

help
online clinic



Help24 TeleHealth –
Telemedicine Module

FINAL REPORT

Project Timeline:

01 September 2023 –
31 December 2024

Prepared by:

Alliance Consultancy LLC
Kyiv, Ukraine – 2025

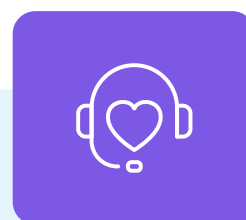


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1. Executive Summary

The Help24 TeleHealth - Telemedicine Module Project was launched in response to Ukraine's [National Telemedicine Development Strategy](#) (2023) to modernize healthcare and expand digital access to HIV prevention, mental health support, and STI treatment. The Telemedicine module project, which ran from September 2023 to December 2024, was led by **Alliance Consultancy LLC** in partnership with the [Alliance for Public Health](#) and the **Public Health Center of Ukraine**. The telemedicine module was successfully integrated into Help24 TeleHealth Platform led by APH and serves as one of the platform's key services. It integrates online services with physical telemedicine offices to ensure accessible, confidential, and stigma-free healthcare for vulnerable populations, especially those affected by war and displacement.

Primary Goal



To provide effective and accessible HIV prevention, care, mental health support, and STI treatment through telemedicine and digital solutions.

Objectives



1. Provide

effective HIV and STI prevention, treatment and support, and mental health care through telemedicine.



2. Develop

and launch a telemedicine platform.



3. Establish

three telemedicine offices (Kyiv, Dnipro, Khmelnytskyi).



4. Serve

5,000 clients from key populations.



5. Promote

awareness and trust in digital healthcare solutions.

Key Highlights and Milestones Achieved:

The Help24 TeleHealth project has demonstrated a **scalable and replicable model** for integrating telemedicine into Ukraine's healthcare system.



Digital Platform & App: Fully functional telemedicine module with video consultations, mental health screening, and medication delivery workflows.



Infrastructure & Staffing: Three telemedicine cabinets established, equipped with modern IT systems and staffed by 30+ doctors.



Mental Health Integration: Provided psychological support through virtual consultations and referrals to specific qualified care.



Training & Capacity Building: 35 healthcare providers certified in telemedicine workflows, 10 workshops conducted on various related topics.



Telemedical PrEP Access: a fully remote PrEP prescription and follow-up model was piloted within the platform. Three clients accessed PrEP via telemedicine during the project, including one who completed the full process without any physical visits to a clinic.



Strategic Relevance

Alignment with the National Telemedicine Strategy (2023):

- Addressed Strategic Goal 1 (infrastructure development) and Strategic Goal 4 (awareness and education).
- Supported Ukraine's digital healthcare transformation and modernized service delivery models for HIV care and mental health support.

War-Related Challenges Overcome:

- **Displacement and Mobility Barriers:** Delivered ART and other medications via postal services and provided access to laboratory diagnostics remotely.
- **Technical Gaps:** Ensured interoperability with national systems using Syrex coding and encryption for secure data exchange.
- **Stigma and Confidentiality Concerns:** Implemented assisted registration protocols to improve accessibility and build trust.

Key Service Metrics (2024)



Telemedicine Consultations
677 sessions



Verified Users
(Platform Registration)
1,405 users
successfully verified



Laboratory Tests
(Unique Patients)
949 patients
(11,600 individual tests in
1061 lab packages provided)



Medication Deliveries
(Unique Clients)
2,647 clients
(3,116 packages)



Mental Health Screenings
(PHQ-2 & PHQ-9)
1,387
screening services in total



Social Media
& Awareness Reach
630-900 K



Challenges & Solutions

Challenges

War-related displacement
& mobility barriers

Technical gaps

Stigma & confidentiality concerns

Solutions

Remote delivery of medications via
local postal delivery partnership

**Syrex coding
& secure data integration**

Assisted registration
& encrypted data protocols

Help24 TeleHealth has successfully addressed healthcare disparities, particularly among key populations, by providing secure, stigma-free, and scalable telemedicine solutions. It has not only improved HIV care and mental health services but also laid the foundation for sustainable telehealth adoption in Ukraine.

The project's impact highlights its potential for national expansion, positioning it as a model for modernizing healthcare delivery amidst ongoing challenges and beyond.

2. Introduction

2.1 Project Context

The **Help24 TeleHealth** was developed in response to Ukraine's **National Strategy for Telemedicine Development**, approved by the **Cabinet of Ministers of Ukraine** on **July 14, 2023** ([Order No. 625-p](#)). The strategy positions telemedicine as a cornerstone for modernizing healthcare delivery through digital transformation, ensuring equitable access to healthcare services, especially for key and vulnerable populations.

National Priorities for Telemedicine Development include:

- **Expanding access** to medical care, including rehabilitation, diagnostics, and prevention services.
- **Strengthening** remote communication between healthcare providers and patients.
- **Enhancing** knowledge sharing and capacity building for healthcare professionals.
- **Promoting** confidential, secure, and stigma-free services to reduce barriers to healthcare access.

While telemedicine has been identified as a cost-effective and scalable solution, the strategy also acknowledges the gaps, and identifies the following gaps:



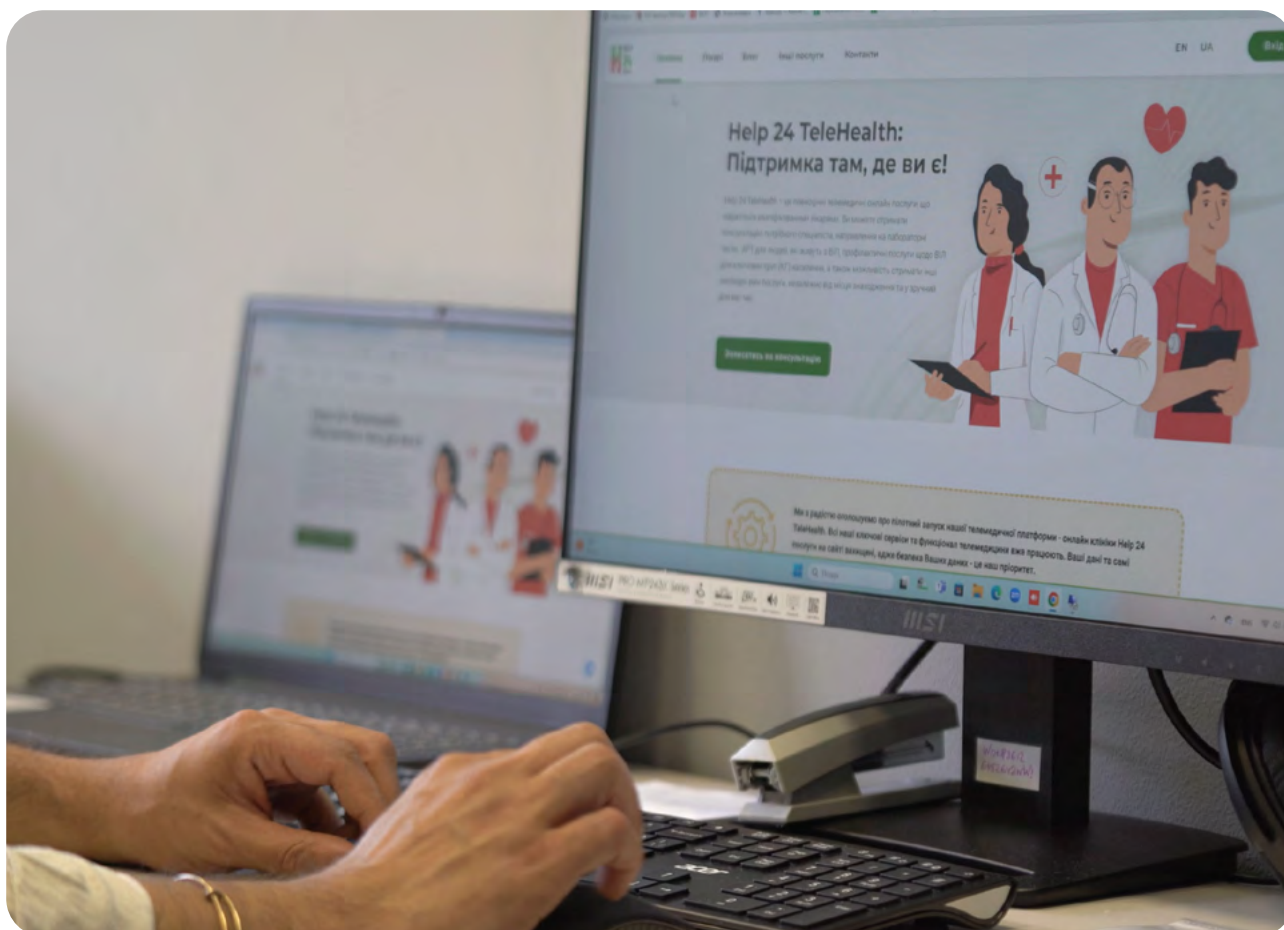
Infrastructure development, particularly in conflict-affected regions.



