

Recognising their commitment to health promotion

## Multicare programme honoured at the World Summit Awards

Lisbon, November 27<sup>th</sup>, 2023 - Multicare, the Fidelidade Group's health insurance company, has been honoured at the World Summit Awards, an initiative that aims to select and promote the best digital content and innovative applications.

Multicare was distinguished in the "**Health and Well-Being**" category with the **Multicare Vitality programme**, a programme that promotes physical activity, challenging its customers to learn more about their health and adopt a more active lifestyle in exchange for points, which are converted into FidCoins, a virtual currency that can be exchanged for vouchers at Fidelidade partners.

Ana Rita Gomes from Multicare says, "it is very gratifying to receive this award, which recognises Multicare's commitment to contributing to the development of a healthy society that values physical and mental well-being."

The World Summit Awards Portugal 2023 is an initiative promoted by APDC - Associação Portuguesa para o Desenvolvimento das Comunicações (Portuguese Association for the Development of Communications) which aims to select and promote the best national projects in the application of Information and Communication Technologies, divided into eight categories, selecting the best projects realised in each of the more than 180 participating countries. The winners will be nominated for the World Summit Award 2023, a global WSA competition.

### About Multicare

With over 1.2 million customers, Multicare, the health insurance company of the Fidelidade Group, is the undisputed market leader with a 36% market share in 2022.

Multicare stands out for its pioneering spirit and continuous commitment to innovation, examples of which are the regular check-ups at no additional cost that it has integrated into its offer since 2009, the first insurance company with specific cancer coverage, worth one million euros, launched in 2015 and the first telemedicine platform, [Online Medicine](#), made available to all its clients, since 2016, and which currently has a large number of medical specialities and services to promote healthy living. In 2020, Multicare was once again innovative, launching the [Multicare Vitality](#) programme, which encourages and rewards the adoption of healthy lifestyles and, in 2021, launching the pioneering and innovative [Mental Health](#) coverage which, among other care, includes psychiatric hospitalisation and reimburses Apps within the scope of prevention, clinically validated by the Portuguese Psychologists' Association.

Multicare is proud to have been re-elected this year as the most reputable health insurance company in Portugal, as a Trusted Brand, as a Superbrand and as Consumer Choice.

Since 2011, Multicare has been the only health insurance company with ISO 9001 Quality Management System certification, having in 2021 been distinguished with the "Committed to Excellence" recognition by the Portuguese Association for Quality (APQ).