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MedEncentive Earns Fourth Patent on Health Reform Breakthrough *Process Proven to Improve Health and Healthcare in a Manner that Lowers Costs*

OKLAHOMA CITY, OK – MedEncentive, LLC, a leader in healthcare cost containment, announced today that the U.S. Patent and Trademark Office issued Patent No. 9,977,867, entitled “Methods for Improving the Clinical Outcomes of Patient Care and for Reducing Overall Health Care Costs,” to the company. This latest patent joins two other U.S. patents and a Canadian patent issued for the company’s “Trilateral Health Accountability Model[®]” or THAM.

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.”

“To avoid the pitfalls of others who have attempted to reform healthcare and lower costs, we have chosen to take a measured approach of patenting our program, and then proving its effectiveness, before scaling the business,” said Jeff Greene, THAM inventor and MedEncentive co-founder. “The fourth patent is part of this strategy, and further establishes the fact that there is nothing else like our program. Forthcoming studies will confirm there is nothing more effective.”

Developed and refined for more than a decade, the MedEncentive Program is the most awarded and thoroughly tested health improvement/cost containment solution available. The culmination of this testing is chronicled in a soon-to-be-released case study of two large-scale trials. The study confirms the Program’s effectiveness by offering overwhelming evidence of its ability to improve health and lower costs.

Jim Dempster, MedEncentive Business Development Director, adds, “The brilliance of this invention was affirmed when Jeff was honored as ‘Patient Advocate of the Year’ by the Oklahoma Academy of Family Physicians. This makes him the only awardee to have also been designated Risk Innovator of the Year by Risk and Insurance Magazine. A very unique accomplishment.”

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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.” What sets the MedEncentive 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 also 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 Instagram.