

# Innovation Watch: Optimum Lightpath's Partnership with GetWellNetwork

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## Abstracts

### Introduction

In May 2009, Optimum Lightpath entered into a partnership with GetWellNetwork to offer their patient/healthcare software across its franchise region. This partnership enables Optimum Lightpath to sell its video services to the hospitals covered by GetWellNetwork's patient program. The vertical application service provided by GetWellNetwork was launched in the first half of 2010.

### Features and benefits

Provides insight into Optimum Lightpath's partnership with GetWellNetwork, and explores the benefits and challenges that both companies will face.

Examines Optimum Lightpath's efforts in leveraging its fiber network to target growth in vertical industries.

### Highlights

Hospitals will be given access to all of Optimum Lightpath's portfolio of services, which includes video, Internet, business data, and GetWellNetwork's patient services. We expect that this will result in an increase in the overall uptake, revenue per site, and monthly ARPU that the company earns from hospital enterprise customers.

### Your key questions answered

How is Optimum Lightpath using its fiber network to target industry verticals?

Can Optimum Lightpath find success in the large enterprise and managed services markets?

## Contents

Ovum view  
Opportunities  
Challenges  
Innovation  
Strategic partnerships  
Monetization  
Appendix

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