



FOR IMMEDIATE RELEASE

April 30, 2012

Contact: Carol Laibe
CLaibe@loomisco.com
(610) 374 4040 ext. 2201

Contact: Jim Dempster
jdempster@medencentive.com
(405) 319-8454 or (405) 420-1202



Loomis is Nation's First TPA to Adopt MedEncenitive Program

[WYOMISSING, PA and OKLAHOMA CITY, OK] – April 30, 2012 – The Loomis Company has become the first health plan third party administrator (TPA) in the country to adopt the MedEncenitive Program for its own employees. This represents an important milestone for both companies. It also signals to the market what both firms believe is the wave of the future in terms of appropriate and sustainable healthcare cost containment.

Founded in 1955, Loomis is an award winning insurance services company that has a national presence. Loomis is considered a leader in the areas of employee benefits administration and healthcare cost containment.

“As an experienced health benefits administrator, we’ve tried lots of ideas to help our customers control their healthcare costs without much success,” said Jim Loomis, President of The Loomis Company. “Over the past four years, we have witnessed firsthand the cost containment capabilities of the MedEncenitive Program with one of our valued customers. The program works so well, we had to have it for our own employees.”

MedEncenitive is a unique 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 MedEncenitive Program received further validation recently when Chartis (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 MedEncenitive Program.

“I believe the fact that Loomis is the first TPA to adopt our program for its own employee benefit plan says a great deal about The Loomis Company’s leadership in the industry,” said Jeff Greene, MedEncenitive CEO and Founder. “I believe the fact that a leading TPA is using our system and reinsurers are offering discounts on stop-loss coverage to employers says a great deal about MedEncenitive’s capabilities.”

About MedEncenitive

MedEncenitive offers healthcare cost containment services based on its patented, one of a kind, web-based incentive system. What is unique about the MedEncenitive 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 accountabilityTM” 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.

About The Loomis Company

Founded in 1955, The Loomis Company provides a full range of insurance services for individuals, families, businesses and their employees throughout the country. These services include employee benefits administration, property and casualty insurance and personal lines of insurance. Loomis also specializes in aviation and marine insurance. To help employers control health care costs, Loomis features its Health People program that integrates solutions designed to help employers control health care costs by identifying risks, engaging people in healthy behaviors, and monitoring results for continual improvement. For more information visit: www.loomisco.com.

###