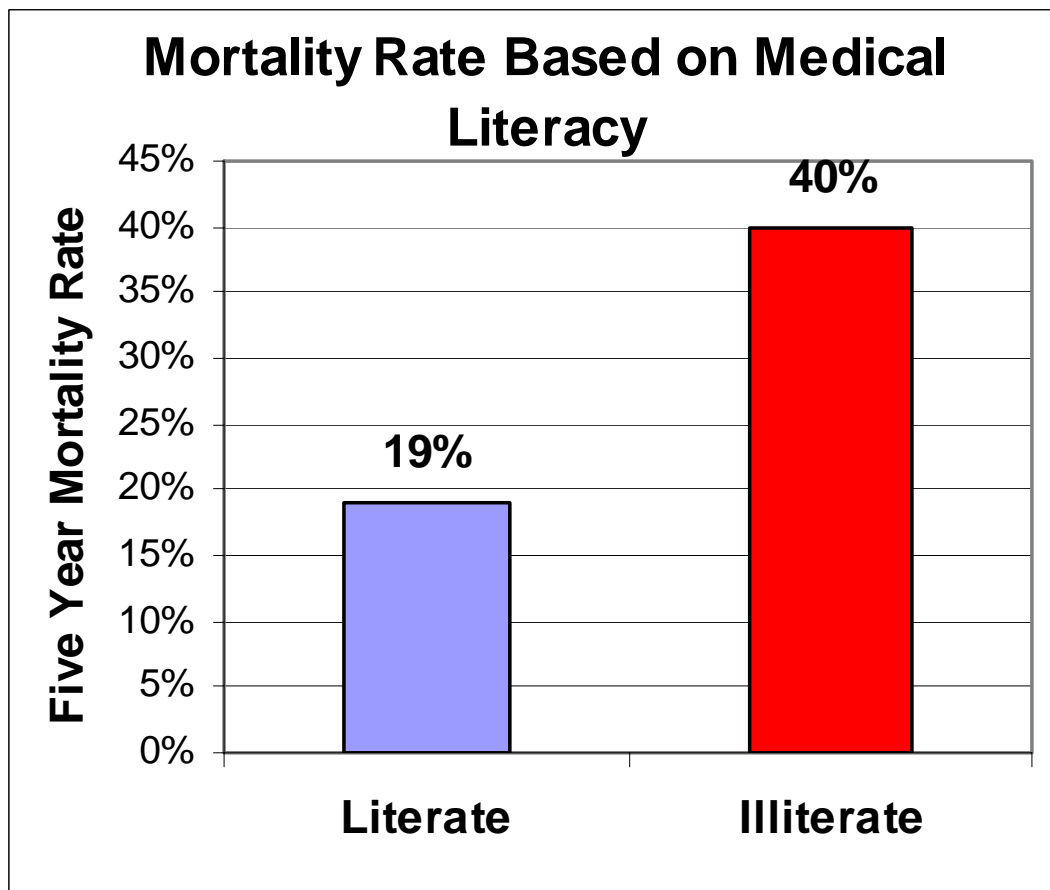


Northwestern and Emery Research Team's 5 Year Study of the Impact of Medical Literacy on Mortality among an Elderly Population



What can be Derived from this Study

- **Medical illiteracy:**
 - is a bigger problem than expected
 - is a leading cause of premature death
 - is a principal driver of health care cost
 - must be diagnosed and treated by physicians
- **Physicians should be compensated for treating medical illiteracy**
- **Patients should be rewarded for demonstrating medical literacy**
- **MedEncentive is the best and most efficient means for physicians to treat medical illiteracy**
- **MedEncentive is the best means for patients to become medically literate**

MedEncentive

evidence-based rewards for a healthier world.