



MY COVERAGE PLAN, INC.

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PRESS RELEASE FOR IMMEDIATE RELEASE

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Interview: Bobby Peterson (608) 444-7197 (cell)

Wisconsin Tech Firm Secures “Groundbreaking” IP Protection for Health Coverage Screening Software

Madison, WI – My Coverage Plan, Inc., a for-profit subsidiary of Wisconsin-based non-profit ABC for Health, Inc. has secured [patent protection](#) of its innovative My Coverage Plan technology. “This is groundbreaking and has national significance,” says Bobby Peterson, public interest attorney and social entrepreneur. In 1994, Peterson founded ABC for Health, Inc., a public interest law firm that helps connect thousands of low income Wisconsin families to needed health coverage. In 2010, Peterson founded and became President of My Coverage Plan, Inc. “Our new technology efficiently coordinates private insurance and public benefits options and is a big win-win for consumers and providers of care,” says Peterson. “Our electronic coverage record technology channels significant revenue streams for providers and helps steer consumers from avoidable medical debt pitfalls.”

Peterson continues, “My Coverage Plan technology helps health care providers and patients secure coverage across Wisconsin and potentially across the nation. The emergence of health care exchanges provides another option for consumer choice and decision support technology and aligns nicely with our new patented system.” My Coverage Plan, Inc. develops a web-based, word-intuitive health benefits screening innovation that generates an electronic health coverage record and identifies current and future public and private healthcare coverage options. Please see www.mycoverageplan.com for more information. A new prototype of the tool, based on the patented technology, is under development.

Peterson sees My Coverage Plan as a technology solution to a vexing social problem. “My Coverage Plan will alleviate avoidable health disparities and improve access to healthcare while supporting local and state economies as patients secure available coverage and avoid medical-debt, cost shifting and uncompensated care.”

Peterson adds, “The Madison area generates economic stability and growth from the development of high-tech companies. With our patented technology, My Coverage Plan, Inc. is poised to enhance this culture of innovation, high tech job creation, and growth.”

My Coverage Plan, Inc. is a for profit subsidiary of ABC for Health, Inc., a Wisconsin-based, nonprofit, public interest law firm dedicated to linking children and families, particularly those with special health care needs, to health care benefits and services. ABC for Health’s mission is to provide information, advocacy tools, legal services and expert support needed to obtain, maintain, and finance health care coverage and services.

My Coverage Plan, Inc. is currently funded under a National Institutes of Health, National Institute on Minority Health and Health Disparities Grant titled, “Reducing Health Disparities: A Health IT Solution” NIH grant # 1R43MD005810-01. [Watch a presentation](#) on the history of ABC for Health, Inc. and the birth of My Coverage Plan, Inc.

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