

Local Roots, Global Reach: Keith Morgan and Neurotech

By Mike Hamel

Keith Morgan started [Neurotech, LLC](#) in 2006, and as CEO has expanded it into six states. He has an MBA and is a Registered EEG Technologist who has worked with some of the best neurologists in the field, leveraging that experience into a full service company that offers in-home EEG testing with 24/7 technologist monitoring and on-call services.

With so much to keep him occupied at home, why is Keith concerned about people with epilepsy in under-developed countries?

“Being an EEG tech has really opened my eyes to what people with epilepsy are facing,” Keith says. “Over my career I’ve seen more than 20,000 patients with epilepsy or seizures of some sort. I now have a better understanding of what their struggles are from day-to-day. Getting an EEG study done in the United States is not a problem, but that’s often not the case elsewhere in the world.

Keith’s heart was moved as he learned about conditions for epilepsy sufferers elsewhere. “In third-world countries people have gotten tied to trees because they're having seizures,” he notes with alarm. “Some aren’t allowed to marry, have kids, or see their families. They are sometimes accused of being demon-possessed. Those stigmas are horrible and I wanted to do something about them.

“I began talking to some of my doctor friends about medical missions. What if my technicians and I could go overseas and do EEGs to help these people get more effective treatment? Our company mission statement is ‘Transforming lives through EEG’. Our core values include extending our talents and resources to help the less fortunate. And what needier places to do so than in developing countries.”

Strategic Partners

About this time, the [ROW Foundation](#) and [OWP Pharmaceuticals](#) entered the picture.

“I was introduced to Scott Boyer of OWP Pharmaceuticals and Paul Regan of the ROW Foundation through Dr. Marvin Rossi at Rush Hospital in Chicago,” Keith recalls. “I often travel to Naperville, Illinois on business and through Dr. Rossi I learned the ROW Foundation and OWP Pharmaceuticals have offices in Naperville. I met with Scott and Paul, and through them I got connected to [International Neurology Services \(INS\)](#) – a nonprofit group of neurologists in the United States who were in the process of planning medical mission trips to Kenya, Haiti and other countries. INS has a vision to make current EEG technology available in under-developed countries. The ROW Foundation donated a portable EEG machine to INS, who took it to Kenya and [trained local techs how to do basic EEGs.](#)”

As a follow-up to INS’s work in Kenya, Keith has been doing detailed training sessions via web conferences with the newly trained techs at Tenwek Hospital and Kijabe Hospital in Kenya. “I will pull up the EEGs they have done,” he explains, “tell them what they're looking at and what they did wrong and what they're doing right. It's very detailed. There are challenges in this sort of distance learning, e.g. bandwidth, cultural differences, but we’ve had some really good sessions.

“Teleconferencing is great,” Keith adds, “but I believe training is best done in person. That’s why Neurotech has designated money, equipment and staff to follow our EEG machines into the field. We're just waiting for the right opportunities to serve, whether that's through continuing education with the Kenya hospitals or going into a new place with direction from the ROW Foundation or International Neurology Services. My first trip will be to Haiti in March 2017 since INS already has established relationships there.”

One of the things that excited Keith about ROW and OWP was their business model. “I've been on the ROW website,” Keith says. “I've talked to Paul and watched Scott’s [TED^x talk](#), I have an MBA and I think ROW and OWP have a great model. It's awesome that ROW owns a percentage of OWP and that OWP is the financial engine that powers the humanitarian work of ROW. I think it’s phenomenal that what happens from a profitability standpoint is going directly to helping others.”

“At ROW, we're committed to bringing all the pieces together, the training, the diagnosis and the treatment,” Paul Regan says. “It’s exciting to meet compassionate

professionals like Keith and to be able to connect them with ongoing efforts. Keith, and others like him, don't have to start from scratch. We can refer them to places where their equipment and expertise can have an immediate impact. And that's what's happening already in Kenya.

"As more funding becomes available," Paul adds, "we will support teams to do onsite EEG training and aid visionaries like International Neurology Services in building networks of neurologists in the U.S. to do the reading and advise on treatment plans. And we will follow up with shipments of medications like [Roweepra™](#) to improve the lives of epilepsy sufferers and their families who otherwise would have no hope."

There's more work and no money to be made in extending his time, energy, resources and expertise overseas, but Keith Morgan takes the long view of his personal and professional life.