

Contributing to greater health protection for the Portuguese
Multicare launches Mental Health cover

In a sector that generally excludes mental illness, the health insurer Multicare launches a comprehensive and innovative cover in Portugal, which covers psychiatric mental illness.

Lisbon, October 19, 2021. Multicare, Fidelidade's health insurer and market leader, will launch a comprehensive mental health cover on November 1st, including the prevention and treatment of psychiatric illness. This cover will be available to standard customers with outpatient capital.

Portugal is the 5th country in the EU with the highest prevalence of mental illness. About 20% of the Portuguese population has a mental illness now and 50% has had or will have a mental illness during their lifetime.

Mental and behavioural disorders account for 11.8% of the overall burden of disease in Portugal, more than oncological diseases (10.4%) and only surpassed by cerebrovascular diseases (13.7%) (DGS, Mental Health in Numbers - 2014).

Multicare could not remain indifferent to this reality and launched innovative coverage in a sector that, in Portugal, generally excludes mental illness. In the field of treatment, psychiatry and psychology consultations, psychotherapy sessions and psychiatric hospitalization will be guaranteed. In addition, the Psychology consultations of the Online Medicine cover are complemented by other services provided free of charge by psychologists: Better Sleep, Stress and Anxiety Management and Parenthood Consultation. In the area of prevention, the Vitality Programme is available, which aims to promote health and well-being by associating a reward system with the adoption of a healthy lifestyle, and a mental health assessment is also included in the check-up offered to customers.

According to Ana Rita Gomes, head of Multicare's Project Development Office: "The lack of mental health coverage has long been a concern for Multicare and the pandemic has accelerated the need for us to provide an effective response. In this context, we developed a differentiating offer that includes prevention and treatment, including psychiatric hospitalization, placing our offer at the level of the best in Europe. Today, we look at our clients' health in a more holistic way. We want to continue to deserve our customers' trust and to be true partners in promoting their health and protecting them from illness, whether physical or mental. "

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a total market share of 25.5% in 2019, 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 size and capillarity, guarantees consumers an integrated and personalized experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming obstacles and proximity, and this year it has already been 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 Comunidade (Fidelidade Community) Programme, which distinguishes entities working in the areas of ageing, health prevention and inclusion of people with disabilities.

www.fidelidade.pt

About Multicare

With more than 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 stands out for its pioneering spirit and continuous commitment to innovation, especially the Multicare Vitality Programme, Online Medicine, Preventive Medicine coverage and Multicare Proteção Vital.