

**Jeffrey C. Greene**  
**Founder and Chief Executive Officer**  
**MedEncentive**

**Jeffrey (Jeff) C. Greene** is an inventor and entrepreneur. He is co-founder and CEO of MedEncentive, which offers a unique web-based incentive system designed to control healthcare costs. Prior to MedEncentive, Jeff founded and ran CompONE Services, one of the largest and most technologically advanced practice management and medical billing firms in the country. Jeff is perhaps the only person in America who grew a business large enough that its employee health plan became self-funded, and that business's primary service was to help doctors make more money. In effect, the better Jeff's business did, the more unaffordable its health coverage became. It was through this unique perspective, plus Jeff's skill at finding creative win-win solutions, that begat MedEncentive.

Jeff is well-known for his passionate call to improve healthcare and promote healthiness in constructive ways that drawn on free-market principles, positive incentives, behavioral science, and just plain commonsense. He was a long-time instructor at the University of Oklahoma's Family Medicine Residency Program. He co-authored a text on practice management published by the American Academy of Family Physicians. Among other charitable and professional organizations, he serves on the OU Industrial Engineering Advisory Committee. From 2005 through 2009, Jeff was selected as an Oklahoma Innovator of the Year for an unprecedented four out of five years. Jeff and wife Debby live in Norman, Oklahoma and are proud parents of son Jess and daughter Sarah Beth.