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Healthcare Featured Article

July 20, 2010

HealthPartners, Diversinet Partner to Optimize Mobile Communications in Health Care

By [Shamila Janakiraman](#), TMCnet Contributor

Company sources added that about 1.3 million mobile subscribers will benefit from the enhanced services made possible by this agreement. HealthPartners has licensed the company's MobiSecure Health platform in order to support the applications developed with Diversinet to leverage HealthPartners mobile portfolio.



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Applications will be launched this fall said HealthPartners sources. The company plans to offer programs that will help subscribers communicate with their care managers via secure, two-way messaging on different types of smart phones and devices that are supported by MobiSecure platform. The smart phones included are the Apple iPhone, Google Android, RIM BlackBerry ([News - Alert](#)), Windows Mobile, Symbian

and Palm Devices.

The users to benefit first from the applications will be women with high-risk pregnancies and also patients with chronic illnesses who have been discharged from hospital. This group of users was selected to avoid premature births and reduce hospital readmissions as a first step.

In a release Scott Aebischer, senior vice president, customer services and product innovation said, "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

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them."

"The MobiSecure platform also surpasses other solutions in delivering broad device support, wide functionality, and easy-to-understand features," Aebischer emphasized.

Mark Trigsted, Diversinet's executive vice president, healthcare was pleased that such an innovative, respected healthcare payer and provider has selected the MobiSecure platform to advance its mobile outreach. He pointed out that HealthPartners' adoption of Diversinet applications signifies the success of Diversinet's strategic focus on mobile healthcare.

"We look forward to working with HealthPartners to leverage our secure, connected and simple solution to meet its needs," Trigsted added.

Senior vice president, health and care management at HealthPartners, Babette Aplan said that Diversinet's platform will enable monitoring of and communication with patients in a more personalized, more detailed and continuous manner.

Aplan noted that the new applications will contribute towards the company's efforts in enhancing quality of care, patient outcomes and affordability. HealthPartners is a consumer-governed nonprofit health care organization in the US.

Shamila Janakiraman is a contributing editor for TMCnet. To read more of Shamila's articles, please visit her [columnist page](#).

Edited by [Erin Monda](#)

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Demystifying Fax Over IP (FoIP)


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