

FOR IMMEDIATE RELEASE

October 7, 2016



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MedEncentive Commemorates National Health Literacy Month

Company's program promotes health literacy to improve health and lower costs with "learn to earn"

OKLAHOMA CITY, OK – (October 7, 2016) MedEncentive, LLC, a leader in the area of healthcare cost containment, is commemorating National Health Literacy Month by promoting the fact that health literacy not only improves health, but it also lowers overall healthcare costs.

“Studies have shown that health literacy is one of the strongest - if not the strongest - determinants of a person’s health status, life expectancy, and incurred healthcare costs,” said Jeff Greene, MedEncentive CEO and founder. “Studies have also found that low health literacy is prevalent, afflicting 9 out of 10 of us. Still other studies have shown that the clinic setting is not the best place for patients to learn.”

“MedEncentive applies these known facts to advance health literacy with the use of ‘information therapy,’ which is defined as providing the right information at the right time, so patients can make informed decisions about their health,” said Greene.

In effect, the MedEncentive program compensates physicians for accessing its website to prescribe relevant educational content to their patients with each office visit. The patients are directed to the website at home after their office visits, where they can earn a financial reward when they complete their information therapy prescriptions by demonstrating to their doctors their understanding of the prescribed content. This process is referred to as “learn to earn.”

The program also creates a beneficial check and balance between doctors and patients that motivates better care and healthier behaviors, referred to as “mutual accountability.”

“By combining information therapy with mutual accountability and financial incentives, our program improves health literacy,” said Greene. “This leads to better treatment compliance, which reduces hospitalizations and lowers overall costs, just as the health literacy studies predict.”

About MedEncentive, LLC

Located in Oklahoma City, MedEncentive, LLC offers a patented web-based incentive system designed to control healthcare costs for employers, insurers and governments 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 or follow us on Facebook, Twitter and Instagram.