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Diversinet Licenses MobiSecure Platform To HealthPartners

Gail Chiasson, North American Editor

HealthPartners, the largest consumer-governed, nonprofit healthcare organization in the U.S., has licensed Toronto-based **Diversinet's** MobiSecure Health platform to enhance mobile communications with its 1.3 million subscribers.

Under a renewable multi-year agreement, HealthPartners will use Diversinet's platform to support applications, developed with Diversinet, to build upon HealthPartners' mobile portfolio. HealthPartners plans to begin rolling out applications later this year.

Initially, HealthPartners will offer programs to help subscribers communicate with their care managers via secure, two-way messaging on a range of smart phones and devices that the MobiSecure platform supports, including the Apple iPhone, Google Android, RIM BlackBerry, Windows Mobile, Symbian and Palm devices.



The first users will be women with high-risk pregnancies, and patients with chronic illnesses who have been recently discharged from hospitals. Goals will include avoiding premature births and reducing hospital re-admissions.

On HealthPartners' choice of MobiSecure platform to advance its mobile outreach, Mark Trigsted, Diversinet executive vice-president, Healthcare, says, *"HealthPartners' vote of confidence demonstrates early results of our strategic focus on mobile healthcare. We look forward to working with HealthPartners to leverage our secure, connected and simple solution to meet its needs."*

"The new Diversinet-powered applications will enable us to extend our commitment to use technology to reach our members how and when it's convenient for them," says Scott Aebischer, HealthPartners senior vice-president, customer services and product innovation. He says that the MobiSecure platform surpasses other solutions in delivering broad device support, wide functionality, and easy-to-understand features.

Babette Apland, HealthPartners senior vice-president, health and care management, says, *"Diversinet's platform will enable us to communicate with and increasingly monitor patients in a more personalized, more detailed and continuous manner. We expect the new applications to contribute to our ongoing efforts to improve quality of care, patient outcomes and affordability."*

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