

Neurotech – A SCORE success story

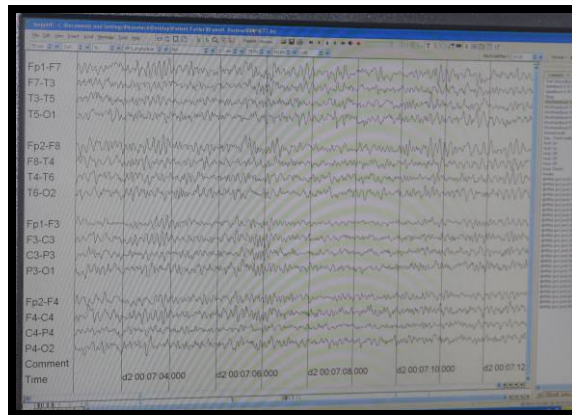
Keith Morgan was a Neurodiagnostic Technologist for a local neurologist. A Neurodiagnostic Technologist performs many neurological tests including the (EEG) to diagnose seizures disorders. This diagnostic work is usually done in a neurologist's office or hospital, and not every neurologist or hospital can afford to have this service available. There is also 24 hour test that requires a patient to be in a hospital for the test. Keith had an idea and he always wanted his own business.

Keith's idea was to take the service to the doctor, and for 24 hour tests take the service directly to the patients home rather than have a hospital stay. 24 hour patients are hooked up with a monitor and a camera, and can literally go about their normal life, rather than a 24 hour or longer stay in a hospital. On occasion the monitoring is used to record the patient's brain data for a week or longer continuously. Keith also thought it would be great for a doctor to be able to schedule the procedures and access the results on a secure website. Neurotech developed the website, and incorporated scheduling and the secure feature for doctors to look at the test results on line.

Keith, who in addition to his Associate Degree in Electroneurodiagnostic Technology from Western Technical College, has a Bachelors degree in Business Administration from Cardinal Stritch University and is close to finishing his MBA from UW Whitewater started a company called Neurotech.



Keith Morgan, Neurotech CEO



Typical EEG result viewed on the web

After 4 months in business Keith decided he needed help to keep this business going. He found SCORE on their website and called the SCORE office and explained his need. The SCORE desk counselor said "I have just the counselor for you". The counselor, Bob Dude, worked in the finance part of Healthcare most of his career.

"Bob knew the medical business well, knew how doctors think, and became a friend that gave great advice". "Bob was a huge help with the financial part of the

business". Bob also went "above and beyond the call of duty" and made a few calls and got Neurotech approved with a major healthcare network provider. Keith and Bob have met close to twenty times in the past few years. When there was marketing advice needed, Bob called in fellow SCORE counselor Joyce Goulet to help Neurotech develop a marketing plan.

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Neurotech broke even in about 1 ½ years, which is very good for a start up business, and is now financially solid. At the time of this writing (January 2009), Neurotech is 3 years old and has nine employees and has added a Chicago office in addition to the original location in Milwaukee. Last year the Neurotech business doubled, and he is very optimistic for the future, even considering some very tough economic times.



Portable EEG Monitoring Equipment



Keith Morgan and a full client schedule

Morgan stated that having a good idea is not the only factor in a successful business. Neurotech pays particular attention to making every patient's experience a positive one. A strict training and quality program gives the neurologist's confidence in Neurotech and their personnel.

Visit Neurotech's website <http://www.neurotecheeg.com/>,

Neurotech, LLC
10855 W. Potter Road
Wauwatosa, WI. 53226
(414) 431-5786
info@neurotecheeg