Data security standards and interoperability with national health systems.



Awareness and education about telemedicine tools and services.



The ongoing large-scale war by Russia in Ukraine has resulted in displacement, infrastructure damage, and disruptions to healthcare services, disproportionately affecting People Living with HIV (PLHIV), individuals with mental health conditions, and other key populations.

The Help24 TeleHealth Project supports Ukraine's efforts to modernize the National healthcare system by:

- **Building** scalable telemedicine models integrated with national health registries;
- **Extending** digital healthcare access to underserved and war-affected areas;
- **Serving** as a pilot platform for testing, refining, and replicating telemedicine workflows.



The project addresses Strategic Goal 1 of the National Telemedicine Strategy—technical infrastructure development—and Strategic Goal 4—raising awareness about telemedicine through targeted outreach and education.

Key Areas Targeted by the Project:

1. Healthcare Inequality:



- War-affected and remote areas faced reduced access to ART, STI treatment, and diagnostics.
- Telemedicine cabinets and a digital platform were implemented to fill service gaps and provide remote care.

2. Mental Health Gaps:



- Rising psychological distress due to displacement and trauma increased the need for virtual counseling and screening tools.
- A dedicated mental health module was created to screen, refer, and support and inform patients.

3. Logistical Barriers



- Limited access to medications and laboratory diagnostics due to disrupted supply chains and limited access to healthcare facilities.
- Help24 developed a logistics model to deliver ART medications directly to patients at their current locations after a telemedical consultation – without physical visits to a clinic.
- In addition, we implemented an algorithm of telemedical prescription of laboratory tests, that were performed in the National private laboratory network with offices in many cities in all regions of Ukraine.

4. Stigma and Confidentiality Concerns



- Fear of discrimination deterred at-risk groups from accessing care.
- Confidentiality-first and data protection policies and assisted registration were implemented to build trust and engagement, and personal and medical information is available only to healthcare providers.

5. Technical Gaps



- Lack of standardized data systems hindered coordination with national e-health systems, lack of protocols and guidelines for telemedicine.
- Help24 integrated Syrex coding and interoperable data systems to ensure security and compliance, we supported and developed protocols and guidelines on telehealth for HIV services.

2.2 Goals and Objectives

The Help24 TeleHealth – Telemedicine Module aims to provide accessible, confidential, and stigma-free healthcare through telemedicine. The project focuses on HIV prevention and treatment, STI care, and

mental health support for key and vulnerable populations, including people living with HIV (PLHIV), men who have sex with men (MSM), transgender people, sex workers, and people who inject drugs (PWID).

Key Objectives and directions of project include:

1. Telemedicine Platform and Mobile App Development

- Launch a secure web-based telemedicine module and mobile application.
- Ensure user-friendly access to virtual consultations, diagnostics, and medication management.
- Integrate secure data encryption and compliance with national regulations.

2. Infrastructure Development

- Establish and operationalize three telemedicine centers in Kyiv, Dnipro, and Khmelnytskyi.
- Equip facilities with modern IT infrastructure and train medical personnel.

3. Service Delivery and Patient Reach

- Provide at least 5,000 telemedicine services to key populations.
- Offer virtual consultations, laboratory testing, medications delivery, and mental health screenings.
- Ensure ART and PrEP continuity through a streamlined logistics model.

4. Mental Health Support

- Implement PHQ-2 and PHQ-9 screening tools for early detection of mental health conditions (depression).
- Offer virtual counseling and referral pathways to specialized professionals.

5. Awareness and Capacity Building

- Conduct targeted marketing campaigns to increase telehealth adoption.
- Train healthcare providers and community representatives in telemedicine workflows.
- Ensure compliance with national and international standards for data security.

6. Scalability and Sustainability

- Integrate telemedicine workflows with Ukraine's national healthcare systems.
- Develop a replicable model for future national expansion and integration.

3. Project Activities – Implementation

3.1 Infrastructure Development and Telemedicine Cabinets Establishment

The Help24 TeleHealth Project focused on building the physical infrastructure to complement the telemedicine module, ensuring seamless integration of digital and face-to-face healthcare services. This included the establishment of telemedicine cabinets in strategically chosen cities (Kyiv, Dnipro, and Khmelnytskyi) to support access to healthcare in war-affected and underserved regions.

The Help24 TeleHealth Project focused on establishing a hybrid model that integrates

digital and face-to-face healthcare services to address the needs of vulnerable populations, including people living with HIV and key groups, especially those affected by the war in Ukraine. The foundation of this effort was the development of telemedicine cabinets in three healthcare facilities in Kyiv, Dnipro, and Khmelnytskyi in partnership with the Public Health Center (PHC) of the Ministry of Health of Ukraine. These cabinets were designed to overcome barriers to healthcare access caused by damaged infrastructure and displacement of patients and medical staff.





Key Functions of Telemedicine Cabinets

They are primarily designed to provide remote healthcare services while maintaining the same quality and confidentiality as face-to-face consultations. Their functions include:



Audio/Video Consultations

Real-time remote medical assessments and follow-ups.



Data Processing and Transmission

Secure storage and exchange of patient records, test results, and referrals.



Access to Medical Records

Enabling healthcare providers and patients to review histories and test results remotely.

Key Outcome



Telemedicine Cabinets Established:

3 fully operational and equipped cabinets established in **Kyiv, Dnipro, and Khmelnytskyi** providing telemedicine services through the specifically developed digital platform – Online Clinic.

Development Process

- **Site Selection and Setup:** physical space for the telemedical cabinets was renovated and equipped with modern IT systems, including computers, HD cameras, printers, and other equipment in compliance with National requirements for telemedicine cabinet equipment.
- **IT Infrastructure:** the telemedicine cabinets were integrated with the Help24 TeleHealth Online Clinic to enable remote consultations, electronic referrals, and data management.
- **Staff Recruitment and Training:** medical doctors were trained in telemedicine protocols, mental health tools and operation of the Online Clinic platform.
- **Security and Compliance:** Ensured data protection through Google Cloud and Syrex coding systems.

Development Process Highlight:

Site Selection and Setup

The site selection and setup were coordinated with local healthcare authorities and guided by the Public Health Center (PHC). MoUs were signed with partner facilities to define roles and responsibilities for managing the telemedicine cabinets. This collaborative approach aligned with national eHealth strategies, ensured compliance with Ministry of Health regulations, and facilitated capacity-building programs for local healthcare providers, ensuring sustainability and long-term impact.

The criterias of the site selection focused on:



Proximity to Regional Healthcare Hubs:

Ensuring integration with established healthcare networks to streamline patient referrals and follow-up services.



Accessibility for Vulnerable Populations:

Focusing on areas with high concentrations of internally displaced persons (IDPs) and populations affected by HIV, tuberculosis, and mental health issues, who face barriers to healthcare access due to mobility challenges, stigma, and economic hardship.



Existing Infrastructure:

Priority was given to facilities with reliable electricity, high-speed internet, and secure premises to ensure uninterrupted telemedicine operations and data security.

In order to ensure optimal service delivery, three key regional healthcare institutions were selected to establish the telemedicine and to be a partner in project implementation:



Kyiv:

L.V. Gromashevsky Institute of Epidemiology and Infectious Diseases of the Academy of Medical Sciences of Ukraine.

This site serves as a national center of expertise for infectious diseases, providing a solid foundation for specialized care and diagnostics.



Dnipro:

Regional Center for Socially Significant Diseases, Dnipropetrovsk Regional Council.

This facility specializes in the treatment of HIV, tuberculosis, and other infections, ensuring that telemedicine services are closely integrated with existing treatment protocols.



Khmelnytskyi:

Khmelnytskyi Regional Hospital.

A major regional medical center offering multidisciplinary care to pilot and expand telemedicine services.

These sites were selected not only for their strategic locations but also for their readiness to adopt telehealth technologies, including available human resources and IT infrastructure, and general recommendations from PHC Ukraine.

