

Cup Solidale Becomes Cup24.it as Data Shows 40% of Italians Now Book Private Healthcare Outside Office Hours

Florence-born healthcare marketplace surpassing 1 million services rebrands as Cup24.it and joins Medicx—same company, same platform, built for 24/7 demand.



Cup24.it Prenotazioni Sanitarie Private

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/EINPresswire.com/ -- Cup Solidale, the

Italian digital marketplace for private healthcare that delivered its one-millionth medical service in December 2025, now operates under the [Cup24.it](https://cup24.it) brand. The rebrand, completed in April 2026, does not create a new company or service: [Cup24.it and Cup Solidale are the same entity](#), operated by Cupsolidale Srl, founded in Florence in 2017.



We changed our name because patients showed us healthcare access must work at 11 p.m. on Sunday—not only when switchboards are open. ‘Cup24’ says what we are.”

*Leonardo Aloj, Founder
Cup24.it (formerly Cup
Solidale)*

The new domain is <https://cup24.it>. The historic domain, cupsolidale.it, continues to point to the same service during the transition. The platform, team, patient support and agreements with healthcare providers remain unchanged.

What changes is the way patients can reach the healthcare supply already connected to the platform.

From online marketplace to agent-ready healthcare access

"[Cup24.it prenotazioni sanitarie private in italia](https://cup24.it)" is integrating its real-time availability, pricing and booking capabilities with AI agents and third-party artificial-intelligence systems. Public MCP (Model Context Protocol) interfaces are being made available so compatible AI assistants and agents can connect to Cup24.it through a standard, machine-readable layer.

For patients, the effect is practical: the search for care can start wherever they already use digital tools. Instead of navigating several websites and calling multiple facilities, a patient may ask an

AI assistant to find an MRI near home, compare current prices and available appointments, and help complete a booking. The answer can be based on live healthcare supply rather than stale search results or generic directory listings.

This approach supports a growing range of patient preferences: web, phone, conversational interfaces and AI agents. It also allows third-party technology providers to build new patient journeys around Cup24.it data and booking functions, while preserving the patient's control over the final choice and confirmation.

The "24" reflects demand, not just branding

Cup24.it's booking observatory, based on a sample of 1,200,000 bookings of the last twelve months, shows that 40% of healthcare bookings in Italy take place outside traditional service hours: 24% between 7:00 p.m. and 8:00 a.m., and a further 15% over the weekend.

Demand for care does not follow office hours. By connecting patients to live availability through the channels and assistants they already use, Cup24.it aims to reduce friction and shorten the gap between needing care and securing an appointment. This is particularly relevant in a healthcare environment where patients often face fragmented information, limited visibility of private capacity and long waits for access.

The company is now part of Medicx, the healthcare division created in 2025 by Covisian Group. The combination brings together Cup24.it's marketplace and healthcare-data capabilities with the industrial resources and applied-AI expertise of a major European customer-experience technology group.

"Transparency helped patients understand where care was available and at what price," says Aloï. "The next step is to make that information usable by the systems people increasingly rely on. When agents can work with live availability, the patient journey becomes more immediate, more personal and less dependent on office hours."

Patient-facing AI integrations are intended to support discovery, comparison and booking; they do not replace clinicians or provide medical diagnoses. Privacy, consent and the patient's final confirmation remain central to the service.

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Cup24.it / Cup Solidale is rated 4.6/5 on Trustpilot across more than 2,000 verified reviews and offers booking support 24/7 online, by phone and through compatible AI assistants and agents.

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