

Academy of Family Physicians Names MedEncentive Founder Jeff Greene, Patient Advocate of the Year

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OKLAHOMA CITY – MedEncentive CEO and founder, Jeff Greene has been named Oklahoma’s Patient Advocate of the Year for 2018 by the Oklahoma Academy of Family Physicians’ (OAFP). Jeff was selected for this award for his tireless commitment to promoting health literacy and doctor-patient mutual accountability, part of his larger work with employers, governments and insurers to improve health and lower costs. Jeff will receive the award at the OAFP Scientific Assembly on June 15, 2018, in Tulsa, Oklahoma.

“Jeff is a passionate advocate for improving patient health literacy to achieve better health and lower cost for all Oklahomans,” said Steven Crawford, M.D., professor and chair of the Department of Family Medicine, University of Oklahoma College of Medicine and OAFP Board Member. “He has spent years proving that educating patients about their health risks, conditions, and treatment options, while tapping into the doctor – patient relationship to motivate people to act, improves both health and financial outcomes, while saving lives.”

Greene founded MedEncentive in 2005 after recognizing that the vast majority of patients do not clearly understand their health conditions or treatment options, or how to self-manage their health. Despite studies indicating that inadequate health literacy is harmful, expensive, and prevalent, Greene found that health literacy was largely overlooked and undervalued in the treatment process because there were no viable solutions for improving patient education. As a human factors engineer, Jeff developed a web-based process for which he has earned multiple patents. His invention financially rewards both doctors and patients for holding each other accountable in what’s called an “information therapy” session, which promotes both health literacy and compliance. This process has been proven to improve health and healthcare in a manner that reduces hospitalizations, emergency room visits, and overall costs.

“As a witness to Jeff’s endeavors from the beginning, I can attest to the risks he has taken, the widespread cynicism he has had to endure, and his never-ending perseverance to help improve patients’ lives and make healthcare more affordable,” said Susan Chambers, M.D., Oklahoma’s former Woman of the Year. “I cannot think of anyone more deserving of this award than Jeff.”

Jeff Wills, one of several colleagues responsible for Jeff’s nomination said, “Jeff has worked to improve the patient’s well-being his entire life, and believes if we are all better educated about our health and healthcare choices, then our outcomes will improve. He has proven that theory!”

“I am very honored to receive this award. I thank the OAFP and all those who submitted wonderful nominations on my behalf,” said Greene. “I thank the countless patients who have posted marvelous testimonials on our website, confirming for my colleagues and me that we are doing the right thing. And most of all, I thank my family for withstanding the uncertainties of an inventor and entrepreneur. Without their never-ending support, I could not have pursued my passion.”

About MedEncentive LLC

Located in Oklahoma City, MedEncentive LLC offers a patented web-based and mobile-enabled incentive system designed to control healthcare costs for employers, insurers and governments by encouraging healthy behaviors and best clinical practices. What sets the MedEncentive Program apart is how it uses financial incentives to invoke more powerful psychosocial motivators inherent to the doctor -

patient relationship. In effect, doctors and patients earn financial rewards for accessing MedEncentive's proprietary web applications to declare or demonstrate adherence to performance standards, while agreeing to allow the other party to confirm or acknowledge their adherence. This system of interactive checks and balances, referred to as "doctor-patient mutual accountability™," triangulates the interests of the healthcare provider, consumer and payer to create a win-win-win value proposition. MedEncentive is also well-known for its use of "information therapy" to advance health literacy, the leading determinant of health status, life expectancy and costs. For more information, visit: www.medencentive.com or follow us on Facebook, Twitter and Instagram.

About the Oklahoma Academy of Family Physicians (OAFP)

The OAFP was established in 1948 by the authority of the American Academy of Family Physicians, which has a deep-rooted commitment to the health, dignity, and well-being of the American people. The OAFP mission is to promote excellence in health care and improve the health of the people of Oklahoma by advancing the specialty of Family Medicine. The AAFP is the largest medical specialty organization in the state of Oklahoma.

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