Infrastructure Setup:

The setup process ensured that all telemedicine cabinets met modern healthcare standards and complied with Ukrainian telemedicine regulations. Key steps included:



Room Renovation and Equipment:

physical space for the telemedicine cabinets was renovated to ensure patient privacy, hygiene compliance, and accessibility. This included installing soundproofing, creating barrier-free access, and adapting spaces for confidential consultations.



IT and Technical Equipment Installation:

Technical equipment and laptops were installed and modern hardware and software solutions were implemented.

This infrastructure was integrated with the Help24 TeleHealth Online Clinic platform to ensure seamless coordination of consultations, referrals, and follow-ups.



Security Enhancements:

Cybersecurity protocols were implemented in combination with Syrex coding systems to encrypt patient data and ensure compliance with Ukrainian data protection laws.



Network Optimization:

Internet connections were upgraded to a minimum speed of 100 Mbps to support high-definition video consultations and uninterrupted data transfer.



Equipment Procurement and Installation

With the support of the project, each telemedicine cabinet was equipped with modern IT and medical tools to ensure seamless digital communication and record-keeping. Core Equipment included: Computers and laptops with high-speed processors; HD Cameras for video consultations; Microphones and Headphones with noise-canceling features; Monitors to support virtual examinations and data sharing; Printers/Multifunction Devices (MFD) for report generation; Wireless Keyboards and Mice for ergonomic operation.

Additional Equipment included: IT Platforms – Software with secure video conferencing and data encryption (Windows 11, Office 365); Uninterruptible Power Supply (UPS) for emergency power backup; Air Conditioning Units for a stable operating environment; Office Furniture – Desks, chairs, and storage units.

IT and Network Infrastructure

Each of the established Telemedicine Cabinets was supported with the following installations and activities, to support the proper implementation of the telemedicine module:



Internet Connection:

Minimum speed of 100 Mbps to ensure stable and high-quality video calls.



Data Security Measures:

- Google Cloud integration and Syrex coding systems.
- Regular software updates and security patches.



Technical Support Services:

A dedicated support team for troubleshooting and maintenance.

In each of the telemedicine cabinet the relevant specialists were carefully selected and hired, including infectious disease physicians, psychologists, and data managers. Each of the physicians participated in training on the telemedicine services provision. Comprehensive step-by-step instructions for consultations, data entry, and reporting procedures were developed.

Formal agreements were signed with partner medical institutions, outlining roles and responsibilities. Ensured data protection in accordance with the Law of Ukraine on Personal Data Protection, and compliance with Ukrainian laws on telemedicine, including MOH regulations.

Telemedicine cabinets expanded healthcare access in war-affected areas and laid the foundation for sustainable telehealth infrastructure in Ukraine.

Help24 TeleHealth Supports:

- **Continuity of HIV care,** mental health support, and diagnostic services for vulnerable populations.
- **Resilience in healthcare delivery** during emergencies and humanitarian crises.
- **Scalability** for future integration with national eHealth systems, ensuring wider access and replicability in other regions.



3.2 Online Clinic and Platform Development

The **Help24 TeleHealth Online Clinic** is an innovative digital healthcare platform designed to provide accessible, confidential, and stigma-free medical services to people living with HIV (PLHIV), key populations, and vulnerable groups across Ukraine. It offers a hybrid model of care that combines online consultations with physical telemedicine cabinets to address healthcare needs effectively, especially in war-affected and hard-to-reach areas.

The platform uses modern telemedicine technologies to provide remote consultations, mental health support, STI testing, HIV prevention, treatment and care services. Developed in line with Ukraine's National Telemedicine Strategy (2023), it prioritizes

privacy, inclusivity, and usability, allowing patients to access quality healthcare without leaving their homes. Help24 Telehealth Online Clinic is part of **Alliance for Public Health's Help24 TeleHealth Platform**.

Help24 TeleHealth Online Clinic operates via a **web-based portal** and a **mobile application** (beta version). Both solutions are user-friendly and ensures seamless access to medical care regardless of location, mobility restrictions, or technical skills. It serves as a vital tool to address healthcare challenges in Ukraine, including disruptions caused by the war, displacement, and infrastructure damage by filling gaps in traditional healthcare delivery systems.

Key Objectives of the Platform



Continuity of Care:

Ensuring uninterrupted access to HIV prevention, treatment and care, STI diagnostics and treatment, and mental health services, particularly for displaced and vulnerable populations.



Confidentiality and Security:

Providing privacy-first solutions that protect user identities and medical data.



Digital Literacy and Accessibility:

Simplified navigation and multilingual options to make healthcare services accessible to all.



Interoperability with National Systems:

potential integration with Ukraine's **eHealth systems** and compliance with national healthcare standards.

Key Features Available Online



Consultations with Certified Doctors: Remote access to infectious disease specialists, and other healthcare specialists, mental health counselors, and general practitioners.



Mental Health Screening and Support: Tools for early detection of depression, virtual therapy sessions, and referral pathways to specific qualified care, including to Help24 TeleHealth Platform.



Laboratory Testing and Diagnostics: Digital referrals for lab tests with remote delivery of results..



Medication Delivery Services: Prescription management and home delivery of ART, PrEP, and other medications.



Education and Awareness Tools: Health information resources, self-care guides, and training materials for key populations.



Secure Messaging and Video Calls: Confidential communication with physicians through encrypted systems.



Health Record Management: Secure storage and access to patient medical histories and lab results.

Development Stages

The development of the Help24 TeleHealth Online Clinic followed a structured, step-by-step approach to ensure the delivery of high-quality telemedicine services. The process integrated modern technologies, compliance with national regulations, and user-centered design principles. The goal was to create a scalable, secure, and accessible system for HIV care, STI treatment, and mental health support in Ukraine.

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3.2.1. Needs Assessment and Regulatory Compliance

User Needs Analysis:

- Conducted **detailed surveys, meetings and focus group discussions** with **representatives** from **key populations** (PLHIV, MSM, transgender people, sex workers, and people who use drugs) to understand their health needs, barriers to access, and preferences for telemedicine services.
- Engaged community-based organizations (CBOs) and **non-governmental organizations (NGOs), Healthcare facilities** to identify gaps in service delivery and prioritize features for the platform.
- Incorporated findings into platform design, emphasizing **confidentiality, usability, and multi-channel communication** options.

Regulatory Alignment:

- Consulted with the **Public Health Center of Ukraine (PHC)** and reviewed national laws and policies, including the **Telemedicine Development Strategy (2023)**, to ensure the platform complies with regulatory requirements.
- Evaluated **data protection frameworks** under **Ukrainian Law on Personal Data Protection** to establish protocols for **data storage, processing, and sharing**.
- Collaborated with IT and legal experts to define **security policies** and **risk mitigation measures** for sensitive data management.

System Requirements Definition:

- Focused on ensuring the interoperability with national healthcare systems (MIS SSD and eHealth) from the module end.
- Incorporated Syrex encryption protocols to protect patient identity and medical records, ensuring de-identification and tokenization of sensitive data.
- Restricted access to back-end information on users personal information. Passport data is used solely for user verification processes and is deleted from servers after verification.
- Designed the platform (web version and mobile app) to support multi-language options, low-bandwidth optimization, and mobile-friendly features to increase accessibility for rural and displaced populations.

IT Services procurement:

- Developed ToR for the Online Clinic (telemedical module) development
- Finalized the ToR and drafted the detailed description of the telemedicine module and technical specifications.
- Carried out open procurement - tender for IT and development services for module development.

3.2.2. System Design and Prototyping

Technical Requirements:

Developed detailed **functional specifications** for both **web** and **mobile** applications to ensure:

- **Accessibility:** Features tailored for users with low digital literacy and limited Internet access.
- **Scalability:** Ability to handle growing numbers of users and consultations without performance issues.
- **Security:** Built-in **data encryption**, **multi-factor authentication (MFA)**, and **back-and role-based access controls (RBAC)** to protect sensitive information.

Architecture:



Backend:

Built on **Node.js** and **MongoDB** for **high-speed processing** and **scalable storage** of medical data.



