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MedEncentive Offers COVID-19 Information Therapy

Oklahoma City, Oklahoma - April 3, 2020 - MedEncentive, a web-based health-improvement and cost-containment service, announced it has enhanced its Mutual Accountability and Information Therapy (MAIT) Program to provide employers, health insurers, patients, doctors, and the general public with easy access to a wide variety of current COVID-19 information resources. Replete with the latest updates and helpful advice, these resources include direct links to the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), state and local health departments, and the Healthwise COVID-19 resource center—all on a single, mobile-enabled webpage.

In addition to these resources, MedEncentive has added educational content that medical providers can prescribe, or patients can select, as part of the MAIT Program’s “information therapy” processes. Defined as providing the right information, at the right time, in the right way, so people are more empowered and motivated to lead healthier lives, information therapy has been proven to address the ill-effects of inadequate health literacy, a primary predictor of a person’s health status, life expectancy, and consumption of expensive healthcare.

“The COVID-19 pandemic underscores the importance of information therapy,” said Jeff Greene, MedEncentive founder and CEO. “As its definition implies, information therapy is designed to provide timely, accurate and useful information that empowers people. During this health crisis, the knowledge gained from information therapy can help protect us from potential dangers, while preventing disabling anxiety. I encourage everyone to take advantage of these coronavirus educational resources.”

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 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.” This process of “mutual accountability” nudges patient and doctor behavior in a manner that mitigates the ill effects of inadequate health literacy, a leading determinant of health status, life expectancy and costs. For more information, visit www.medencentive.com or follow us on Facebook, Twitter and Instagram.

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