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State of Oklahoma Selects MedeNcentive for Health Improvement Program Pilot

[OKLAHOMA CITY, OK]– Responding to an initiative to find ways to improve health and healthcare and control costs, the State of Oklahoma Office of Management and Enterprise Services (OMES) has selected MedeNcentive to pilot the agency’s mutual accountability program with HealthChoice beneficiaries. The three-year pilot will involve measuring clinical and economic outcomes of selected school districts, State agencies, and local governments covered by the MedeNcentive Information Therapy Program against the rest of the HealthChoice population. Selected members enrolled in HealthChoice will have the benefit of this innovative program that improves health and healthcare while containing costs.

The pilot was originally initiated by legislative action that enjoyed unprecedented bipartisan support as well as support from unions, the State Chamber of Commerce, and the medical community.

“We are interested in conducting a pilot project to test the value proposition of a program that offers financial incentives to both the healthcare provider and the patient,” said Frank Wilson, Administrator, OMES Employees Group Insurance Division (EGID). “The MedeNcentive Program engages both stakeholders for each care encounter in which the provider and patient incorporate evidence-based medicine treatment guidelines, patient health education remedies, and other proven medical interventions made available and recorded through the program in the rendering and utilization of healthcare.”

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.

“We are pleased that the State is moving forward with this important pilot,” said Jeff Greene, CEO and Founder of MedeNcentive. “If it succeeds like our previous trials, not only will health and healthcare improve, but the State stands to save taxpayers millions of dollars. This experiment will also afford the State of Oklahoma the opportunity to show the rest of the country how to control healthcare costs in an innovative manner that aligns the interests of patients, providers, and insurers.”

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. The 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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