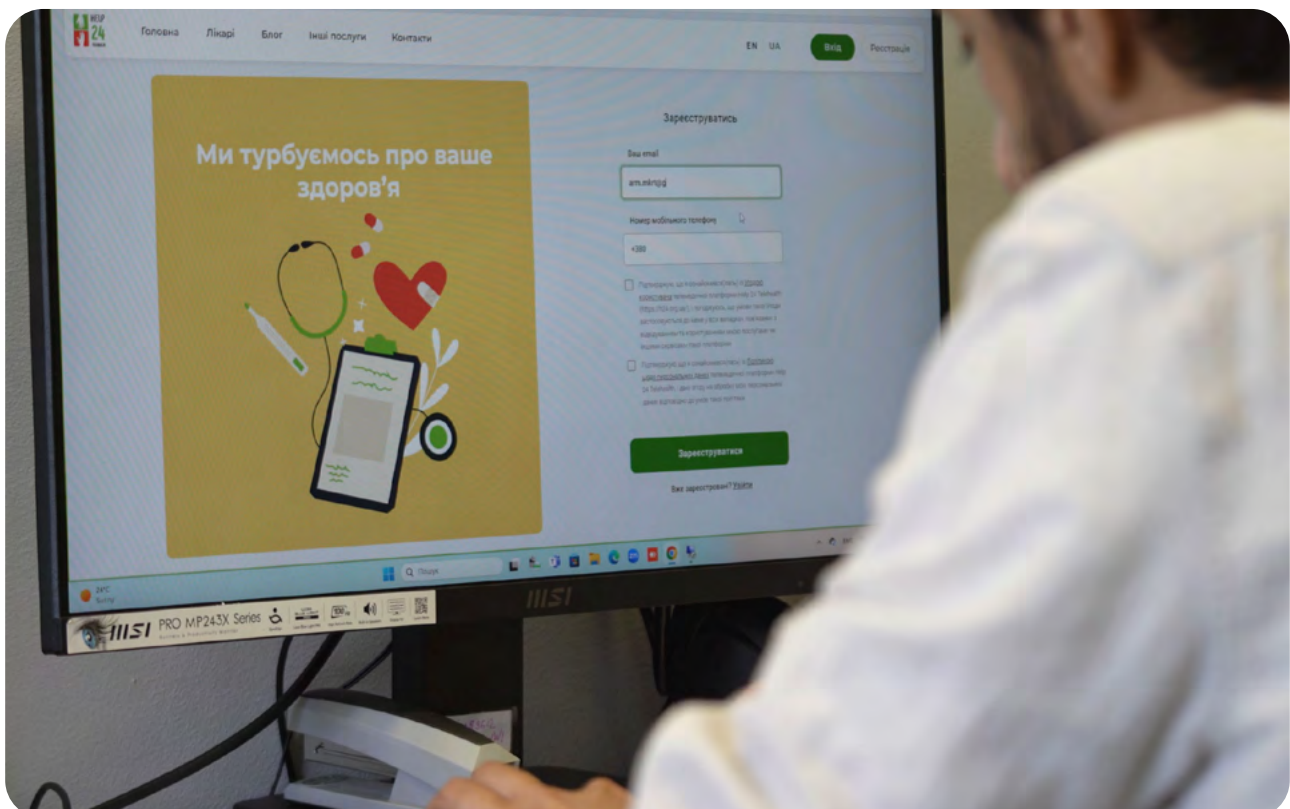
Frontend:

Developed using **React** and **React Native**, enabling responsive design and compatibility with desktop and mobile devices.



Cloud Hosting:

Leveraged **Google Cloud Platform (GCP)** for **redundancy**, **data backups**, and **security compliance**, ensuring high availability (99.9% SLA).



Key Features Available Online

1. Patient Registration and Verification:

- Introduced **registration processes** with simple and easy registration.
- Added **SMS and email-based verification codes** with extended expiration times and **retry options** for accessibility.
- Implemented **role-specific profiles** for patients, physicians, and administrators.
- To maintain a sensitive and friendly approach towards communities, we have ensured that gender options are available for self-identification during the registration process.
- Passport data provided for verification purposes is available only to back-end main administrators and healthcare providers, and is deleted from servers after verification.
- Patient information is coded and only available to doctors as SYREX code - until the patient agrees to provide this information to a specific doctor / clinic (by adding to "My doctors").

2. Telemedicine Tools:

- Enabled **video consultations, audio-only calls, and other features** for seamless communication.
- Patients can view the schedules of up to 30 physicians and sign up for a consultation based on available slots (approximately 1000 per month).
- Patient / Doctor Dashboards or Main Profile, with available information about consultations - past and upcoming, test results - to view or upload, the conclusions on consultations - to follow up the doctor recommendations.
- Developed an **appointment scheduling system** with **automatic reminders**.

3. Data Management:

- Provided advanced filters for managing appointments, lab results, and recommendations.
- Integrated feature of a medical consultative board to enable multi-disciplinary collaboration on complex cases for healthcare providers.
- Possibility to patients to upload, view or delete the Lab test results from the Dashboard.

4. Mental Health Module:

- Incorporated **PHQ-2 and PHQ-9 screening tools** for mental health self assessments in patient's Dashboard.
- Enabled **referrals** to psychologists or psychiatrists on theHelp24 Platform for follow-up consultations.
- Developed **tracking features and reminders** to monitor mental health trends over time.
- Developed a dedicated content for blog on supporting mental health.

3.2.3. Development and Testing

Stages:

1. Wireframing and Prototyping (Nov–Feb 2023):

- Created detailed **wireframes** and **mockups** for web and mobile platforms.
- Focused on intuitive navigation and clear workflows for patient registration and consultation scheduling.

2. Pilot Testing

(March–April 2024):

- Deployed the platform in the telemedicine **cabinets** in **Kyiv**.
- Conducted **live simulations** and **real consultations** with doctors and patients.
- Gathered **feedback** through structured interviews and **user surveys** to identify areas for improvement.

(May–June 2024):

- Addressed technical and visual issues such as notifications and reminders, descriptions and functions, visual content and buttons.
- Deployed the platform in the telemedicine cabinet in Kyiv, Khmelnytsky and Dnipro.
- Conducted real consultations with doctors and patients, both from closed groups and from healthcare facilities.

3. Optimization Based on Feedback (May–June 2024):

- Addressed minor technical issues to ensure the best experience for the Online Clinic users.
- Introduced **assisted verification** tools to reduce registration drop-offs in healthcare facilities.
- Enhanced **search filters**, and **automated reminders** for better functionality.
- Ensured the analytical tools and tracking for analytics is available for the web platform, and the security protocols are kept.

4. Scalability and Load Testing (Mar–Apr 2024):

- Simulated **high-traffic scenarios** with **1,000+ concurrent users** to test reliability.
- Achieved **98% uptime** and **average response times <1 second**, meeting international standards for telehealth platforms.

5. Final Launch (June 2024):

- Finalized all updates based on pilot testing.
- Officially launched the **web platform** and continued to update the mobile application for public use.



3.2.4. *Integration and Interoperability*

Healthcare System Integration:

- Developed **APIs** to enable integration with the **Medical Information System for Socially Significant Diseases (MIS SSD)** and national **eHealth registries** for synchronized patient records - as soon as it will be available (the databases are currently closed by the state due to national security issues a result of the war in Ukraine)
- Supported **secure data sharing** and ensured compatibility with national healthcare databases.
- Supported integration and **secure data sharing** in 3 healthcare facilities of Ukraine.

Security Standards:

- Implemented **Syrex encryption** for patient data, meeting to national and **GDPR standards**.
- Added **multi-factor authentication (MFA)** and **role-based access controls (RBAC)** to restrict unauthorized access.
- Deployed **audit logs** to track access and changes to patient records.

Scalability and Flexibility:

- Built the platform with **modular architecture**, allowing future upgrades and the addition of new functionality without downtime.
- Supported **offline access** and **mobile data synchronization** to serve areas with poor connectivity.

Lessons Learned:



Simplified User Experience:

Engagement of clients and community members in early stages of planning and testing is crucial to develop a useful tool.



Flexible Design:

Modular features allowed fast adjustments based on user feedback.



Data Security as a Priority:

Encryption and compliance with data protection standards reassured users about privacy.



Scalability for Growth:

The platform's architecture supports expansion and future integration with other healthcare systems.

Next Steps:

- **Finalize API Integrations:** Enable full synchronization with national healthcare systems.
- **Launch and Enhance Mobile Application:** Launch the mobile app and develop offline functionality and push notifications.
- **AI Tools:** Integrate AI algorithms for service support, assistance, diagnosis support and predictive analytics.
- **Outreach to Remote Areas:** Focus on rural and underserved regions and communities to increase access to qualified medical care.
- **Marketing Campaigns:** Continue awareness efforts through social media and local partnerships.

