

**HOST by Fidelidade**  
**Fidelidade fights social isolation  
and promotes technological inclusion of the senior  
population**

*Technology specifically designed for seniors, it allows a more efficient and faster response to the communication and entertainment needs of families, especially in the pandemic context that the country is currently experiencing.*

**Lisbon, 6 of January 2022.** Fidelidade has just launched [ALÔ by Fidelidade](#), a technological solution exclusively dedicated to fighting social isolation and fostering technological inclusion of the over-65s population.

Through a tablet specifically designed for the senior population, [ALÔ by Fidelidade](#) meets the main needs of grandparents and parents in terms of communication, entertainment and medical, personal and home assistance at home. The tablet is also connected to an application for caregivers, available on Android and iOS systems, which allows for greater monitoring of families.

For Daniel Riscado, from Fidelidade's Center for Transformation, "ALÔ by Fidelidade is an innovative project that the Company launched based on the commitment to protect Portuguese families at all times of their lives, even allowing them to always be in touch, especially considering the times the country is still going through".

Developed with GrandPad technology, [ALÔ by Fidelidade](#) is available through a tablet with internet and unlimited video calls, which facilitates the communication between the family through an intuitive software, developed with several functionalities:

- **Communication:** For video calls as well as receiving and sharing photos with family and friends (registered on the carer app);
- **Entertainment:** With features such as games, music, internet, news, information and photo album;
- **Assistance and Support:** Allowing access to a varied network of service providers that provide assistance and cleaning of the home by qualified professionals; personal assistance for special care (such as non-emergency transport or support equipment) and well-being at home (such as sewing, ironing, hairdressing, manicure and pedicure or even the delivery of meals); medical assistance with remote or home monitoring; and support for the caregiver, through monitoring medical appointments or at home after hospitalisation (following a doctor's prescription) or even rest for the caregiver.

More information about ALÔ by Fidelidade:

[https://alo.fidelidade.pt/?utm\\_source=pr&utm\\_medium=organic&utm\\_content=pr+dece+ember2021](https://alo.fidelidade.pt/?utm_source=pr&utm_medium=organic&utm_content=pr+dece+ember2021)

### **About Fidelity**

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](http://www.fidelidade.pt)