



FOR IMMEDIATE RELEASE

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IHC Risk Solutions Offers Employers Stop-Loss Discounts for Adopting MedeCentive

[Oklahoma City, Oklahoma] – March 23, 2012 –MedeCentive today announced that IHC Risk Solutions, Inc., a member of The IHC Group, will be offering discounts on medical stop-loss coverage to self-insured employers that adopt a package of cost-containment tools centered around the patented MedeCentive Program. IHC, through its three carriers, is the second top-ten medical stop-loss insurer to offer such discounts in association with MedeCentive.

“We have reviewed the data from MedeCentive’s trials and believe the program’s unique approach is a very important tool in controlling employer’s healthcare costs,” said Michael Kemp, President of IHC Risk Solutions. “We are looking forward to introducing the MedeCentive Program to approved third-party administrators.”

MedeCentive is a unique web-based incentive system that offers financial rewards to both doctors and patients to declare or demonstrate adherence 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.

“IHC is to be commended for taking the lead in terms of the size of discounts being offered to employers,” said Jeff Greene, MedeCentive CEO and Founder. “Their actions are clearly creating a win for the key healthcare stakeholders and we look forward to working with such a progressive insurer.”

In reaching its decision to discount premiums, IHC conducted a review of the independent analyses performed by University of Kansas School of Medicine researchers and analysts at The Loomis Group, one of IHC’s approved administrators, on multiple MedeCentive trial installations. These analyses found that employers that adopted the MedeCentive Program experienced significant reductions in hospitalizations and other outcomes that produced substantial cost savings and return on investment, which was sustained over multiple years.

“IHC prides itself on finding the most effective cost-containment innovations in the market,” said David Kettig, Chief Operating Officer of The IHC Group. “We believe that employers that integrate the MedeCentive Program into their employee health benefit plans will be taking the right steps to controlling their healthcare costs.”

About MedeCentive

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

About Independence Holding Company

IHC is a holding company principally engaged in the life and health insurance business and the acquisition of blocks of policies through its insurance company subsidiaries (Standard Security Life Insurance Company of New York, Madison National Life Insurance Company, Inc. and Independence American Insurance Company) and its managing general underwriters, third-party administrators, and marketing affiliates. Standard Security Life markets medical stop-loss, small group major medical, short-term medical, major medical for individuals and families, limited medical, group long and short-term disability and life, dental, vision and managed health care products. Madison Life sells group life and disability, employer medical stop-loss, small group major medical, major medical for individuals and families, short-term medical, dental, vision, and individual life insurance. Independence American offers major medical for individuals and families, medical stop-loss, small group major medical, short-term medical, and pet insurance. IHC owns certain subsidiaries through its majority ownership of American Independence Corp. (NASDAQ: AMIC), which is a holding company principally engaged in the insurance and reinsurance business.

Certain statements and information contained in this release may be considered “forward-looking statements,” such as statements relating to management's views with respect to future events and financial performance. Such forward-looking statements are subject to risks, uncertainties and other factors which could cause actual results to differ materially from historical experience or from future results expressed or implied by such forward-looking statements. Potential risks and uncertainties include, but are not limited to, economic conditions in the markets in which IHC operates, new federal or state governmental regulation, IHC’s ability to effectively operate, integrate and leverage any past or future strategic acquisition, and other factors which can be found in IHC’s other news releases and filings with the Securities and Exchange Commission. IHC expressly disclaims any duty to update its forward-looking statements or earnings guidance, and does not undertake to provide any such guidance in the future.

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