The Help24 TeleHealth platform sets the foundation for scalable, replicable telemedicine solutions in Ukraine. It serves as a lifeline for war-affected populations, ensuring uninterrupted care and reinforcing Ukraine's healthcare resilience amid war.

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3.3 Training and Capacity Building

The Help24 TeleHealth Project focused on capacity building, providing healthcare specialists, administrators, and community organizations with the skills and knowledge needed to deliver and effectively use telehealth services.

Training programs covered telehealth workflows, patient engagement, mental health screening, and data security. Presentations and workshops introduced the Help24 TeleHealth Online Clinic and its services to ensure high service standards, improve patient-provider interactions, and promote the sustainability of the platform.

Main activities and approach:

1. Core Training for Healthcare Providers

Telemedicine Certification Program:

Conducted in collaboration with **Shupyk National Healthcare University of Ukraine (Shupyk NHU of Ukraine)**, the program provided participants with a formal course entitled *"Information Aspects of Telemedicine"*.

- Topics covered included telehealth technologies, data security, and compliance with Ukrainian healthcare laws.
- Upon completion, **35 doctors** received nationally recognized certificates, verifying their qualifications in telehealth services.

Mental Health Screening and Support Workshops:

Delivered by one of the leading Ukrainian mental health experts – **Sergii Dvoryak**, the training addressed:

- **Psychological Health Challenges:** Recognizing symptoms of depression, anxiety, and trauma among key populations.
- **Patient Screening Tools:** Practical guidance on using **PHQ-2** and **PHQ-9** tools for depression screening.
- **Referral Pathways:** SOPs (Standard Operating Procedures) for further diagnostics, psychological support, and referrals. These sessions emphasized trauma-informed care and confidentiality, essential when working with vulnerable populations.

TeleMedicine Utilisations and Help24 TeleHealth Online Clinic:

Prepared and Conducted by Project staff and IT-team, to present and explain key functionalities of the telemedicine module and process explanations

- **Preparation:** How to publish available slots, log in to the platform, view available services, and access individual and group video sessions and trainings for Telemedicine Staff and healthcare providers.
- **Conducting Consultations:** How to schedule, accept or reject consultations, view information, connect to consultations, and next steps – video trainings for Online Clinic doctors.
- **After Consultations and Follow-up:** How to schedule future follow-up consultations, view uploaded patient information and laboratory tests results, provide medical reports etc.

2. Technical Training and IT Support

- A **dedicated IT team** to manage platform issues, troubleshoot connectivity problems, and handle data encryption protocols.
- Participants gained hands-on experience with the **Help24 TeleHealth**, including video consultations, data filters, patient records, and reporting tools.
- Focused sessions covered **security standards**, including **Syrex coding** and **Google Cloud compliance** for patient data protection.

3. Guidelines and Operational Tools

- Developed more than **15 detailed instructions** and **step-by-step manuals** for doctors, nurses, and administrative staff and project clients.
 - These included workflows for patient registration, appointment scheduling, assisted verification, and medical consultations.
 - Special resources highlighted password security protocols and data privacy standards.
 - Instructions on how to set up password, how to register and sign up for consultations, etc.
- **Assisted Verification Protocols** were introduced to simplify patient onboarding without passport uploads, enhancing trust, especially among populations worried about data privacy during wartime.
- Training materials were regularly updated based on user feedback to address new challenges and enhance functionality.



4. Workshops, Webinars, and Conferences

- Delivered over **10 webinars and workshops** for community-based organizations (CBOs), NGOs, and healthcare providers.
 - Topics included digital literacy, telemedicine workflows, and engaging marginalized populations in remote healthcare services.
- Conducted **presentations and demonstrations** during national and international conferences, including:
 - **AIDS 2024 International Conference** in Munich, where the platform's solutions were showcased globally.
 - **17th National LGBT Conference of Ukraine**, highlighting the project's inclusivity and innovations in reaching MSM, transgender people, and sex workers.
- Partnered with NGOs and advocacy groups to host and participate in community outreach events and promote **Help24's telemedicine solutions**.



Training and capacity building efforts ensure long-term success and scalability. Certified professionals deliver quality care, and telehealth workflows and assisted verification protocols ensure seamless service. Regular updates to training and SOPs align the platform with user needs and regulatory standards, maintaining its role as a trusted healthcare solution for vulnerable populations.

3.4 Clinical Services and Patient Support

The developed telemedicine module - the web platform allows doctors to provide consultations and services to patients via telemedicine, through telemedicine cabinets established in healthcare facilities.

The Help24 TeleHealth Online Clinic is a comprehensive telemedicine platform providing accessible, confidential and stigma-free healthcare services to key populations across Ukraine. It focuses on people living with HIV (PLHIV) and vulnerable groups, including MSM, transgender people, sex workers, and people who use drugs.

By combining virtual consultations, diagnostic services, medication delivery, and prevention, the platform ensures continuity of care and support despite geographic, logistical, or war-related challenges. Built on secure technologies and aligned with national health policies, Help24 simplifies access to life-saving care, making it a reliable and scalable solution for today's healthcare needs.

Help24 TeleHealth is an innovative online clinic providing accessible, confidential and non-discriminatory telemedicine services throughout Ukraine. Our mission is to ensure quality healthcare for people living with HIV and key populations, including men who have sex with men (MSM), sex workers, and people who inject drugs. Through our user-friendly platform, we provide virtual consultations, lab test referrals, mental health support, and ongoing treatment monitoring. Developed by the Alliance for Public Health and Alliance Consultancy, Help24 TeleHealth bridges gaps in healthcare access by delivering services remotely, empowering individuals to manage their health without having to visit a medical facility in person.



Our Services



The Help24 TeleHealth platform offers a wide range of telemedicine solutions, including virtual doctor visits, online treatment prescriptions, and chronic disease monitoring. We specialize in providing HIV prevention services such as PrEP (pre-exposure prophylaxis) and access to antiretroviral therapy (ART). In addition, our platform supports mental health care by providing psychological counseling and screening for depression. Patients also have access to free laboratory testing through our network of partner labs, ensuring timely diagnosis and treatment adjustments. With a strong focus on privacy and convenience, we enable users to access medical support anytime, anywhere.

Why Choose Help24 TeleHealth?



Help24 TeleHealth is a leading telemedicine platform designed to meet the needs of vulnerable populations in Ukraine. Our services are not only free for key populations, but also tailored to address the specific challenges faced by people living with HIV. We operate in line with Ukraine's national telemedicine strategy, which emphasizes expanding access to digital healthcare. By integrating modern technologies, Help24 TeleHealth ensures seamless connections between patients and healthcare providers, reducing barriers to care and promoting better health outcomes.

Telemedical HIV Prevention Services



As part of the project, a fully remote PrEP (pre-exposure prophylaxis) prescription and follow-up algorithm was created and piloted. The process begins with a telemedicine consultation through the Help24 Online Clinic, followed by an electronic referral for laboratory testing, which can be completed at a nationwide partner lab network. Once test results are available, they are reviewed by a physician remotely, and PrEP medications are prescribed accordingly. Medications are then delivered by post, and follow-up consultations are conducted via telemedicine.

This model allows clients to initiate and continue PrEP without visiting a clinic, which is particularly critical under war conditions and in areas with restricted access to care.

During the project, three clients accessed PrEP services via telemedicine: two received follow-up prescriptions after an initial in-person consultation, while one client completed the entire PrEP process fully remotely — without any physical visits.

Help24 TeleHealth
Support, where you are!
<https://h24.org.ua>



Key Services Offered through Help24 TeleHealth Online Clinic in 2024.

The Help24 TeleHealth Online Clinic has transformed healthcare for key populations in Ukraine by integrating virtual consultations, diagnostics, medication delivery, and mental health support into a single, secure platform. By eliminating geographic and stigma-related barriers, the project has ensured continuous access to essential health services for individuals facing displacement, mobility challenges, and health discrimination.

Key services offered through the Online Clinic Help24 TeleHealth in 2024 were:

1. Virtual Medical Consultations

The Help24 TeleHealth platform provides virtual medical consultations to ensure accessible, confidential and comprehensive healthcare services for vulnerable populations, including people living with HIV (PLHIV) and key populations. These consultations eliminate the need for physical visits and allow patients to connect with certified healthcare professionals from the comfort and safety of their homes. In Help24 TeleHealth Online Clinic - services are provided by 30+ doctors from 3 telemedicine cabinets established within the project.

