

Vivaz – awarded the Best Health Services Insurance Company 2020

- **Vivaz, Línea Directa Aseguradora S.A.'s health insurance, receives acknowledgement from New Medical Economics in the category 'Best Health Services Insurance Company' as voted by the Editorial Board and the readers of this specialist media outlet in the health sector.**
- **The event was opened by José María Martínez, CEO of New Medical Economics and the awards were presented by José María Antón, Deputy Minister of Healthcare Humanisation; Regina Leal, Managing Director of SESCAM; and Eusebio Azorín, Director of the Hospital, Public Health and Pharmaceutical Sector for Ilunion.**
- **David Pérez Renovales, CEO of Vivaz, collected the award at the ceremony and expressed his gratitude for it, especially this year "marked by the COVID-19 pandemic, during which both public and private health services have set an example of selflessness, hard work and dedication".**

Madrid, 26 November 2020. [Vivaz](#), Línea Directa Aseguradora S.A.'s health insurance brand, yesterday received the award for the **Best Health Services Insurance Company 2020**, according to New Medical Economics and voted by the Editorial Board and the readers of this media outlet that specialises in the healthcare sector.

The prizegiving event was opened by José María Martínez, CEO of New Medical Economics and the awards were presented by José María Antón, Deputy Minister of Healthcare Humanisation; Regina Leal, Managing Director of SESCAM; and Eusebio Azorín, Director of the Hospital, Public Health and Pharmaceutical Sector for Ilunion. The event took place in the auditorium of the Once Foundation in Madrid.

The award for Vivaz was collected by **David Pérez Renovales, CEO of Vivaz**, who emphasised to the healthcare authorities and the award-winners, which included organisations, hospitals, foundations and personalities from the sector, that, "The healthcare services in our country, both public and private, have set an example of selflessness, hard work and dedication in a year marked by the COVID-19 pandemic."

He also praised the value of the work done by all of the people who work at Vivaz and underlined that, "**Vivaz is now three years old and has 80,000 customers** who have put their trust in us. We have given thousands of consultations over these three years and we have encouraged people to live a healthy life because Vivaz **rewards customers who have healthy habits**, such as sleeping at least seven hours a night and walking 10,000 steps, with direct discounts on their insurance premiums. Vivaz's commitment to prevention and the promotion of health is our reason for being and acknowledgements like today's one help us continue to improve."

Simple, digital health insurance

Vivaz, Línea Directa Aseguradora S.A.'s health insurance brand, was created in 2017 and is characterized by its flexible, simple, digital native offer, which has allowed it to energise a very mature, concentrated market, in addition to democratising the use of private health insurance, as may be seen by the fact that **two of every three new customers who took out insurance with Vivaz in 2019 had not had health insurance previously.**

With one of the best medical teams in the market, comprising more than 33,000 professionals and 1,000 all around the country, Vivaz has already positioned itself **among the 30 most important health insurers in Spain.**

The Vivaz App, which lets you perform all insurance-related procedures on your smartphone, has recorded more than 70,000 downloads and more than half a million searches for medical professionals, 80% of the total performed across all channels, a percentage achieved thanks to the different solutions offered by the application, such as the virtual assistant or the geolocation of centres. Other digital innovations introduced by the brand are the **fully digital medical card**, downloadable to your smartphone, and the **voice assistants**, an environment where an app has been launched to allow customers to interact with Vivaz using **Google Assistant.**

Since its launch, Vivaz has promoted and encouraged the adoption of healthy lifestyle habits among the population. To do so, through the **free 'Vivaz Activity' app**, Vivaz rewards users every day that **they walk 10,000 steps and sleep seven hours**, which are World Health Organisation recommendations for healthy living. The reward can be a discount of **up to €200 on your insurance renewal.**

About Vivaz

Vivaz is the brand for Línea Directa Aseguradora S.A.'s health business. It offers innovative health insurance that is easy to manage, providing excellent value for money and comprehensive healthcare for policyholders. Its medical resources include 33,000 professionals and 1,000 health centres. It is also the first health insurance to rewards its customers for having healthier lifestyles, with direct discounts on their policy and other gifts in its marketplace.

For more information, please contact:

External Communication Department

Santiago Velázquez

santiago.velazquez@vivaz.com

Tel.: 682 196 953

Leticia Poveda Ortiz

leticia.poveda@lineadirecta.es

Tel.: 659 639 022

www.vivaz.com

