

Covisian Expands in the Healthcare Sector

Acquires 100% of CUP Solidale

Technological synergy between the two companies will make medical service booking increasingly accessible.

Milan, April 23, 2025 – Covisian, the Italian cx-tech group and a leader in innovative customer experience services and technology solutions, **has acquired 100% of CUP Solidale**, the startup led by Leonardo Aloï that developed the first web aggregator and comparator for private healthcare services and providers.

Based on the integration of generative artificial intelligence and human expertise, Covisian's **technology will now support over 5,000 private healthcare facilities**, delivering increasingly fast and personalized solutions within a digital ecosystem centered around the patient, solidifying the platform as a key reference point in the industry.

This acquisition marks a strategic move in the healthcare sector, where the Group — with **46 locations across 8 countries** — has long maintained a strong presence and was recently among the winners of the AI Hackathon for modernizing the Central Booking System (CUP) of the Piedmont Region using artificial intelligence. As part of the deal, Covisian also acquired Aperion Srl, the digital agency that led the startup's technology development.

“Our goal is to become the leading reference in customer experience within the healthcare industry. That's why we continue to develop tailor-made solutions designed to improve the experience for patients, providers, and professionals, responding directly to real market needs,” **said Gabriele Moretti, President and Founder of Covisian**. “Ours is the only technology that puts people in control of artificial intelligence, combining operational efficiency with accessibility — an essential tool for managing customer relationships in critical areas like healthcare, enabling people of all ages to access services easily and securely.”

CupSolidale.it allows users to search, book, and pay for healthcare services from home, comparing available options based on cost, distance, and availability. The platform has widespread coverage throughout Italy, with more than 450,000 private bookings completed. **Thanks to the synergy between the two companies, support will now be even more personalized** — both through digital channels and with the assistance of operators equipped with advanced technologies, capable of delivering a smooth, omnichannel experience.

“Cup Solidale was born as an innovative startup and has grown into a leading healthcare marketplace, supported by a performance-based business model and the trust of over 5,000 clinics and 65,000 affiliated doctors. With this acquisition, we are entering a new era of expansion and innovation, aiming to revolutionize healthcare booking and shape the future of the industry,” **said Leonardo Aloï, CEO of CUP Solidale**.

CUP Solidale's key leadership — including CEO Leonardo Aloï, CTO and Aperion administrator Andrea Cardelli, and Commercial Director Amedeo Bacci — will remain in their current roles to ensure operational continuity and maintain the know-how that has driven the startup's success.



Covisian was advised by a KPMG team led by partner Massimiliano Battaglia.

CUP Solidale and Aperion S.r.l. were advised by Martinico Law Firm of Florence, represented by Attorney Tommaso Martinico, who managed all corporate and contractual aspects as well as other legal matters related to the transaction.

Covisian Group

Covisian is a multinational cx-tech company with over 27,000 employees, committed to simplifying people's lives through advanced customer experience services. The company handles over 1 million customer interactions daily and serves more than 4,500 businesses globally, from its 46+ sites in 8 countries.

Learn more: <https://covisian.com>

CUP Solidale

CupSolidale.it is the healthcare marketplace that allows users to search, compare, and book medical services in just a few clicks. With a network of over 5,000 facilities and an average of 2,000 bookings per day, it has become the go-to platform for healthcare booking in Italy.

Find out more: <https://www.cupsolidale.it>

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