

Multicare is the first organization in Portugal to obtain the "Healthy Organization" certification

The Fidelidade health insurer is a pioneer in this recognition conferred by Bureau Veritas.

Lisbon, September 16, 2021 - Multicare, Fidelidade's health insurer, was awarded the "Healthy Organisation" certification by Bureau Veritas and won the "Committed to Excellence" recognition, according to the excellence model of EFQM - European Foundation for Quality Management.

Multicare was awarded the "Healthy Organisation" certification, which distinguishes organisations that demonstrate practices for the promotion of the health, well-being, development, and happiness of their employees, which go far beyond the legal requirements. The Insurer was the first organisation to obtain this certification in Portugal, having achieved the most demanding level of excellence.

In addition to this certification, given by Bureau Veritas, the Fidelidade health insurer - which is the only one with a certified quality management system - was also distinguished with the "Committed to Excellence" recognition, according to the excellence model of EFQM - European Foundation for Quality Management, which involved a self-assessment work to identify strengths and opportunities for improvement.

Multicare, which focuses on the well-being of its clients and employees, thus reinforces one of its strategic pillars - prevention - with international recognition for good health practices.

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.