



PRESS RELEASE

## **NOVO is the winner of the Senda Award in the category of Original Product**

**Madrid, June 13, 2018 / Neat.-** During the ninth edition of the SENDA Awards, our digital telecare terminal, NOVO, was awarded for its originality, its innovative concept and for being a digital system adapted to the needs of the present and the future. Neat was represented at the ceremony by Adolfo Tamames and Arturo Pérez Kramer who collected the prize full of joy for the great recognition of the effort to innovate constantly in the social-healthcare sector.

Senda Awards is organized by Grupo Senda, the leading communication and information company in the Spanish social-healthcare sector. It is an event that recognizes the relevant role of the elderly in our society, as well as the work of professionals and entities working to improve the quality of life of the elderly, through the promotion of personal autonomy and active aging.

The awards ceremony was held on Tuesday, June 5, at the Ministry of Health, Social Services and Equality, in Madrid; the event was chaired by the president of Grupo SENDA, Matilde Pelegrí, and the general director of Imsero, Carmen Balfagón. The president of Grupo SENDA pointed out that "the SENDA Awards are the meeting point for the elderly and the social-healthcare sector".