



## **WM CAPITAL: BOX DELLA SALUTE - START OF THE VALIDATION OF THE NEW CLINICAL PROTOCOLS OF THE BOX DELLA SALUTE BY A PRIMARY HOSPITAL GROUP IN NORTHERN ITALY**

***The services offered by the Box della Salute will be tested and evaluated in the field of occupational medicine, prevention and fast check (rapid screening), to be used at 360 degrees in all areas of applicability***

*Milan, 9 October 2020*

WM Capital S.p.A. (“**WM Capital**” or the “**Society**”), company listed on AIM Italia, specialized in Business Format Franchising, also operating in the healthcare sector through the Health Tech division which developed the multi-diagnostic device Box della Salute and currently deals with the exclusive marketing and distribution for Italy of the same, communicates the achievement, today, of an agreement lasting 3 months with a primary hospital group in northern Italy, aimed at carrying out functional tests performed by teams of specialist doctors, aimed at validating the new protocols and innovative solutions at the service of the user.

The agreement is aimed at evaluating the new solutions, developed within the Box della Salute and applied in the field of occupational medicine, which allow a better and effective interaction between users, typically patients and employees of affiliated companies, with the group of hospitals and therefore the doctor, in order to assist corporate welfare activities and promote the culture of health and prevention in the workplace.

The new protocols will be applied to a number of patients representing both sexes, of various ages and validated by a team of specialists such as pulmonologists, cardiologists and other professionals. The results of the tests conducted will therefore be valid within the scope of the Box della Salute in high-traffic contexts that require rapid screening such as hospitals, medical clinics but also airports, stations and shopping centers.

The hospital group has 10 offices including hospitals, clinics and diagnostic centers and 800 collaborators in the main regions of northern Italy. Focused on the health sector with a long-term time horizon, the group offers courses dedicated to private and affiliated companies such as occupational medicine and check-ups.

From this collaboration emerges the willingness of the hospital group to evaluate with its professionals the latest upgrades made to the Box della Salute, in order also to introduce these services within its facilities.

**Fabio Pasquali**, CEO of **WM Capital S.p.A.**, declares: *“The agreement, which allows us to collaborate with a primary player in the healthcare sector, allows us to obtain a validation of the new protocols to be applied for the purposes of marketing the Box della Salute in places of great transit, as well as in the field of welfare corporate. We are proud that the group has decided to participate with us in this development in order to evaluate the possible introduction of these services within its structures thanks to the considerable versatility and ease with which the Box della Salute integrates different medical devices allowing very heterogeneous exams.”*



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The press release is available on websites [www.wmcapital.it](http://www.wmcapital.it) and [www.boxdellasalute.com](http://www.boxdellasalute.com)

**WM Capital** (WMC:IM), company specialized in the creation and development of Business Format Franchising and innovative SMEs since 2017, supports companies in their growth process by external lines through the development of franchising systems in Italy and abroad, conferring industrial and operational know-how and providing available a qualified network of international operators. It operates through the three business areas Consulting, Communication, Financial Advisory and the Health Tech division, specialized in the research and development of strategic plans in the HealthCare area with the help of the Box della Salute in favor of the well-being of the networks. The company is also active in the Multimedia sector through the AZ Franchising brand, an expression of the platform of the same name consisting of the monthly AZ Franchising and the [azfranchising.com](http://azfranchising.com) portal. In its over twenty years of experience, WM Capital has followed over 700 brands belonging to 50 different sectors and thanks to the expertise acquired it selects innovative business models in sectors with high growth potential, providing a complete set of tools and services aimed at increasing their value over time.

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