

## **MSU graduate students moving mountains online**

*Pair awarded \$1,000 from Gorilla Group, a Web site for student entrepreneurs*



Logo from the MountainMed.com Web site

Two Morehead State University graduate students have begun to "virtually move mountains" in East Kentucky with the help of \$1,000 from the Gorilla Group, a Web site for student entrepreneurs.

Through the group, students can participate in a monthly business plan contest that nets the winner \$1,000 in start-up money to further their business plan or entrepreneurial education. Dwayne Stevens of Pikeville and Brad Hall of Weeksbury submitted a plan for [MountainMed.com](http://MountainMed.com).

The pair designed a business to provide East Kentucky residents with access to medical information through the Internet. "We're in a rural area and health care is far away in some cases," said Hall, who expects to complete his Master of Business Administration degree in December. "We want to shorten the distance between doctors and their patients," he added.

Thus far, they have compiled a database of doctors, dentists and optometrists in Pike, Floyd, Martin, Magoffin and Johnson counties.

Stevens, who finished his MBA degree in May, came up with the MountainMed.com idea almost two years ago. After sharing the idea with Hall, the twosome submitted a business plan to Dr. Betty Regan, chair of MSU's Department of Information Systems, as a class project.

She told them about Gorilla Group, an initiative of the Kentucky Science and Technology Corporation that is funded from the Kentucky Department of Education, James Graham Brown Foundation and private companies.

Webmaster for Pikeville College, Stevens wanted to blend his career with his undergraduate degree in biology and chemistry. "I also thought there was a need for this type of Internet resource in the area," he said. "I really enjoy what I do (at Pikeville College) and I'm glad to be able to apply it to this start up," he added.

Though in the beginning stages of MountainMed.com, the duo has plans to expand their business to include computer installation, training, Web design and consulting, as well as online prescription orders and medical advice through eDO (electronic doctor's office).

"We want to see how the community responds to the database first before we take on the liability of eDO," said Hall, who is a comptroller for the Mountain Water District in Pike County. "Eventually, we hope to find doctors who are willing to spend time online in an advisory capacity."