is a forward-looking conference showcasing the new dynamics in the healthcare industry, and the proven innovations that are leading the way. The event will explore new breakthroughs in the private sector that solve the challenging Triple/Quadruple Aim: better health, better healthcare, lower costs, and physician-patient fulfillment.

Based on numerous studies that prove elevating health literacy can solve the Triple/Quadruple Aim, the U.S. Chamber has made this topic a priority in October, which is National Health Literacy Month.

Greene will be interviewed by Jeanne de Cervens, Transamerica VP and Director of Federal Government Affairs, in a forty-minute session to explore why the potential of health literacy is generally overlooked and undervalued. Greene will be sharing the latest results from soon-to-be-published studies, which demonstrate that MedEncentive’s patented web-based Information Therapy Program elevates health literacy in a manner that significantly improves health and lowers costs.

“It is an honor to be invited by the U. S. Chamber of Commerce to speak on the benefits of improving health literacy,” said Greene. “Moreover, it is extremely encouraging that the U.S. Chamber has acknowledged our program’s potential to dramatically improve health and lower costs.”

Founded in 2005, MedEncentive offers web-based population health services designed to improve health and healthcare in a manner that lowers overall healthcare costs—a challenging objective that is commonly referred to in the industry as the “Triple/Quadruple Aim.”

About MedEncentive LLC

Located in Oklahoma City, MedEncentive LLC offers a patented, web-based and mobile-enabled incentive system, designed to control healthcare costs for employers, insurers and governments, by encouraging healthy behaviors and best clinical practices, referred to as the “Triple/Quadruple Aim.” The MedEncentive Program is the most awarded and thoroughly tested health improvement/cost containment solution available. What also sets the Program apart is how it uses financial incentives to invoke more powerful psychosocial motivators inherent to the doctor-patient relationship. Its system of interactive checks and balances, referred to as “doctor-patient mutual accountability™,” triangulates the interests of the healthcare provider, consumer and payer in a manner that creates a win-win-win value proposition. The MedEncentive Program is well-known for its use of “information therapy” to advance health literacy, the leading determinant of health status, life expectancy and costs. For more information, visit: www.medencentive.com or follow us on Facebook, Twitter and LinkedIn.