



My Coverage Plan, Inc. - The Growth of a Business

MARCH 2010

Robert Peterson, Executive Director of non-profit Advocacy and Benefits Counseling for Health Inc. (ABC for Health), forms My Coverage Plan Inc. (MCP) as a for-profit subsidiary of ABC for Health. Peterson serves as MCP's majority owner and President.



AUGUST 2010

MCP meets with credit experts TransUnion to discuss TransUnion's Revenue Manager, which focuses on verifying patient financials and credit, and aiding hospitals in prioritizing accounts receivable. While MCP and TransUnion representatives noted some areas of crossover, MCP is directed at maximizing public and private health care coverage for a variety of patients.

NOVEMBER 2010

MCP secures a Niche Analysis from NIH, to be conducted by Foresight Science and Technology. A Niche Analysis positions a technology for market entry by developing a market entry strategy and launch tactics.

MARCH 2011

MCP completes development of a web-based data acquisition prototype and initiates a contract to develop a "next-generation" web-based screening tool specific to the health coverage rules for pregnant women.

MAY 2010



MCP President, Bobby Peterson

MCP wins an NIH research grant of up to \$1.5 million over five years to create a software solution that will reduce health care disparities in Wisconsin. MCP's goal is to improve population health by increasing access to health care while providing economic stimulus to local and state economies as patients secure available coverage and avoid medical debt and uncompensated care.



MCP staff forms workgroups, including algorithm, compliance, security, design, and patent groups. Focusing on pregnant women and children, the algorithm workgroup drafts MCP software algorithms. The algorithms translate ABC for Health's knowledge of health care coverage into a refined data acquisition and rules engine format.

DECEMBER 2010

MCP works with Madison-based developer Metavue to develop a web-based data acquisition health benefits screening tool. Metavue formats the user-interface in anticipation of third-party use. This transitions the tool to a web platform that can help orient and train end-users on a first generation MCP prototype (at right).



Metavue Corp. Logo



APRIL 2011

Peterson attends "SBIR Licensing and Commercialization Bootcamp" and the annual SBIR/STTR conference, "Growing the Innovation Ecosystem." Meetings resume with legal counsel on intellectual property issues to secure a patent on the MCP software.



JUNE 2010

The Milwaukee Journal Sentinel profiles My Coverage Plan!

MCP meets with legal counsel to continue the process of securing IP for the MCP software tool. MCP counsel files the appropriate documentation with the United States Patent and Trademark office. While the process is not finalized, staff continue to pursue a patent on the MCP process, further strengthening the business potential and viability of the software.



JANUARY 2011

MCP's Peterson partners with David Snyder of Foresight to complete the Niche Analysis that outlines the market potential and commercialization opportunities for MCP. Mr. Snyder contacts leaders in the health care software industries to gauge interest in a product like MCP. Foresight's report confirms that MCP is a unique software product for the health care industry. MCP staff attend the Gilson Bootstrapping Series "Guide to New Ventures" and "Operational First Steps."



Foresight Technology Logo

MAY 2011

MCP submits a NIH proposal to develop a Knowledge and Training Portal. The Portal will reduce avoidable health disparities by increasing access to coverage through an initial knowledge assessment and ongoing training and competency measurement of health care service providers. Training health care service providers to maximize health care coverage options for patients will also reduce the risk of patient medical debt and increase compensation to health care providers.

JULY 2010

MCP meets with vendors to develop and implement the software portion of the MCP tool. After discussions with multiple developers, MCP enters into negotiations with Chicago-based Objective Arts, Inc., to develop and test an advanced prototype of the software. In the meantime, staff complete a Patent and Know-How License Agreement between ABC for Health and MCP. This allows MCP to access the intellectual property of ABC for Health and its staff. This vital link provides MCP with the knowledge base necessary to create a ground breaking software solution to reduce avoidable health care disparities.



Objective Arts Logo

SEPTEMBER 2010



New MCP Logo

In September 2010 MCP develops a new corporate logo. Additionally, MCP continues discussions with Objective Arts. Staff continue to research other software solutions in the market that may fill similar niches as MCP. This research confirms that, while there are many software solutions for hospitals that focus on patient financial or credit verification, there are no solutions that help patients navigate through red tape associated with public and private coverage options, medical debt, charity care, and other health coverage issues.

MARCH 2010

MCP is incorporated

JUNE 2010

MCP is formally funded by the NIH and featured in the Milwaukee Journal Sentinel

JULY 2010

MCP reviews vendor options for the development of the MCP software

AUGUST 2010

MCP meets with representatives from TransUnion

SEPTEMBER 2010

MCP continues to develop its corporate structure

DECEMBER 2010

MCP contracts with Metavue to create a data acquisition model for the MCP software tool

MARCH 2011

MCP completes prototype, advances in Governor's Business Plan Contest

MAY 2010

MCP is awarded a grant by the National Institutes for Health

MCP executes Patent and Know-How License agreement between ABC for Health and MCP

ABC for Health and MCP begin drafting business intelligence and algorithms for the MCP software

MCP retains counsel to engage in the processes necessary to patent the MCP software process

NOVEMBER 2010

MCP secures a niche analysis from NIH

MCP works with Foresight Science to develop a commercialization report

APRIL 2011

MCP attends SBIR Conference, continues IP work on the innovation