



CONTACT:

Patricia Bannon
Senior Marketing Manager
480-634-1171
pbannon@incentone.com

**INCENTONE INTRODUCES FIRST RESEARCH REVIEW IN ITS
“THE SCIENCE OF HEALTH INCENTIVES™” SERIES**

First in a series of focused Research Reviews - Impact of Incentive Values on Participation in Comprehensive Wellness and Health Risk Assessment Interventions.

LYNDHURST, NJ — December 1, 2009 — IncentOne (<http://www.incentone.com>), the leading provider of incentive solutions to the healthcare industry, has just released a new research review under its newly developed “The Science of Health Incentives™” initiative. The first of the research reviews is entitled “Impact of Incentive Values on Participation in Comprehensive Wellness and Health Risk Assessment Interventions.”

The Science of Health Incentives, developed in collaboration with Guy D’Andrea, President of Discern Consulting, a healthcare consultancy working with leading healthcare organizations, is a comprehensive framework for the analysis of any consumer and provider health incentive program.

While national healthcare costs are estimated to exceed 20 percent of GDP by 2018, there is widespread agreement that a vast majority of these costs are avoidable by modifying risk factors associated with chronic conditions, improving medication adherence, adopting technology such as e-prescribing and electronic medical records and improving patient safety. As payers, employers, providers and consumers seek ways to better manage the cost of care, improve outcomes and reduce delivery costs, incentives have emerged as an essential tool for impacting costs. The Science of Health Incentives will provide valuable incentive data and program analyses to support ongoing healthcare cost reduction efforts.

“IncentOne is committed to providing the health community with the data to drive the most cost effective use of incentive programs,” said Michael Dermer, President and CEO of IncentOne. “Our science is based on millions of transactions that enable us to provide the health community with real data on the performance and impact of this important tool in the fight to reduce costs.”

This and future research reviews will provide comparisons and support quantitative predictions about the financial impact of different consumer and provider incentive program designs. The series will analyze the impacts of various health incentive programs, not only in the area of risk reduction, but other areas of consumer and provider behavior such as consumer utilization, benefit selection, medication adherence, provider e-adoption (e-prescribing/EMR), pay for performance, patient safety, administrative procedure and medical home programs.

About IncentOne

IncentOne’s technology-driven incentive solutions are used by healthcare clients representing more than 75 million individuals to drive healthcare cost reductions. IncentOne combines its



solutions with its industry leading data on the performance of incentives, knowledge and expertise in incentive program design and execution. IncentOne's passion is to drive success for its customers and the broader mission of changing the healthcare system "one activity at a time." For more information, visit <http://www.incentone.com>.

###