



mHEALTH'S EVOLVING ROLE in Achieving Meaningful Use

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Diversinet farms out overseas sales to Canadian firm

January 18, 2011 — 4:09pm ET | By [Sara Jackson](#) - Contributing Editor

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TAGS

- Diversinet
- Mihealth
- MobiSecure Mobile
- Health Solution
- mCare

U.S. mobile healthcare vendor [Diversinet Corp.](#), is turning its global marketing and sales efforts over to Canadian distributor Mihealth Global Systems of North Bay, Ontario, in a five-year, \$5 million deal.

In an exclusive reseller agreement, Mihealth will handle all sales and marketing outside the U.S., while Diversinet focuses on expanding its U.S. market penetration. Diversinet officials say they're pushing hard for new clients among health insurance companies, large hospitals and large employee groups as well as healthcare infrastructure providers.

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Mihealth just created a new app using Diversinet's MobiSecure Mobile Health Solution, and tested it last year in Ontario. The software allows patients to access their medical records on their wireless devices, get reminders of healthcare appointments, and access information quickly during an emergency, according to company officials.

Under the new agreement, Mihealth will make that software--now licensed and headed into production--available to medical clinics across Canada. The deal commits Mihealth to deliver sales growth across the five-year contract, starting with \$400,000 the first year, and rising to \$1.6 million in year five.

This deal comes on top of Diversinet recently winning a five-year contract to expand the U.S. Army's mCare telehealth outreach program for wounded soldiers using its MobiSecure Health platform.

To learn more:

- read this [Diversinet press release](#)
- check out this [DailyDOOH post](#)
- read this previous [RCR Wireless article](#) about the MobiSecure Mobile Health Solution

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