2. Primary and Specialized Care

Patients can schedule **video consultations** with a wide range of specialists, ensuring holistic care:

- **General Practitioners (GPs):** Address common health concerns, provide initial assessments, and direct patients to appropriate treatments or specialists.
- **Infectious Disease Specialists:** Provide tailored services the management of HIV, STIs, tuberculosis, and viral hepatitis.
- **Pediatricians:** Provide child-specific care, growth monitoring, vaccinations, and treatment plans for childhood illnesses.
- **HIV Counselors and STI Experts:** Deliver support for HIV prevention, screening, treatment, and referrals for sexually transmitted infections.
- **Mental Health Specialists:** Assess and support mental well-being through screenings, early interventions, and referral to psychologists or psychiatrists for specialized care.
- **Other Specialists:** Consultations on broader health concerns, including dermatology, endocrinology, and gastroenterology, based on identified patient needs and available doctor specialisations.

3. Diagnostic Testing and Laboratory Support

Help24 Online Clinic within 2024 provided **remote access to laboratory testing services** through its partnership with **Synevo Labs**. Patients can consult doctors online, receive digital referrals, and complete tests at partner labs in their city.

- **Wide Range of Tests Available:**
 - HIV, STI, and viral hepatitis screening.
 - Hormon tests and other tests for trans* people.
 - Liver and kidney function tests.
 - General blood and biochemical tests.
 - Other tests
- **Seamless Access to Results:**

Test results are delivered to the patient's account and reviewed by their doctor during follow-up consultations.
- **Geographic Reach and Flexibility:**

Patients receive SMS codes for easy lab check-in, enabling access even in remote areas.

4. Medication Delivery Services

Help24 assists patients with **remote prescription management** and **home delivery of medications**, ensuring **continuity of treatment** without physical clinic visits.

- **HIV and STI Treatment:**

ART medications, PrEP, and other treatments delivered directly to patients.
- **Focus on Accessibility:**

The service prioritizes confidentiality and is designed to reach remote and war-affected areas, minimizing disruptions to care.

5. Mental Health Screening and Support

Help24 integrates mental health screening tools into its platform, enabling early detection of depression through PHQ-2 and PHQ-9 assessments.

- Patients complete the PHQ-2 and PHQ-9 self-administered or with any physician during the initial visit.
- Patients are referred to psychologists and psychiatrists within the Help24 network for follow-up care when necessary.
- Structured pathways ensure timely intervention and referral to additional support services if needed.

6. Referral Systems and Patient Pathways

- **Internal Referrals:**

Patients can be referred to specialists within the Help24 network - both to Online Clinic services or Help24 Platform Services for advanced care, including mental health support and diagnostic follow-ups.

- **Flexible Registration Options:**

Patients can register independently online or with assisted support through telemedicine offices in Kyiv, Dnipro, and Khmelnytskyi—ensuring inclusion of vulnerable and digitally unskilled groups.

7. Doctor Support and Medical Consiliums

The platform includes features to support doctors in managing complex cases and delivering collaborative care:

- **Medical Consiliums:**

Virtual case reviews with multiple specialists to align on diagnoses and treatment plans—enabled by secure video sessions and shared records.

- **Clinical Guidelines and Decision Support:**

Standardized treatment algorithms and guidelines embedded in workflows to help clinicians make decisions.

Key Outcomes

- **Patient Reach and Consultations:**

- **1,405 patients** registered on the platform during the 2024 - pilot year.
- **677 video consultations** delivered, with an average session length of 30 minutes.
- Monthly available consultations totalling approximately 800-1000 available slots.

- **Service Expansion and Adoption:**

The platform demonstrated growing trust among patients and providers, with high levels of satisfaction rate both by doctors and patients based on surveys and communication.

Impact and Sustainability

The Help24 TeleHealth Online Clinic has proven to be an effective, scalable model for delivering virtual healthcare services to vulnerable populations.

- **Bridging Healthcare Gaps:**

Ensuring HIV care and prevention, mental health screening, and STI care reach underserved communities.

- **Continuity of Care:**

Supporting ongoing monitoring, diagnostics, and treatment delivery, even amidst displacement and conflict.

- **Scalable Solutions:**

Designed to integrate with national eHealth systems and expand to additional regions, sustaining long-term impact.

This service model positions Help24 TeleHealth as a pioneer in digital healthcare in Ukraine, providing accessible, high-quality services to those most in need.

3.5 Mental Health Services

The Help24 TeleHealth Mental Health Module was launched in 2024 to address the growing need for mental health support among vulnerable populations, particularly those affected by war, displacement, and HIV-related stigma. The module integrates

self-assessment tools, educational materials, referrals to virtual consultations, and structured care pathways to provide accessible, confidential, and stigma-free mental health services.

Key Features



1. Digital Mental Health Screenings

- Integrated **PHQ-2 and PHQ-9** screening tools enabled early detection of depression.
- Patients could complete assessments directly in their telemedicine dashboard, with results securely shared with healthcare providers.



2. Virtual Psychological Support

- Patients were connected with mental health professionals for confidential online counseling and therapy referrals.
- A structured referral system ensured that individuals with moderate to severe symptoms received appropriate psychiatric care or therapy.



3. Educational and Awareness Campaigns

- Blog content, video materials, and social media outreach raised awareness about mental health self-care and available support services.
- Digital campaigns targeted PLHIV, LGBTQ+ individuals, displaced persons, and other vulnerable groups to encourage help-seeking behavior.

Key results:

Early Detection of Mental Health Issues

- PHQ-2 and PHQ-9 screenings enabled timely intervention, preventing mental health conditions from worsening.

Improved Access to Psychological Support

- Referrals to virtual consultations helped reduce stigma and provided a safe, confidential space for vulnerable populations.

Scalable and Replicable Model

- The structured screening-referral model can be expanded nationally, ensuring long-term sustainability.

The Mental Health Module has proven to be an essential component of the Help24 telehealth platform, addressing the psychosocial needs of populations affected by conflict and displacement. Its focus on early identification, timely intervention and structured care pathways has ensured accessible and sustainable mental health services through telemedicine.

Implementation process.

In 2024, the Help24 telehealth platform successfully developed and integrated a dedicated mental health module aimed at improving access to psychological support and early mental health intervention for vulnerable populations. This module provided users with self-assessment tools, care pathways and informational/motivational materials, as well as direct access to consultations, enabling timely identification and treatment of mental health conditions.

The module focused on addressing the psychological impact of war, displacement and stress, particularly among people living with HIV (PLHIV) and other key populations affected by war-related trauma. It provided screening tools (PHQ-2 and PHQ-9) to assess depression, while ensuring confidentiality and privacy, and referral systems for

consultations and other mental health support services.

Collaboration was a cornerstone of this initiative, emphasizing partnerships with relevant projects (e.g., the Help24 telehealth platform). In particular, this collaboration led to the integration of the PHQ-2 and PHQ-9 screenings into the Help24 TeleHealth platform. Three strategic online meetings were held with psychologists and psychiatrists to refine workflows and client referral capabilities. The outcome included structured surveys of Help24 TeleHealth professionals to identify optimal ways to collaborate and improve service delivery to telehealth clients.



As of December 27, 2024, a total of 1052 PHQ-2 and 335 PHQ-9 assessments have been completed through the telemedicine module and the Help24 telemedicine platform.

Central to this effort was the development and implementation of [the Patient Route and Standard Operating Procedures \(SOPs\)](#) for depression screening and subsequent care steps. This structured framework supported a “See and Treat” approach that combined assessment, diagnosis, and treatment for depression. The algorithm facilitated:

- Rapid screening using the PHQ-2 and PHQ-9 tools.
- Comprehensive diagnosis based on screening results.
- Timely intervention with psychological or pharmacological treatments.
- Referrals to specialized care when needed.
- Continuous support, ensuring patient follow-up and accessibility.

This approach improved access to care, streamlined identification and treatment processes, and enhanced intervention timeliness, aligning with the needs of populations affected by military conflict and stress. [The algorithm was presented](#) online to over 100 healthcare providers in total, including infectious disease specialists supporting people living with HIV and other vulnerable groups.

It is worth highlighting the work conducted as part of providing psychological support outside the module, specifically: during consultations provided by physicians in telemedicine offices (Kyiv, Dnipro, Khmelnytskyi) outside of the Help24 Online Clinic platform, the Mental Health Algorithm was utilized 3,175 times throughout the project period. In addition, 6,791 clients of another friendly partner project of the Alliance for Public Health has used the Mental Health Algorithm during their consultations.

