

---

## Affidea Expands In Croatia By Acquiring Sveti Rok Polyclinic



---

Amsterdam, December 1st 2020 – In a bid to expand its private outpatient service portfolio, [Affidea](#), the largest European provider of diagnostic imaging, outpatient and cancer care services, announces the acquisition of Sveti Rok, a reputed private medical provider in Zagreb. The acquisition is another milestone of the successful business model expansion, in which Affidea broadens its core operation model based on diagnostic imaging to corporate healthcare and outpatient care services.

Sveti Rok is a reputed outpatient health provider in Croatia's capital, operating on the market since 2008. The center is located in the heart of Zagreb, offering diagnostic imaging, laboratory analysis, labor medicine, consultations and check-up services to more than 30.000 patients every year. By adding Sveti Rok to its network, Affidea expands its range of medical services to outpatient care services, creating synergies with our state-of-the-art diagnostic imaging portfolio. With this acquisition, in Croatia, Affidea has 4 centers located in Zagreb, Split and Sibenik, serving 73.000 patients every year and working with the best medical professionals.

**Giuseppe Recchi, Affidea CEO, said on Affidea's latest investment in Croatia:** *"This acquisition comes in a challenging year for the whole world and proves once again the strength and ambitions of our company. At Affidea, we are committed to a care pathway approach, and the recent investment is a proof of the successful business model expansion, in which Affidea broadens to corporate healthcare and outpatient care services. Adding a reputed provider as Sveti Rok to our network will allow us to offer integrated diagnostic care, resulting in best-in-class medical services for our patients, corporate clients and PHIs. Croatia continues to be an important value creation driver in our business journey where more growth opportunities will be pursued".*

**Marijana Pasalic, Country Operations Director for Affidea Croatia, stated:** *"We are thrilled to welcome Sveti Rok to our network, in this way expanding into outpatient care services. Sveti Rok is a highly respected practice with a commitment to delivering excellent medical care to its loyal base of patients. I see a great compatibility between them and Affidea in terms of the high-quality medical care that we both offer to our customers. This year, at Affidea, we have focused on three directions: renewing our medical equipment in some of our centers like the new digital mammograph installed in Sibenik, ensuring the highest standards of safety in our centers to protect our patients and our staff and lastly, expanding our medical services by bringing on board the Croatian market leader of corporate health and medical check-ups."*

KPMG Croatia assisted Affidea in relation to the acquisition as their financial and tax advisor, while Jelic, Cavlina Zrinscak, Sardelic acted as the company's legal advisor.

### About Affidea Group

Affidea ([www.affidea.com](http://www.affidea.com)) is the leading European provider of diagnostic imaging, outpatient and cancer care services, operating in 280 centres across 16 countries in Europe. Affidea Group works with over 9000 professionals and performs more than 14 million diagnostic examinations every year. Affidea is the only healthcare provider that sits on the Imaging Board of IBM Watson and also at Microsoft Cloud. Due to its track record for patient safety, the company became the most awarded diagnostic imaging provider in Europe by the European Society of Radiology – over 50% of all the centres awarded on the Eurosafe Wall of Stars belong to Affidea. The company is owned by interests associated with the

Bertarelli family which are advised by their business enterprise, Waypoint Capital.

## **About Affidea Croatia**

*In Croatia, Affidea has been providing medical services since 2008, operating with three independent centers, one in Zagreb - Affidea Čavka, the other in Split - Affidea Kalajžić and the third in Šibenik - Affidea Vita. The company provides a wide range of diagnostic imaging services in the largest cities in the country following the highest safety standards at European level. Affidea Croatia is recognized with 5\* on the EuroSafe Imaging Wall of Stars, an initiative of the European Society of Radiology to promote quality and safety in diagnostic imaging.*

## **About Poliklinika Sveti Rok**

*Poliklinika Sveti Rok ([www.poliklinika-svetirok.hr](http://www.poliklinika-svetirok.hr)) has a history of over twelve years on the Croatian healthcare market, being recognised as one of the leading private healthcare provider in Croatia on the fields of outpatient consultations, diagnostic and ambulatory services. Poliklinika Sveti Rok was a pioneer and market leader of corporate health and medical check-ups serving over 30,000 patients annually. The company has strong clinical governance system in place obtaining international certifications and applying outstanding patient safety procedures.*

Published on : Tue, 1 Dec 2020