

Health 'Mutual accountability' pilot program launching

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(HealthDay)—The State of Oklahoma Office of Management and Enterprise Services has chosen MedEncentive to conduct a three-year health improvement program pilot among HealthChoice beneficiaries.

MedEncentive has a patented web-based incentive system designed to contain [health care costs](#). Payer-sponsored [financial incentives](#) are used to reward doctors and patients for adherence to evidence-based care and healthy behavior, as long as they allow the other party to confirm their adherence, resulting in a doctor-patient mutual accountability arrangement. The program also promotes patient [health literacy](#), empowerment, and adherence, and its effectiveness has been proven in

multiple, multi-year trials.

The program has been selected for a three-year pilot and will measure clinical and [economic outcomes](#) of selected school districts, State agencies, and local governments that are enrolled in the MedEncentive program and compare them to the outcomes of the rest of the HealthChoice population.

"We are pleased that the State is moving forward with this important pilot," Jeff Greene, chief executive officer and founder of MedEncentive, said in a statement. "If it succeeds like our previous trials, not only will health and health care 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 health care costs in an innovative manner that aligns the interests of patients, providers, and insurers."

More information: [More Information](#)

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