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PRESS RELEASE

Generali Employee Benefits launches CIAO to help employees build a healthier future

Brussels – Generali Employee Benefits (GEB) announces the launch of CIAO, a mobile health app designed to help clients promote healthy behaviours within their organizations, encourage employees to improve their overall health and address lifestyle-related illnesses such as obesity, diabetes, stress and heart disease.

The CIAO app has been developed in partnership with Tictac, a UK-based leader in the global health tech marketplace. Through rigorous research and a genuine understanding of consumer behaviour and motivation, Tictac has successfully engaged with employees to support health improvement all over the world.

Leveraging its global footprint and purchasing power, GEB worked with Tictac to make an affordable, personalised mobile health tool accessible to insurance partners in the GEB Network as well as to their global clients. CIAO complements GEB's existing health and wellness solutions offered at the local level through our GEB Network partners.

GEB will make CIAO available to its multinational clients for direct implementation to supplement their own in-house wellness programs. As part of GEB's commitment to a world class network of international insurers, GEB will also make the app available for local implementation to over 100 local insurance partners that do not already have access to such tools.

Sergio Di Caro, CEO of Generali Employee Benefits commented: *"CIAO comes in response to a market need for a more affordable way to help local insurance partners expand their support of clients and their employees as they continue to take more control of their own health and wellbeing. This simple and smart health platform motivates employees to achieve their individual wellness goals and lead healthier lives. On the corporate level, the tool can be used to increase employee engagement. I am very proud of this wellness solution as it enables GEB Network partners to help motivate their customers to live better by making healthier choices, bringing value for them and ultimately for society as a whole".*

Frédéric de Courtois, Generali Group General Manager commented: *"This partnership is another milestone that confirms the Group commitment to create value for our customers through innovation – this time leveraging on digital health & wellness technologies in the prevention space. As a leading insurer globally we need to keep pushing innovation to better serve our customers and generate returns for our shareholders. Tictac will improve Generali customers wellbeing, by living longer, healthier and happier lives, as well as support our corporate clients in engaging better with their employees".*

For more info, visit our [website](#)



The Generali Employee Benefits (GEB) Network is a strategic unit of the Generali Group and exclusively focused on providing employee benefits solutions for corporate clients. Established in 1966, GEB is recognized as a leading employee benefits solutions provider. It operates the world's largest network by bringing together the capabilities of over 100 countries to serve more than 1,500 multinational companies.

Tictrac is a leading Digital Health Platform that focuses on centralizing healthcare around the consumer. Tictrac is disrupting a highly fragmented healthcare market by focusing on consumer engagement as the key to better health outcomes. The platform applies consumer web best practice including rich design, behavioral economics and sophisticated data science to engage users in their health.