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## **MedEncentive Study Selected for Important Health Research Conference** *Researchers recognize the significance of firm's healthcare cost-containment program*

**OKLAHOMA CITY, OK** – MedEncentive, LLC, a leader in healthcare cost containment, announced today that its soon-to-be-published case study on the effectiveness of its program has been selected by the Health Literacy Research Conference (HARC) for presentation this fall.

The conference paper, entitled “*A Health Literacy Study: Employing a ‘reward-induced information therapy’ innovation to improve health and healthcare in a manner that lowers costs in normally distributed populations,*” presents findings from two large-scale, concurrent experiments that confirm previous studies conducted by the University of Kansas School of Medicine and others, establishing the cost-containment capabilities of MedEncentive’s web-based incentive program. The program is based on the Company’s patented Trilateral Health Accountability Model®.

The study documents one of the largest experiments of its kind ever attempted in the U.S., involving thousands of people over multiple years. It finds that the program generated millions of dollars in net savings, and a return on investment in the range of 6:1.

These findings will be presented by Jolie Haun, Ph.D., and MedEncentive CEO Jeff Greene at HARC’s 10<sup>th</sup> annual convention, in Bethesda, Maryland, on October 22. Greene is the inventor of the program, and Dr. Haun is a research scientist, focused in the area of health literacy promotion. She was the principal investigator of the seminal study that quantified the association of health literacy and medical expenditures.

“We are honored to have been selected by the Health Literacy Research Conference, and it is a real privilege to be co-presenting with Dr. Haun,” said Greene. “Having the research community recognize our program’s potential is a key step in commercializing our solution, and the culmination of more than a decade of effort.”

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.”

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### **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](http://www.medencentive.com) or follow us on Facebook, Twitter and Instagram.