

# Care Plus Medicina Assistencial Ltda.

## Your Local Link to IGP in Brazil (Medical)

### Why partner with Care Plus Medicina Assistencial Ltda. ?

#### Trusted expertise in the Brazilian market

With over three decades of experience and a portfolio serving more than 1,500 companies and 600,000 beneficiaries, Care Plus is a recognized leader in the premium healthcare segment in Brazil. Its deep understanding of local healthcare dynamics makes it a reliable partner for multinational organizations operating in the region.

#### Global standards, local expertise

As part of the Bupa Group—serving over 50 million people in more than 190 countries—Care Plus brings global healthcare standards to the Brazilian market.

#### Comprehensive and flexible plan options

Care Plus offers a wide range of health and dental plans tailored to companies of all sizes—from startups to large enterprises. Plans include optional coverages such as reproductive health, aesthetic dermatology, and advanced dental care, allowing HR teams to customize benefits that meet diverse employee needs.

#### Innovative digital health ecosystem

The Blua digital platform empowers employees to manage their health with ease—offering teleconsultations, wellness assessments, home exam scheduling, and access to care programs. Backed by strong data privacy and AI governance, Blua enhances the employee experience while supporting organizational health goals.

#### Proactive health management programs

Care Plus goes beyond traditional insurance by offering integrated health management services. These include on-site and virtual care, chronic disease prevention, mental health support, and wellness coaching—helping reduce absenteeism and improve workforce productivity.

#### Commitment to ESG and social responsibility

Aligned with Bupa's global sustainability goals, Care Plus is actively reducing its environmental footprint and investing in community health initiatives. From carbon reduction to social impact programs, the company supports employers' broader ESG commitments.

#### Commitment to exceptional service and satisfaction

With a Net Promoter Score of 72 and a strong focus on humanized, high-touch service, Care Plus delivers a consistently positive experience for both HR teams and employees. Dedicated concierge services, personalized support, and a culture of empathy set Care Plus apart in the market.

## Facts & figures

- IGP Network Partner since 2025
- Financial strength ratings (for Bupa Insurance Limited):
  - A.M. Best: B++ (per 10/24/2024)
  - Fitch: A- (per 6/4/2025)
  - Moody's: A1 (per 7/10/2024)



## More information

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