

Fidelidade Group reinforce innovation strategy

INNOVATING SO THAT HEALTH DO NOT STOP

Multicare launches a unique and exclusive video call examination service through APP

Lisbon, november 3rd, 2017 – Multicare, the health brand of Fidelidade Group, has a new Online Medicine service, which reinforce its health innovation strategy and our technology at the service of people.

To contribute to improve health, Multicare offers a unique telemedicine service in Portugal that, besides the convenience allows to reduce client's expenses.

Available 24 hours a day, seven days a week, Multicare Online Medicine will allow the client to seek a doctor through video call, send health exams to medical appreciation or to schedule medical appointment, through an APP, available for free to Android and IOS systems.

Through the Multicare APP, it's also possible to save medical appointments history so that medical team can always has access to the client's data.

According to Sérgio Carvalho, Fidelidade Group Marketing Director, "the launch of this exclusive health service reflects the Group's investment in its digital capacity, in the sense of allowing Fidelidade and Multicare to increase the quality of the assistance provided to customers through technology. If, one of the hand, the humanization is effectively a distinguishing factor of Fidelidade, the technology allows us to go further and to reach more easily to our clients and their families. Having an exclusive medical team to our clients, available 24x7, is innovative and a differentiating factor in the market. This is the path that we want to continue to follow in the future, using technology to facilitate in diverse ways the lives of all those who trust us."

fidelidade.pt   

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To make know this unique and innovative service, Multicare will develop a multi-media campaign starting on November 6th. Based on the creative concept "To innovate so that heaths do not stop", the campaign developed by Ivity, presents the brand with a new corporate identity next to Fidelidade Group's Image.

About Fidelidade

Fidelidade is the market leading insurance in Portugal, both life insurance and non-life area, currently recording a market share of 27.7%. The company is present in various business segments of the insurance activity and benefits from a largest network in Portugal, with a presence in several countries, as Angola, Cape Verde, Mozambique, Spain, France and China (Macau).

Fidelidade is the most awarded insurance in Portugal

Fidelidade operates based on a defined and continued strategy of "Customer Centric Approach" where customers are effectively first. By giving a crucial importance to the quality of service and to the diversity and innovative offering, makes Fidelidade as the market leading insurance, the most awarded in Portugal and with several international awards.

www.fidelidade.pt

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