

First Choice Health™

Healthy Employees. Healthy Companies.™

Med^encentive
Rewarding better health

FOR IMMEDIATE RELEASE

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First Choice Health is Nation's First PPO to Adopt MedEncentive Program

[SEATTLE, WA and OKLAHOMA CITY, OK] – September 19, 2012 – First Choice Health has become the first preferred provider organization (PPO) in the country to adopt the MedEncentive Program for its own employees and their family members. First Choice Health is also only the second third party administrator (TPA) nationally and first locally in the Pacific Northwest to adopt the innovative program.

Formed in 1985, First Choice Health is owned by prominent hospitals and physician groups in the Pacific Northwest. It provides network, administrative and client services to well over one million people in Washington, Oregon, Alaska, Idaho, Montana, Wyoming, and select areas of Colorado, North Dakota and South Dakota.

“We are adopting the MedEncentive Program for our own employee health plan for multiple reasons,” said Ken Hamm, President of First Choice Health. “First, the program’s effectiveness has been independently validated. Second, our organization appreciates how MedEncentive’s unique approach solves a complex problem by balancing the interest of the employer, its health plan members and their doctors. Third, doctors and patients who use the program seem to really like it. And finally, we believe our customers will want us to have firsthand experience if we are recommending it to them.”

MedEncentive is a patented, web-based incentive system that offers financial rewards to both doctors and patients to declare or demonstrate adherence online to best practices and healthy behaviors, provided the parties agree to allow each other to confirm or acknowledge their adherence. This 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 have shown that this approach is very effective at controlling healthcare costs.

The MedEncentive Program received further validation recently when two of the top ten reinsurers announced they are offering stop-loss coverage discounts to employers that adopt the MedEncentive Program. These institutionalized discounts are considered unprecedented.

“As a former employee benefits leader, I am excited to see First Choice Health offer this benefit enhancement for their employees and dependents,” said Cecily Hall, MedEncentive Executive Vice President. “This experience with their own employees and the physician community will not only give First Choice Health an important market differentiator, but it will also allow them to experience how MedEncentive engages plan members and their doctors by creating better health at lower cost.”

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. Their 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.

About First Choice Health

First Choice Health is a Seattle-based, physician and hospital owned company that serves the Northwestern United States. They have provided network, administrative and client services since 1985. Well over one million people use their array of products and services in Washington, Oregon, Alaska, Idaho, Montana, Wyoming, and select areas of Colorado, North Dakota and South Dakota. First Choice Health PPO Network (FCH PPO) is a healthcare delivery system that contracts with hospitals and providers who offer medical services at a discounted rate, which allows FCH PPO to provide contracted Payors and their health plan enrollees, with discounted medical services. First Choice Health Administrators (FCHA) combines technology, internal processes and superior customer service to meet a range of unique client, member and provider needs to ensure the highest quality of benefit plan administration. First Choice Health Medical Management (FCH MM) provides cost saving strategies for their clients and members as well as management services that optimize a members’ health status, wellbeing, productivity and access to quality healthcare. First Choice Health Assistance Services (FCHAS) offers tailored strategies to support employers, employees and family members with life’s challenges. For more information, visit: www.fchn.com

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