



Signing a partnership in "Talk Mental Health"

Multicare and Ordem dos Psicólogos Portugueses promote Mental Health Literacy

The partnership aims to promote greater knowledge about the prevention and treatment of psychological illnesses, investing in the dissemination and information in comprehensive digital solutions for the entire population.

Lisbon, October 25, 2022. Multicare, the Fidelidade health insurer, and the Portuguese Psychologists Association (OPP) celebrate today a partnership to promote mental health literacy among the Portuguese to prevent and reduce stigma.

Starting this collaboration with the debate "Talk Mental Health", with the participation of comedian António Raminhos, Tiago Pereira (Psychologist and member of the Board of the OPP) and moderation by Isabel Silva, Multicare's ambassador, Multicare and the OPP intends to act actively in raising the population's awareness to mental health and to contribute to a change in the current paradigm and, consequently, to a better prevention and access to healthcare in this area.

By valuing the need to prevent, protect and treat the mental health of the Portuguese, Multicare and the OPP aim to demystify dogmas and prejudices associated with mental illnesses, which often prevent people from seeking specialized help and result in late diagnosis and consequent worsening of the situation. In this sense, the focus on developing digital solutions, such as applications, and sharing information on blogs and social networks, which promote a call to action and greater knowledge in this area, is essential to reach a population that is increasingly native and fluent in this type of solutions and means of communication.

In 2019, according to the World Health Organization, almost one billion people - including 14% of the world's adolescents - were living with a mental disorder, and suicide accounted for more than one in 100 deaths. After the pandemic, depression and anxiety increased by 25% in the first year. In Portugal, almost half of the population reported moderate or severe psychological impacts and seven out of ten Portuguese who were quarantined reported psychological distress (Paulino et al., 2021; Almeida et al., 2020a, 2020b).

Em comparação com o período da pré-pandemia, 75% dos portugueses sente-se mais só (Ferreira, 2022); 27% reportaram sintomas moderados a graves de ansiedade; 26% acusaram sintomas moderados a graves de depressão; e 26% apresentaram sintomas moderados a graves de Perturbação de Stresse Pós-traumático (Almeida et al., 2020a, 2020b). Um impacto que também se reflete nas crianças e jovens, que tiveram um aumento dos níveis de ansiedade e depressão e uma diminuição dos níveis de segurança e sentimentos positivos (Salvaterra & Chora, 2011; Francisco et al., 2020).

Given this context, the OPP and Multicare intend to work together to build a culture of prevention, protection, and early diagnosis in mental health in Portugal.

For Francisco Miranda Rodrigues, President of the OPP, "promoting mental health literacy is an important way of prevention and early detection of situations that, without knowledge on these issues, may be prolonged and aggravated. This partnership with Multicare aims to bring the knowledge of psychological science to more and more people and thus promote psychological health".

For Maria João Sales Luís, President of Multicare, "The partnership with the Portuguese Psychologists Association will reinforce Multicare's support to an area of health that should be increasingly valued, betting on the promotion of mental health literacy, especially among the younger age groups, alerting them to psychological problems from an early age".

In the area of prevention, it has mental health screening, consultations and wellness services on the Online Medicine platform and the Multicare Vitality Programme that rewards customers who adopt a healthy lifestyle. On the treatment side, the mental health approach covers psychology and psychiatry consultations and psychotherapy sessions and includes psychiatric hospitalisation coverage in its policies.

On 1 November, Multicare will launch a new mental health sub-cover, innovative and pioneering in the health insurance market, in which it will cover 50% of subscriptions to the Apps Calm and Headspace. Applications with subscriptions will be part of our ecosystem, but also free Apps that Multicare and the OPP consider to be promoters of mental health protection, as will be the case of the Portuguese solution 29K FJN. Multicare thus takes a concrete step towards the financing of previously selected and validated digital therapies.

About Multicare

With more than 1.1 million customers and a market share of 37.8% in 2020, Multicare, the Fidelidade Group's health insurer, is the outstanding market leader. Multicare provides access to one of the largest private health provider networks that integrates the main private hospital units and gives access to leading physicians and state-of-the-art technology.

In its more than 20 years of history, Multicare has stood out for its pioneering spirit and continuous commitment to innovation, for the regular check-ups it provides its customers without additional costs, for the launch of the first insurance policy with specific cancer coverage to the value of one million euros, Multicare Proteção Vital, and for the launch of the first telemedicine platform carried out by doctors, Medicina Online.

In 2020 and as in previous years, Multicare is proud to have been distinguished as the most reputable health insurer in Portugal, as a "Brand of Trust", as a "Superbrand", as a "Consumer Choice" and as an "Excellent Choice".

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a market share of 29.1% in 2021, achieving global premium growth of 38% to €4,917 million, and an improvement in net income to €270 million, up 21.6% compared to 2020. Fidelidade also achieved a remarkable growth of 107% in the premiums of the Financial Life business, as well as of the international business by about 20%, from operations spread over 12 countries and four continents.

The Fitch rating agency classified Fidelidade with an "A stable (IFS)" and "A -stable (IDR)" rating, one of the highest in the national corporate panorama, highlighting the Company's high capitalisation, namely its solvency ratio and the solidity of its investment portfolio.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high dimension and capillarity, guarantees consumers an integrated and personalised experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming and proximity, and this year it was re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Community Programme, which distinguishes entities that work in the areas of ageing, health prevention and inclusion of people with disabilities

www.fidelidade.pt

About Ordem dos Psicólogos Portugueses

The Ordem dos Psicólogos Portugueses is a public professional association representing psychology professionals whose mission is to defend and safeguard the fundamental rights of the citizen and the public interest and, on the other hand, to regulate the profession of Psychologist.

The OPP also has the responsibility to promote the psychologist's role in society, and to promote and seek to foster a practice of excellence that protects all clients and recipients of psychology services.

Since its creation in 2008, the PPO has also promoted, in various contexts, psychological health literacy as a set of knowledge and beliefs about mental health problems that contribute to the recognition, management and prevention of mental disorders. Literacy helps to recognise specific conditions, know how to search for mental health information, know risk factors and causes of mental disorders, self-care strategies and ways to seek professional help.

www.ordemdospsicologos.pt

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