

## **IncentOne Wins Follow-On Investment From Camden Partners**

Staff Reporters

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IncentOne Inc., which provides tools to help companies manage corporate rewards programs, has raised a second round of financing from Camden Partners to fuel its move into health care incentives programs.

Details of the investment were not disclosed.

The Lyndhurst, N.J.-based company, which raised an undisclosed amount of Series A funding from Camden Partners in 2008, sold off its performance and loyalty business in September to focus on incentive platforms for employers, health management partners and health plans.

The new funding will further the company's expansion into the health care sector. It counts as clients five national health plans, 20 Blue Cross Blue Shield plans and 15 health service partners.

<http://www.incentone.com>