



# MY COVERAGE PLAN, INC.

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## PRESS RELEASE

For Immediate Release

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### **Fierce Innovation Awards: Healthcare Edition Program Announces Finalists *My Coverage Plan, Inc. of Madison, Wisconsin Recognized***



**Madison, WI** - My Coverage Plan, Inc. announced its selection today as a finalist in this year's Fierce Innovation Awards: Healthcare Edition, an awards program from the publisher of *FierceHealthIT*, *FierceHealthcare*, and *FierceMobileHealthcare*. My Coverage Plan, Inc., an early stage company from Madison Wisconsin, was recognized as a finalist in the category of (Health Care) Revenue Cycle Management.

My Coverage Plan, Inc. was selected as a finalist for its innovative, emerging product, the patented, My Coverage Plan technology solution developed through a National Institute of Health NIMHD SBIR grant, in partnership with ABC for Health Inc. Finalists were selected by a distinguished panel of CIOs from renowned U.S. hospitals and healthcare systems, including Allina Health, Rush University Medical Center, Aspirus, and JFK Health System, among others. Click [For a complete list of judges](#)

Applications were judged based on the following criteria: care efficiency, competitive advantage, financial impact/value, market need, patient experience/satisfaction, quality of care and patient outcomes, and overall fierceness and innovation. Finalists were selected based on calculation of the judges' scores in each area. My Coverage Plan Inc, a for profit subsidiary of Madison WI based ABC for Health Inc. emerged as a contest finalist!

My Coverage Plan, Inc. President and Founder, Bobby Peterson, was delighted with the national recognition. He touted the company's focus on "pro-actively engaging patients to reduce the pain from uncompensated care." Nationally, The Kaiser Foundation reports uncompensated care exceeds \$84 billion in 2013. In Wisconsin hospital reported over \$1.3 billion in uncompensated care in 2014. "The time for a new revenue cycle solution is here," continued Peterson.

The My Coverage Plan technology development includes a guided interview approach for patients, with provider assistance, to obtain, maintain and optimize available health care coverage. The tool assembles patient data, applies rules to help optimizes coverage and generates a roadmap to help guide current and possible future medical coverage considerations To learn more about My Coverage Plan, Inc., see: [www.mycoverageplan.com](http://www.mycoverageplan.com)

#### **About FierceMarkets**

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