

Remembering the advantages of Online Medicine

**Multicare launches campaign to encourage use of Online Medicine
in the fight against COVID-19**

The Fidelidade group health insurer will run a campaign to encourage the use of Online Medicine for screening consultations for symptoms associated with COVID-19 and for prescribing diagnostic tests.

Lisbon, January 14, 2022.. Multicare, the health insurance company of the Fidelidade Group, will launch a campaign that reinforces its commitment to continue standing by the Portuguese in the prevention and promotion of health and well-being in the context of the pandemic that the country is currently experiencing, with the availability of [Online Medicine](#) for the screening of symptoms associated with COVID-19 and for the prescription of diagnostic tests.

Aware of the impact of COVID-19 on the population, since the beginning of the pandemic, Fidelidade and Multicare have been providing those who most need specific healthcare with appropriate and personalised solutions.

For more than one million Portuguese customers of Multicare, the Company continues to provide Online Medicine, with access to consultations by telephone or videoconferencing with doctors 24 hours a day, 7 days a week, without additional costs or waiting times.

In addition to other healthcare services, the specialists of Multicare's Online Medicine also answer questions about COVID-19, give advice in case of symptoms and ensure the prescription of diagnostic and screening tests for COVID-19 (PCR) in the Multicare Provider Network.

To make known the services available in Medicine Online, Multicare, will launch a [campaign](#) with emphasis on television, commercial network and social networks.

The campaign is based on the commitment that it continues to accompany the population in this phase of the pandemic, allowing access to health professionals to advise, clarify and prescribe the diagnostic test, whenever necessary. In parallel, the Insurer will also send personalised messages to customers, reinforcing that, with Multicare, anyone with COVID symptoms will have a doctor at their disposal 24h/7d.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal and is present in Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

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