In addition to clinical advances, significant efforts were made in public education and awareness. During the project period, [49 blog materials](#) were published on mental

health and telemedicine topics across the telemedicine module and Help24 TeleHealth platform, achieving substantial reach and engagement. [Eight educational videos](#) (reels) were also produced, targeting people living with HIV and other vulnerable populations. These videos aimed to raise awareness of mental health issues, promote available services, and encourage proactive care-seeking behavior, thereby extending the impact of the Help24 TeleHealth’s initiatives.

Results:

The Mental Health Module achieved significant results, including the delivery of comprehensive mental health services and innovative tools for both clients and healthcare providers. Notable metrics include a total of 1,052 PHQ-2 and 335 PHQ-9 assessments completed through the telehealth module and the Help24 telehealth platform. In addition, nearly 10,000 assessments with follow-up care were completed as part of psychological support outside of the module (3,175 during consultations provided within the work of the Project telemedical Cabinets and 6,791 through a partner project within the Alliance for Public Health). The module's tools facilitated early identification and intervention for mental health problems, ensuring efficient, timely, and accessible care. In addition, collaborative efforts strengthened the referral network and expanded service delivery, while the widespread publication of educational materials and videos increased awareness and engagement in mental health care. Targeted campaigns increased engagement rates and proactive care-seeking behaviors among key populations. The project trained over 100 health care providers in mental health screening tools and care algorithms, ensuring sustainability and scalability of services. These achievements underscore the module's critical role in improving mental health support through telemedicine at a time of increased need.

3.6 Laboratory Testing Services

In 2024, the Help24 TeleHealth Online Clinic launched a comprehensive laboratory testing service to provide timely, accessible, and confidential diagnostics. Patients could schedule and complete tests remotely, reducing barriers to care, especially for those in remote or war-affected areas. The service

ensured continuity of care by providing easy access to diagnostics and enabling timely treatment adjustments. The provider, selected through an open tender, was Synevo, a prominent Ukrainian laboratory with locations in most Ukrainian cities.

Implementation



Digital Lab Referrals:

Following an online consultation with a doctor on Help24 TeleHealth Online Clinic, patients received unique SMS codes linked to their lab requests. These codes were used to complete diagnostic tests at partner laboratories (Synevo) across Ukraine in different cities.



Remote Scheduling and Results Management:

Patients were able to choose test locations, schedule appointments at their convenience, and view results through their secure personal accounts on the platform.



Data Integration:

Test results were forwarded to prescribing doctors, enabling prompt review and follow-up recommendations without the need for additional in-person appointments.

Broad Test Availability

The Online Clinic offered a wide spectrum of laboratory diagnostics, including:

- **HIV Testing and STI Screenings:** Essential tests for diagnosis and monitoring.
- **Biochemical and General Blood Tests:** Evaluations of kidney and liver function (e.g., creatinine, ALT, AST, glucose, and bilirubin etc).
- **Viral Hepatitis Diagnostics:** Screening for hepatitis B and C.
- **Hormonal Testing for Trans* Individuals:** Specialized tests tailored to monitor hormone therapy outcomes and plan the start.

Technical and Operational Setup

- **Business Accounts for Laboratories:** The service provider (Synevo) established dedicated accounts for telemedicine offices in Kyiv, Dnipro, and Khmelnytskyi. These accounts enabled doctors to efficiently submit and manage lab requests for patients across Ukraine.
- **Guidelines and SOPs:** Detailed instructions were developed for both patients and doctors, including workflows for submitting requests, managing changes, and navigating test sites. Specific recommendations for laboratory testing tailored to trans people were also created.

Key Results of lab testing services.

Service Utilization:

1,061
lab test package requests
completed for
949 unique patients.

11,600
single test names
conducted, covering a
range of diagnostic needs.

Some of the most requested test names included Creatinine, Alanine Aminotransferase (ALT), Aspartate Aminotransferase (AST), Total Bilirubin, Glucose, etc.

Patients highlighted the convenience and flexibility of remote referrals, especially the ability to avoid long waits and travel. Physicians commented on the efficiency of results delivery and the streamlined approach to updating treatment plans based on test results.

The laboratory testing service within the Help24 TeleHealth Online Clinic highlights the successful integration of technology, partnerships and patient-centered design. It ensured timely diagnosis, supported clinical decision-making, and improved access to care for vulnerable populations, particularly PLHIV and key populations. With flexible scheduling, data integration, and dedicated support, the service streamlined testing while maintaining confidentiality and standards of care. These innovations, along with detailed protocols and training, created a scalable telemedicine model ready for future expansion.



3.7 Logistics and Medication Delivery

The Help24 TeleHealth Online Clinic implemented a nationwide medication delivery system to ensure continuous access to HIV antiretroviral treatment (ART), PrEP, and essential medicines for key populations. This model addressed mobility challenges, war-related displacement, and stigma-related barriers by enabling discreet and

secure home deliveries through a postal service company.

A standardized logistics algorithm was developed and implemented across telemedicine offices in Kyiv, Dnipro, and Khmelnytskyi to efficiently track and manage shipments.

1. Patient Request and Verification:

- Patients contacted their **assigned doctor or social worker** to request medication deliveries if they were unable to visit the clinic in person.
- The request included details about remaining medication supplies, expected needs, and preferred delivery dates.

2. Order Confirmation and Prescription Approval:

- Doctors conducted **telemedicine consultations** to assess health status and approve medication refills for the required period.
- Prescriptions and dosage details were reviewed and logged for shipment preparation.

3. Packing and Dispatching:

- Social workers prepared the medication packages, sealed them securely, and created digital shipping labels using an electronic mail system.
- Each package was assigned a unique tracking number to ensure complete traceability.

4. Delivery and Tracking:

- Medications were shipped to designated post offices, and patients received SMS notifications containing tracking information and pickup instructions.
- Social workers monitored delivery statuses and followed up with patients to ensure successful collection.

5. Data Recording and Reporting:

- All deliveries were recorded in electronic and physical tracking journals, including patient codes, shipment dates, and costs.
- Receipts and tracking data were compiled and submitted for audit and performance evaluation.

Total Shipments Completed:



3,116
medication packages
delivered to
2647
unique clients
across Ukraine, ensuring
continuity of ART and other
treatments.

Regional Distribution:

Dnipro Region:
1,210 shipments (38.8%).

Kyiv City:
475 shipments (15.2%).

Kyiv Region:
365 shipments (11.7%).

Khmelnytskyi Region:
189 shipments (6.1%).

Other Regions:
877 shipments (28.2%).

The Help24 TeleHealth logistics and medication delivery model demonstrated the effectiveness of telemedicine in overcoming healthcare barriers for vulnerable populations. As a result, we Developed detailed Standard Operating Procedures (SOPs) to ensure operational consistency and sustainability, and Established a replicable delivery framework that can be scaled nationally to support broader telemedicine services.



3.8 Marketing and Outreach Campaigns

Marketing and Communications activities of the project included the Marketing and Communications Strategy Development, enhancement and implementation.

The Help24 TeleHealth marketing and communications strategy focuses on raising awareness among key populations and healthcare providers. The main goal is to ensure easy, confidential, and non-discriminatory access to telemedicine services.

Key Directions and Activities:



1. Digital Marketing

- Promotion through social media platforms (Facebook, Instagram) of Help24 Telehealth and Alliance Consultancy.
- Targeted ads to attract new users and promote core services, including LabPacks, Services and ART.
- Regular website updates, blogs, and newsletters with health tips, success stories, and platform updates.
- Integration of short videos and interactive campaigns through TikTok, generating 630,000+ views.



2. Campaigns and Content Creation

- Development of educational materials such as infographics, instructional videos, guiding articles and success stories.
- Creation of brochures, posters, and flyers highlighting telemedicine benefits and services.
- Social media content that promotes stigma-free HIV prevention and care.
- Partnerships with influencers to amplify messages around mental health and HIV support.



3. Community Engagement

- Partnerships with NGOs and advocacy groups to expand outreach efforts and reach underserved populations..
- Participation in national and regional events (AIDS2024, National LGBTQ+ conference of Ukraine, and others) to showcase services and promote telemedicine adoption.
- Organizing webinars and workshops for healthcare providers to build capacity and trust in telehealth solutions.

