



🕒 10 March 2020, 10:05 (CET)

*March 10th, 2020*

## Seguros Unimed partners with dacadoo to provide digital health services in Brazil

**São Paulo, Brazil and Zurich, Switzerland – Seguros Unimed, the insurance arm of the Brazil’s largest medical work cooperative and health insurance provider, selects the digital health platform provider dacadoo to provide digital health and wellness services to its 18 million beneficiaries and 120’000 physicians across Brazil.**

Unimed is the largest Brazilian medical work cooperative and health insurance operator. It is considered the largest of its kind in the world, with more than 150,000 affiliated physicians, 386 Unimed branches and around than 18 million beneficiaries. The insurance arm Seguros Unimed is among the largest insurance carriers in Brazil, offering health, life and various other insurance products to its Unimed beneficiaries and affiliates physicians.

dacadoo develops and operates the dacadoo digital health engagement platform which helps users to actively manage their health in an easy and fun way. It combines motivational techniques derived from behavioural science, with functions from online gaming and social networks that engage employees in holistic health, meaning: Your Body, Mind & Lifestyle. By combining its patented dacadoo Health Score with personalized health coaching from the AI-based coach, dacadoo achieves high levels of long-term user engagement and produces positive health outcomes.

Seguros Unimed partners with dacadoo to access its technology and functionalities via Application Programming Interface (API), so that Seguros Unimed can add dacadoo’s digital health services to its marketplace that will be offered via mobile applications to the Unimed beneficiaries and affiliated physicians in 2020.

Fabio Gastal, MD, PhD, Information, Innovation & New Business, Executive Director at Seguros Unimed, commented: “For us is very relevant to make this partnership with dacadoo because we know they are the gold standard in this matter and we need to offer only the best choice for our costumer”.

Peter Ohnemus, President & CEO of dacadoo, adds: “We are delighted that Seguros Unimed chose dacadoo as technology partner for Brazil. They have a very clear vision of how they want to develop and deliver their digital insurance services towards their client base, and we’re looking forward to support them in this important journey”.

### **About Seguros Unimed**

Take care to transform. This is our essence and the direction that drives Seguros Unimed's business. Due to its origin as medical work cooperative, the insurer focuses on meeting, besides the Unimed System, the demands of the cooperative segment and the health sector. The Company was founded in 1989 and its initial mission was to market private pension plans to Unimed System affiliated physicians throughout the country.

Over the years, Seguros Unimed has expanded its business and gained market share in the Brazilian insurance market, serving 6 million clients also in the Health, Dental, Life and basic segments - these with emphasis on Professional Liability insurance. Currently, it has 1,200 employees at the Headquarters and Relationship Center located in São Paulo, Brazil, as well as 22 regional offices. With global revenues of BRL 3.26 billion in 2018, Seguros Unimed projects growth of over 14% for 2019 - and is among the largest and strongest in the market, according to business press rankings.

For more information please visit <https://www.segurosunimed.com.br/>

Contact: Fabio Gastal, [fabio.gastal@segurosunimed.com.br](mailto:fabio.gastal@segurosunimed.com.br)

### **About dacadoo**

dacadoo is a global technology company and innovative business partner that is driving the digital transformation in healthcare. Based in Zurich, Switzerland, dacadoo develops and operates a mobile-first digital health engagement platform that helps people live healthier, more active lives through a combination of motivational techniques from behavioral science, online gaming and social networks, as well as artificial intelligence and automated coaching. Based on over 300 million person-years of clinical data, its patented, real-time Health Score makes health individually measurable, which provides users with a unique engagement experience, while also offering dacadoo's enterprise customers an effective way to measure the true health impact of wellness programs. Available in over 13 languages, dacadoo's technology is provided as a fully branded, white-label solution or it can be integrated into customer products through its API.

For more information please visit: [www.dacadoo.com](http://www.dacadoo.com).

Contact: Rogier Keemink, [rogier.keemink@dacadoo.com](mailto:rogier.keemink@dacadoo.com)

*"For us is very relevant to make this partnership with dacadoo because we know they are the gold standard in this matter and we need to offer only the best choice for our costumer."*

— Fabio Gastal, MD, PhD, Information, Innovation & New Business, Executive Director at Seguros Unimed

*"We are delighted that Seguros Unimed chose dacadoo as technology partner for Brazil. They have a very clear vision of how they want to develop and deliver their digital insurance services towards their client base, and we're looking forward to support them in this important journey."*

— Peter Ohnemus, founder and CEO of dacadoo



2020 03 10 Seguros Unimed und dacadoo kooperieren.pdf

467720



# dacadoo

It's all about you.



**Rogier Keemink**

[Rogier.Keemink@dacadoo.com](mailto:Rogier.Keemink@dacadoo.com)

Phone: + 41 44 2512323 (no support)

---

## ABOUT DACADOO

Live healthy! Track and benchmark your health and fitness. Get your dacadoo [Health Score](#), share activities with friends, win challenges!

dacadoo has developed an easy-to-use, wireless, secure and fun way to manage your personal health & fitness from a lifestyle, wellness and chronic disease perspective called the dacadoo health platform.

The platform calculates your personal dacadoo Health Score, a number from 1 (poor) to 1'000 (excellent). It is a directional relative indicator of your current health and fitness status in real-time. By integrating gaming and social networking principles, dacadoo motivates you to be active in an easy way by automatically tracking and comparing your personal health, fitness and lifestyle.

*The dacadoo health platform enables the tracking of over 100 fitness activities (outdoor and indoor sports) either over the mobile dacadoo tracker app or via manual entry. The dacadoo energy models are based on MET (metabolic equivalent of Task)\* which measures the intensity of a physical activity. \*Compendium of Physical Activity, Stanford University*



dacadoo