

[Buy Tickets To Attend Clean Tech Opportunities 2010, August 24](#)

Diversinet Signs Licenses Deal With HealthPartners, Healthcare Information Delivered Via Smartphones

By Dave Forde Published: July 20, 2010

Posted in: [Account Wins](#)

Tags: [Blackberry](#) , [Diversinet](#) , [Google Android](#) , [HealthPartners](#) , [iPhone](#) , [Mark Trigsted](#) , [Scott Aebischer](#)



[RSS feed](#). Thanks for visiting! Thanks for visiting! This site posts interviews, news, stories and jobs about Canadian advertising, marketing, public relations and technology companies - "the connected community". Go ahead, subscribe to [our feed!](#)

1
tweet

retweet



Buzz

0
tweets

retweet

Mobile application developer Diversinet has signed a multi-year licensing deal with US-based HealthPartners that will allow the company to support applications, developed with Diversinet, to build upon HealthPartners' mobile portfolio. HealthPartners plans to begin rolling out applications later in the year.

HealthPartners will initially 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.

"We are delighted that such an innovative, respected healthcare payer and provider has selected our MobiSecure platform to advance its mobile outreach," said Mark Trigsted, Diversinet Executive Vice President, Healthcare. "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 implementation of the system will also allow health care professionals to deliver a more personalized experience with greater detail and increase the ability to monitor patients continuously.

More than 2M
businesses run on
Google Apps

Search Profectio Network of Sites

Google™ Custom Search

Subscribe



Become A Member!

Join the Profectio Network and take advantage of some great benefits...



Click here to [become a member now.](#)

Please Login Here:

You are not currently logged in.

Username:

Password:

Remember Me

» [Register](#)

» [Lost your Password?](#)

Advertisement

More than 2M
businesses run on
Google Apps

[Advertise with Profectio](#)

Join Us On August 24



Send Tweet

Get this widget

Powered by BackType

Related Stories:

- [BlackBerry Torch 9800 Has Launched. Will It Be The iPhone Or Android Killer?](#)
- [XM Canada Release Ipad App, Android Around The Corner](#)
- [Scotiabank Launches New Smartphone Apps, Mobilize Festivals And Events](#)
- [Sun Media Achieves Success With iPhone App, Prepares For Launch Of Blackberry App](#)
- [ING Direct Taps Into Mobile Banking With Launch Of Blackberry And iPhone Apps, The Direct-Bank Comes To You](#)
- [Metro iPhone Add Goes Bilingual](#)
- [Bell Gets Set To Launch HSPA November 4, Fastest Network In The Land](#)
- [Canada's Largest Free Daily Newspaper, Metro Gets Ready To Launch iPhone And Blackberry Apps](#)
- [Dave Forde To Launch App Store, Ok Maybe Not, But All The Cool Kids Have One](#)
- [Can RIM Ride The Wave?](#)

ABOUT THE AUTHOR



Founder of Profectio of business sites which includes [Profectio](#), [PR In Canada](#) and [Clean Tech Corner](#). He is also Founder of Toronto Tech Week. Follow Dave on [Twitter](#) or [Facebook](#)

No Comments

Start the ball rolling by posting a comment on this article!

Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

XHTML: You can use these tags: `` `<abbr title="">` `<acronym title="">` `` `<blockquote cite="">` `<code>` `<del datetime="">` `` `<i>` `<q cite="">` `<strike>` ``

7

DAYS REMAINING UNTIL



Clean Tech Opportunities 2011

August 24th, 2010 at 6:30 PM

[Register Now!](#)

[Tweet This Event](#)

Online Ticketing for Clean Tech Opportunities 2011

Popular Tags

[Advertising Week](#) [AOL Canada](#) [Apple Bell](#)
[Bell Mobility](#) [Blackberry](#) [Canoe](#) [CanWest](#)
[comScore](#) [CTV](#) [DAVE Wireless](#) [DDB Canada](#)
[eCommerce](#) [Extreme Group](#) [Globalive](#)
[Grey Canada](#) [iPad](#) [iPhone](#) [IPTV](#) [JumpTV](#)
[Kaboose](#) [Microsoft Mobile](#)
[Mobile Marketing](#) [Olive Media](#)
[Online Advertising](#)
[Online Communities](#) [Online Gaming](#) [Online Music](#)
[Online Retail](#) [Online Shopping](#) [Online](#)
[Video](#) [PR In Canada](#) [Profectio](#)
[Research In Motion](#) [RIM](#)
[Rogers Search Engine](#)
[Marketing Social Networks](#)
[Sympatico/MSN](#) [Telus](#) [ThinData](#) [VOIP](#)
[Wind Mobile](#) [Yahoo Canada](#)

Categories

Select Category

Latest from PR In Canada

- [Editorial Intern Wanted For PR In Canada](#)
- [Postmedia Network Inc Announced New Executive Team](#)
- [Peter Block to Lead Financial Communication Offering at NATIONAL Public Relations Welcomes Peter Block To Lead Financial Communications Practice](#)
- [Senior Consultant – Birchall & Associates Public Relations](#)
- [Latest Communications And Public Relations Jobs From PR In Canada –](#)

July 29/2010

 **Latest from Clean Tech Corner**

- [Westport Innovations Reports First Quarter Fiscal 2011 Financial Results, \\$25.5 Million In Revenues](#)
- [SunEdison Awarded Solar PV Projects for CanFirst Capital Management](#)
- [Ernst & Young: Clean Tech Funding Grows To \\$1.5 Billion In Q2 2010](#)
- [Cyrium Technologies Launches Customized CPV Solar Cells](#)
- [Ballard Wraps Up First Phase Of Factory Testing Of Utility-Scale PEM Fuel Cell-Powered Generator](#)

 **Job Listings:**

- [Marketing Coordinator - NZone](#)
- [Manager, Media Relations - Afexa Life Sciences Inc](#)
- [Communications and Events Coordinator - Credit Union Central Limited](#)
- [Web Designer, Marketing - Masterfile Corporation](#)
- [Marketing Communications Specialist - Epson Canada](#)
- [Manager, Corporate Communications - Omers](#)
- [Sales and Customer Service Representative - Progressive Media Group](#)
- [Account Manager - Jam Van](#)
- [Corporate Communications Consultant - Purolator Courier](#)
- [Editorial Intern - Post City Magazines](#)

Profectio TV

HTC Canada Hero Launch

Profectio' Facebook Fanpage

[Profectio](#) on Facebook

Our Services:

[Connect Me](#)
[Events](#)
[List Your Company](#)

**Help Me
Source...**

Submit Your RFP Post A Job Listing Find Great Talent Let [us help you find a business solution.](#)

Profectio Is A Power 150

Profectio.com is one of the Power 150, ranked by Ad Age.com.



Advertisement

**EMAIL
MARKETING**

\$19/Month!

MANAGE
UNLIMITED
EMAIL CAMPAIGNS
WITH EASE

OVER **100**
PROVEN
EMAIL
TEMPLATES

TOP NOTCH
DELIVERABILITY

OUTSTANDING
CUSTOMER SUPPORT



Thanks To Our Host Provider:

CYBERNOMICS
GREEN
P O W E R E D

