



MY COVERAGE PLAN, INC.

32 N. Bassett St., Ste. 201, Madison, WI 53703 www.mycoverageplan.com

PRESS RELEASE FOR IMMEDIATE RELEASE

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

Madison Tech Start-up Firm Secures Major NIH Research Grant

My Coverage Plan's Health Coverage Screening Software Funded to Commercialize New Technology to Reduce Health Disparities in Wisconsin

Madison, WI – My Coverage Plan, Inc., a for-profit subsidiary of Madison-based non-profit ABC for Health, Inc. secured a major, three year grant of up to \$1.2 million from the National Institutes of Health Small Business Innovation Research Program. “This is great news for My Coverage Plan, Inc., for the burgeoning tech community of Madison, and for Wisconsin,” says Bobby Peterson, founder and President of My Coverage Plan, Inc. My Coverage Plan secured a patent in 2012 on a software application that screens and identifies current and future public and private healthcare coverage options and generates an electronic health coverage record.

My Coverage Plan secured initial funding in 2010 to establish proof of concept for its health benefits screening software. This new round of funding will help scale up an alpha version of the software to help health care providers and patients secure coverage across Wisconsin and potentially across the nation. Peterson adds, “Madison enjoys economic stability and growth, attributable to the development of high-tech companies. With our patented technology and a boost in research funding, My Coverage Plan is poised to enhance this culture of innovation, high tech job creation, and growth.”

“Our new technology appropriately coordinates both public and private health coverage options and is a big win-win for consumers and providers of care,” says Peterson. “Our ‘win-win’ solution identifies and unclogs revenue streams for health care providers and helps patients avoid debt and connect and stay connected to appropriate health coverage resources. We’re ready to get to work.” Peterson adds, “The timing is right for this technology. The emergence of Insurance Marketplaces as an avenue for consumer choice aligns perfectly with our new patented technology.”

My Coverage Plan, Inc. is a for profit subsidiary of ABC for Health, Inc., a Wisconsin-based, nonprofit, public interest law firm dedicated to connecting people and families to health care benefits and services. My Coverage Plan emerged as a technology solution to improve ABC for Health’s successful Health Benefits Counseling programs. “My Coverage Plan will alleviate avoidable health disparities and improve access to healthcare while helping local and state economies as patients secure available coverage and avoid medical-debt and uncompensated care,” says Peterson. More information is available at www.mycoverageplan.com.

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