

Assistència Sanitària to provide cover for EADA students

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Assistència Sanitària has signed a framework agreement with the EADA business School to provide health cover for members of its alumni association and sponsor its programme of networking events. The agreement will benefit more than 2000 people and forms part of the new line of products intended for companies and groups. As a result of the partnership agreement, EADA Alumni members and their families will be offered improved conditions when signing up with Assistència Sanitària. In specific terms, the Collective Plan is a full-service policy with a cross-subsidised premium making no distinction based on gender or age, including extensive health cover and an unrestricted choice from

a list of more than 5000 doctors. Assistència Sanitària has also become the main sponsor of the Networking Experience Tour 2009, the raft of outdoor activities organised by EADA Alumni to act as a meeting point and develop networking among its community of former students. According to Iñaki Rodríguez, Commercial Director for Companies at Assistència Sanitària, "the agreement will benefit more than 2000 EADA Alumni members, along with their families, giving them access on preferential terms to the private health cover and medical services offered by Assistència Sanitària nationwide". The Collective Plan gives Assistència Sanitària a presence in the companies and organisations

market with a line of medical insurance policies designed for groups, underpinning its range of services and consolidating its leading position in Catalonia. Its success confirms the ongoing relevance of the cooperative health care model championed by the organisation, and underpins the cycle of expansion which began with the entry into collective social provident business. Assistència Sanitària is an exponent of healthcare cooperativism, the distinct self-management model devised by Dr Josep Espriu some fifty years ago, based on equality of doctors and users in decision-making and management. The organisation now has some 200,000 policyholders and a list of close on 5400 doctors. It is also the official medical care provider of FC Barcelona.

