



MY COVERAGE PLAN, INC.

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PRESS RELEASE FOR IMMEDIATE RELEASE

May 20, 2010

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New Health Coverage Plan Technology Approved

My Coverage Plan, Inc. Secures a Major NIH Research Grant to Reduce Health Disparities in Wisconsin

Madison, WI - My Coverage Plan, Inc., a Madison based for profit subsidiary of ABC for Health Inc., received a major new grant for up to four years and \$1.2 million from the National Institutes of Health's Small Business Innovation Research Program to support and accelerate the development of new health coverage information technology. "This is groundbreaking," says Bobby Peterson, public interest attorney, founder of ABC for Health, Inc., and President of My Coverage Plan, Inc. This project will create a web based software solution to the vexing problem of correctly identify and maximizing myriad public and private health care coverage options. Our partnership with ABC for Health combines years of experience, expertise, and energy related to identifying health care coverage strategies for patients." ABC for Health is a leading Wisconsin public interest law firm that has helped families navigate the tangle and bureaucracy of health care financing and coverage programs for over 15 years. "My Coverage Plan provides a health IT solution to reduce avoidable health disparities and the attendant financial impacts on patients' and health care service providers," continues Peterson. My Coverage Plan, Inc. develops a web-based, word-intuitive health benefits screening innovation that will generate an electronic coverage record and identify current and future public and private healthcare coverage options.

Competent benefits coordination is just one of the proven strategies to reduce avoidable health disparities My Coverage Plan will invoke. In the process, Peterson says My Coverage Plan will improve population health associated with increased access to healthcare while providing economic stimulus to local and state economies as patients' secure available coverage and avoid medical-debt and uncompensated care. "Madison enjoys economic stability and growth, attributable to the development of high-tech companies. My Coverage Plan will only enhance this culture of high tech job creation and growth." Peterson concludes, "We are honored and humbled to receive this prestigious award of funding. We are confident in our product development plan and eager to move to future stages of implantation."

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