

IMA Italia Assistance and Sanimoda are strengthening their health and wellbeing services to give families peace of mind

Medical and home care, telemedicine and support for carers to help people at every stage of their lives.

Sanimoda, the supplementary health insurance fund for employees in the fashion sector, and IMA Italia Assistance, the Italian subsidiary of the IMA Group specialising in assistance services, have announced the renewal of their partnership dedicated to safeguarding wellbeing and providing care for dependants, with a significant expansion of the services offered to members and their families.

This agreement consolidates the initiative launched in 2023 and introduces an even more advanced care model, which combines guidance and support services with an integrated network of healthcare, home care and digital services, designed to support families in their daily lives.

Key new features include telephone medical consultations and video consultations with doctors and psychologists; the option to request a home visit from a doctor or paediatrician; specialist telephone consultations; planned medical transfers; and the Specialist Medical Second Opinion service, which enables members to have their clinical records assessed by leading medical centres in Italy and abroad.

Particular attention has been paid to the continuity of care following hospitalisation. The programme has been enhanced with home nursing and physiotherapy services, as well as the option to arrange for a home help, a social and healthcare worker to assist non-self-sufficient family members living in the same household, and dog and cat sitting services, designed to ease the organisational burden that often falls on families during times of greatest difficulty.

The service offering is further enhanced by new tele-assistance and remote environmental monitoring tools, which promote greater home safety and enable the monitoring of vulnerable situations even from a distance, helping to maintain independence and quality of life for longer.

The support services for personal care – which are one of the key features of the model developed by IMA Italia Assistance in collaboration with IMACare – remain in place: from needs assessment to the development of personalised care plans, from support in obtaining recognition of dependency status to assistance in finding home care services and sheltered accommodation facilities.

Paola Bianchi, Marketing and Sales Director at IMA Italia Assistance, comments: *“Dependency is one of the major social challenges of our time and requires an approach that goes beyond mere*

insurance cover. By renewing our partnership with Sanimoda, we are strengthening a model that places the individual and the carer at the heart of our concerns, offering an integrated ecosystem of services capable of supporting families during their most vulnerable moments. Telemedicine, home care, specialist support and digital tools are now essential elements in ensuring continuity of care, quality of life and effective management of needs.”

This initiative forms part of the wider framework for the development of collective agreement-based social protection in the fashion sectors, which now encompasses all eight sectors governed by their respective national collective agreements. Over the years, this system has established itself as one of the most advanced models at national level, thanks to its ability to integrate healthcare, supplementary pension provision and personal care services.

With the renewal of this agreement, Sanimoda and IMA Italia Assistance reaffirm their commitment to promoting an increasingly innovative, inclusive and socially sustainable social protection system, capable of generating tangible value for employees and their families.

IMA Italia Assistance

This is the Italian subsidiary of the IMA Group, founded in 1981 on the initiative of 12 major French mutual insurance companies. The IMA Group, with a total turnover of 1,112 million euros (2025 figure) and 4.1 million cases managed, operates in all the world's major countries with 16 offices and over 6,300 employees.

IMA Italia Assistance is a well-established company with a history spanning more than 35 years, offering innovative services in the fields of roadside assistance, medical assistance, travel insurance, claims management, home assistance, international mobility and bespoke services designed to meet clients' needs. It operates a 24/7 operations centre to manage emergencies and provide assistance anywhere in the world.

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