



FOR IMMEDIATE RELEASE

May 11, 2012

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Former Microsoft Benefits Chief Joins MedEncentive

Cecily Hall's employment symbolizes a milestone in the company's evolution

[OKLAHOMA CITY, OKLAHOMA] – May 11, 2012 – MedEncentive is pleased to announce that Cecily M. Hall has joined the company as Executive Vice President. Hall, the former Director of Employee Benefits for the Microsoft Corporation, had been a consultant to MedEncentive since September 2011. She will assume her new position in Redmond, Washington.

Hall spent 18 years at Microsoft where her contributions to employee benefit design and healthcare strategies gained national recognition and audiences at the White House with both President Clinton and President Obama. Prior to her career with Microsoft, Hall held management and human resource positions with retail giant Nordstrom. More recently, she served as the Executive Vice President of Business Affairs and Human Resources for a Seattle-based healthcare start-up.

Hall is currently Board Chair of Overlake Hospital Medical Center, an integrated health system headquartered in Bellevue, Washington. She also serves as a board member of Virginia Mason's Bailey-Boushay House. In 2007, Hall accepted an appointment to the Business Advisory Group for The Joint Commission. She is regularly invited to speak nationally on health policy, effective wellness strategies and innovative employer benefit plan design.

"We are thrilled Cecily is joining us," said Jeff Greene, MedEncentive founder and CEO. "Adding someone of Cecily's stature speaks to the viability of our solution and symbolizes the company's evolution from proof-of-concept to commercialization."

"MedEncentive is at a stage that building the organization and growing sales are paramount," added Greene. "Since our target buyer is typically an employer's benefits or human resource manager, Cecily is uniquely qualified to help us both grow sales and build our organization."

MedEncentive is a healthcare cost containment services company that offers a patented web-based incentive system. The system financially rewards both doctors and patients for declaring or demonstrating adherence to best practices and healthy behaviors, provided the parties agree to allow each other to confirm or acknowledge their adherence through the company's proprietary web-applications. This method creates what is called "mutual accountability," which motivates simultaneous improvement in both care quality and health behaviors. The program is also noted for its use of "information therapy" to promote patient health literacy, empowerment and adherence.

Years of testing and analysis by independent experts and academic researchers have shown that MedEncentive's unique approach is very effective at controlling healthcare costs.

The MedEncentive Program received further validation recently when AIG and IHC Risk Solutions, two of the top ten reinsurers, separately announced that they are offering discounts on stop-loss coverage to employers that adopt the MedEncentive Program.

"I've been fascinated by MedEncentive's innovative and proven approach to achieving accessible and affordable healthcare," said Hall. "But it's the sincere dedication to this critical mission that I witnessed over the last several months by the MedEncentive team that also attracted me to the company. I'm thrilled to be part of such an enlightened solution and committed organization."

About MedEncentive

MedEncentive offers healthcare cost containment services based on its patented, one of a kind, web-based incentive system. What is unique about the MedEncentive Program is how it uses payer-sponsored financial incentives to reward both doctors and patients for adhering to evidence-based care and healthy behaviors, provided they agree to allow the other party to confirm their adherence. Unlike any other solution, this process of “doctor-patient mutual accountability™” triangulates the interest of the payer, consumer and provider. Our program is also noted for its use of “information therapy” to promote patient health literacy, empowerment and adherence. The Program’s effectiveness has been proven time and again in multiple, multi-year trials, the results of which have been confirmed by independent analysts and academic researchers. For more information visit: www.medencentive.com.

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