

# Mom-Turned-Tech-Entrepreneur Launches New CareTech Platform Using Social Connection to Support Patients and Caregivers

*Verbina Uses Video Messages to Connect Patients and Caregivers to Their Own Social Networks*

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*Beverly Klau, Verbina Founder and CEO*

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Webinar Launch Date: June 6th, 2023

Verbina is a new care-tech platform that makes it easy to gather video messages of love and support for individuals on health journeys. After months of beta-testing, the product is now available in both desktop and app versions.

Verbina Founder Beverly Klau states, “The research is

crystal clear: Social connections are not just nice, they are necessary for health and resilience.

That's why I created Verbina: To work at the edge of humane technology that deepens relationships and builds community as a way to support patients and caregivers when they need it most."

Verbina is informed by the growing body of research demonstrating the powerful relationship between social connections and health outcomes. Last month, U.S. Surgeon General Vivek Murthy released an [advisory](#) declaring that the United States is facing an epidemic of loneliness and isolation. [Studies](#) have found that having limited social connections is worse for your health than smoking, obesity and high blood pressure. Quite simply, relationships are medicine. By connecting individuals on health journeys more powerfully to the individuals in their own social networks, Verbina seeks to use technology to improve resilience and health outcomes for patients and caregivers. It is the only HIPAA-compliant video collection solution for this purpose currently on the market.

The care-tech platform was developed by a lifelong educator, facilitator, community builder and mom who is new to tech entrepreneurship. Massachusetts-based Beverly Klau had been a classroom teacher for years. She was inspired to create Verbina when her daughter was diagnosed with a rare health condition that required months of at-home care. After experiencing the struggles and loneliness of caregiving firsthand, she decided to create an app that made it easy to gather love and support for both patients and caregivers.

Verbina is holding a Launch Webinar on Tuesday, June 6th from 12-1pm EST that will provide an opportunity to meet Beverly, see a product demonstration and ask questions.

Click on the following link to [register](#).

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