

## Jeffrey (Jeff) C. Greene Bio



Jeff Greene is an entrepreneur, award-winning innovator, population health expert, and human factors engineer. He is the inventor of the “Trilateral Health Accountability Model<sup>®</sup>,” a web-based system designed to improve health and lower costs, for which Greene (Jeff) holds three U.S. patents and a Canadian patent. He is founder and CEO of MedEncentive LLC, a web-based health improvement/cost containment service company, headquartered in Oklahoma City.

Greene (Jeff) is well-known for his efforts to improve health and healthcare in ways that lowers costs, often referred to as the “Triple/Quadruple Aim.” He is also known for his interests in promoting health literacy, a strong determinant of health and healthcare costs. Drawing on his varied background and interests, Greene invented the Trilateral Health Accountability Model (THAM), which is one of the only proven solutions of the Triple/Quadruple Aim. This invention and his passion for improving patient health literacy lead to his selection as the 2018 Patient Advocate of the Year by the Oklahoma Academy of Family Physicians.

Prior to starting MedEncentive, Greene founded CompOne Services, which became one the largest medical practice management and billing firms in the country. While leading CompOne, Greene served at guest instructor in the Department of Family Medicine at the University of Oklahoma, for eighteen years. During his teaching tenure, Greene co-author the text “Practice Management for Family Physician Residents,” published by the American Academy of Family Physicians.

Greene serves on the Advisory Boards of the University of Oklahoma’s School of Industrial and Systems Engineering and the OU Spike Club.

Greene attended the University of Oklahoma on an athletic scholarship, where he was a record-setting hurdler. He holds a bachelor’s degree in industrial engineering from OU. He served as a reserve officer in the U.S. Army Corp of Engineers for fifteen years. He and wife Debby live in Norman, Oklahoma. They are the proud parents of adult children Jess and Sarah Beth.