



# Patients Forget Up to 80% of What Their Doctors Tell Them, Which Leads to a Host of Negative Outcomes for Employers and Health Insurers. We Can Help.



Inadequate health literacy and non-aligned patient-doctor incentives cause poor health outcomes and higher costs.

Health insurers and self-insured employers, struggling to control spiraling costs and engage plan members in their own care, may be overlooking a key factor: patients' lack of health knowledge. When your plan members need health care, they are exposed to complex, unfamiliar topics at a vulnerable time, and, as a result, retain as little as 20% of what they are told during an office visit.

**When patients don't understand their condition or treatment plans, they can't self-manage their health. This leads to avoidable hospitalizations and ER visits, frustrated physicians, and higher costs.**

We spent fifteen years building and validating a web-enabled platform that resolves this problem. Our patented **Mutual Accountability and Information Therapy (MAIT™) Program** financially rewards both doctors and patients for holding one another accountable for educating and motivating patients to better self-manage their health. Our platform delivers proven reductions in hospitalizations and ER visits, and improved compliance with drug regimens. Unlike most cost-containment solutions, our platform delivers results across your entire employee or member population, not just to disease-specific subsets. And best of all, we guarantee an ROI, typically 2x or better.

## MedEncentive Impact

**32%**  
*Reductions in hospitalizations*

**14%**  
*Reductions in ER Visits*

**11%**  
*Reductions in per capita costs*

**7:1**  
*Return on investment\**

Reduced Hospitalizations, Emergency Room Visits, and Costs Associated with a Web-Based Health Literacy, Aligned-Incentive Intervention: Mixed Methods Study. Journal of Medical Internet Research. 2019;21(10):e14772

\*Return on investment varies according to multiple factors, but has

# Delivering Value Across the Healthcare Ecosystem



Regardless of buyer, our MAIT Program is guaranteed to lower costs by tapping into the doctor-patient relationship to educate and motivate patients to better self-manage their health, which reduces hospitalizations and ER visits, and ultimately results in happier, healthier employees and plan members.

## For Self-Insured Employers

- A solution guaranteed to control healthcare costs and generate a true ROI
- Improve employee engagement in their own health and their satisfaction with you as an employer
- Leverage our solution as a recruitment and retention tool in the ongoing war for talent

## For Health Insurers

- Incent primary care providers and specialists to educate and motivate beneficiaries to self-manage their health in a manner that lowers costs
- Improve Star Rating for Medicare Advantage plans
- Streamline and simplify enrollee health education

## For Brokers

- A proven health improvement solution guaranteed to control cost that will attract and retain clients
- A differentiated solution to offer employers as a unique tool in the battle to recruit and retain talent

## For Risk-Bearing Health Systems

- Succeed at value-based care by mitigating the downside risk of patient non-compliance
- Support physicians with a science-based solution that is proven to improve patient health
- A solution to improve health equity by empowering patients

## KEY FEATURES



Web-based and mobile-enabled SaaS platform



Independently validated and guaranteed ROI



Reward-induced "information therapy" to advance health literacy



Patented patient-physician "mutual accountability" to improve outcomes



MedEncentive's proprietary digital platform lowers costs, improves health, and enhances engagement through a patented incentive system that leverages the patient-physician relationship and motivates your employees or health plan members to better self-manage their health. Our solution is financially guaranteed and has been independently certified by the Validation Institute.

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