Content Development and Distribution:

- **Blog Posts:** Regularly updated with health tips, HIV prevention strategies, and mental health support articles. Total - more than **70 blog materials**
- **Social Media:** Social media communications through Alliance Consultancy Facebook Page, Help24 TeleHealth Platform (run by Alliance for Public Health) Instagram, Facebook and Telegram Channels and Alliance For Public Health Instagram. Total - **more than 100 publications** - including posts, stories, videos, etc.
- **Videos and Visual Infographics/Guides:**
 - Short videos on topics like PrEP usage, mental health, and HIV prevention strategies.
 - Interactive guides explaining how to use the platform, register, and schedule appointments.
- **Printed Materials:**
 - Posters, brochures, and flyers were distributed at community centers, shelters, and outreach events.
 - Stickers, cards, and signage designed for visibility in healthcare and NGO spaces.

Results and Impact

- **Website Statistics:**
 - 12,000 active/new users and 1,700 returning users on h24.org.ua through 2024.
 - More than 1400 registered - verified users of Online Clwinic
 - Over 180,000 events on the web page by visitors (clicks, scroll, view, etc).
- **Social Media Reach:**
 - TikTok engagement: 630,000+ views with 52,000 profile views.
 - Instagram and Facebook communications were conducted through Help24 TeleHealth Platform channels.
- **Community and Partnership Growth:**
 - Established partnerships with national NGOs and healthcare providers.
 - Distributed printed materials like posters, leaflets, and promotional banners to raise awareness.
- **Success Stories:**
 - Highlighted user testimonials to demonstrate service accessibility and confidentiality.
 - Promoted mental health services, including online counseling, as part of the platform's offerings.

Help24 TeleHealth effectively integrated digital and offline strategies to raise awareness, boost registrations, and drive engagement. Its campaigns emphasized confidentiality, accessibility, and stigma-free care, positioning it as a trusted telemedicine platform for HIV care in Ukraine. By leveraging digital marketing, community outreach, and strategic partnerships, Help24 built a strong reputation for providing accessible and non-discriminatory HIV care and mental health services, and ensure sustainability.

3.9 Standardization and Compliance

The Help24 TeleHealth within the implementation of the Online Clinic (Telemedicine module), focused on standardization, data security and compliance with Ukrainian healthcare regulations to ensure patient data confidentiality and safety. Designed with modern infrastructure, it ensures interoperability with national systems, scalability and privacy for seamless telemedicine access. Standardized protocols and security frameworks have been implemented to align with national eHealth systems and MoH regulations, ensuring secure, confidential, and reliable service delivery.

Key Measures

1. Data Security and Encryption

SyRex Coding Implementation:

Adopted **SyRex coding standards**, developed by the **Alliance for Public Health**, to **anonymize patient data**. This coding system was embedded into all Help24 workflows, ensuring that data is encrypted in **personal accounts and external logs**.

Secure Data Storage:

Patient information was stored on **Google Cloud servers** with **advanced encryption protocols** in compliance with **ISO/IEC 27001** standards for data protection.

Controlled Access:

Only authorized personnel, bound by **non-disclosure agreements**, could access encrypted data with multi-level access - with different types of info available to different personnel in the back-end. Worth mentioning, that only patients and medical doctors were granted access to sensitive and medical patient information.

Real-Time Monitoring and Logs:

Implemented automated monitoring tools to track system activity, log data access, and ensure transparency.

2. Protocol Development and Standardization

Standard Operating Procedures (SOPs):

Developed **SOPs and other protocols** for telehealth workflows, covering **consultations, diagnostics, referrals, prescriptions, and follow-ups**. These SOPs supported consistency, scalability, and regulatory compliance.

GDPR Compliance:

Ensured compliance with **EU General Data Protection Regulation (GDPR)** and Ukrainian **data protection laws** to handle sensitive information securely.

3. Healthcare System Integration

Integration with Medical Information Systems (MIS):

Technical teams collaborated with developers to enable **data exchange between Help24 Online Clinic and MIS for socially significant diseases (SSD)**. This would allow:

- Access to **patient histories**, consultation logs, and test results.
- Real-time updates for laboratory diagnostics and ART prescriptions.

Challenges Due to War:

Full integration with **MIS SSD** was delayed due to the **war-related reasons**; however, workflows were adjusted to allow for **manual referrals** and potential **real-time data uploads**.

eHealth System Compatibility:

Doctors had personal access to **national eHealth** systems to support **diagnostics, referrals, and mental health screenings**, ensuring streamlined processes and continuity of care.



Technical Framework

1. Platform Architecture:

Backend:

Node.js and **MongoDB** for **high-speed data processing** and scalability.

Frontend:

React and **React Native** for a **responsive user interface** across desktop and mobile devices.

Services:

SendPulse for **email alerts** and reminders.

TurboSMS for **secure appointment notifications**.

Zoom Integration for **encrypted video consultations**.

Device Compatibility:

Windows (7, 10, 11), MacOS (10.15+), Android (5.0+), and iOS systems supported.

Web access optimized for **Google Chrome, Safari, Firefox, and Edge** browsers.

2. Performance Metrics:

System Response Time:

Maintained an **average response time** of less than 1 second, meeting global performance standards (<2 seconds).

Stress testing confirmed **no delays**, even under **peak loads**.

Uptime:

Ensured **98% system availability** throughout the project, minimizing disruptions during software updates or Zoom integration changes.

Scalability:

Supported **over 1,000 simultaneous consultation slots** and handled **166 consultations/month** during peak usage periods.

3. Usability and Accessibility:

- Simplified user registration workflows to support assisted verification for patients reluctant to upload personal IDs due to wartime security concerns.
- Developed custom interfaces for physicians to track patient progress and access reports securely.
- Introduced multi-language options to expand accessibility and usability for diverse groups.

Results

1. Compliance Achievements:

- Fully aligned with Ukrainian Ministry of Health standards and supported potential interoperability with national eHealth systems.
- Successfully implemented SOPs and protocols developed, improving workflow consistency and reducing errors.
- Achieved 100% encryption coverage for all patient data through SyRex coding and Google Cloud security systems.

2. Technical Performance:

- Delivered 98% uptime with an average response time of less than 1 second.
- Supported over 1,000 consultation slots, enabling smooth and flexible service delivery.
- Optimized cross-platform performance across mobile and desktop devices.

3. Integration Successes:

- Despite war-related challenges, enabled potential integration with National MIS - from our side and developed mechanisms for manual data uploads to ensure service continuity.
- Planned to connect to the national eHealth system, allowing doctors to seamlessly provide diagnostics, ART prescriptions, and mental health referrals.

The Help24 TeleHealth platform established itself as a secure, compliant, and scalable telemedicine solution to meet the needs of key populations in Ukraine during wartime disruptions. Advanced encryption, SOPs, and technical optimization ensured patient confidentiality, data integrity, and service reliability. Integration with national health systems and support for multi-platform access positioned it as a model for future telehealth expansion in Ukraine and beyond.



3.10 Monitoring, Feedback, and Evaluation

The project implemented a comprehensive monitoring and evaluation system to track performance, gather feedback, and drive continuous improvement. Key indicators measured consultations, test requests, medication deliveries, and user satisfaction to assess effectiveness and identify areas for improvement.

Monitoring Systems

1. Key Performance Indicators (KPIs):

- Introduced real-time dashboards to track platform usage, service requests, and consultations.
- Monitored telemedicine metrics, including response times, consultation outcomes, and medication deliveries.

2. User Feedback Mechanisms:

- Deployed online surveys and feedback forms post-consultation to assess user satisfaction and service quality.
- Collected data on usability, convenience, and areas for improvement.

3. Performance Analysis and Reporting:

- Conducted monthly reviews of operational metrics and produced generated quarterly reports summarizing trends and progress.
- Used insights to guide technical updates and process optimizations.



The monitoring and evaluation framework effectively tracked performance and captured user feedback, ensuring timely refinements to improve service delivery. With high satisfaction rates, streamlined workflows, and rapid problem resolution, the platform demonstrated high usability and efficiency, setting a benchmark for telehealth innovation in Ukraine.

Results

KPI Metrics:

- **Patient Successful Verifications:** 1,405 patients registered and verified.
- **Diagnostic Tests Requested:** 949 test requests processed through integrated laboratory services.
- **Medication Deliveries:** 2647 unique clients received medication delivery, ensuring treatment continuity.

User Feedback:

- **Satisfaction Rate:** Positive feedback based on surveys assessing usability and service quality.
- **User Engagement:** Over 20,000 interactions recorded on the platform - as of Google Analytics, reflecting active utilization

Continuous Updates:

- **User-Driven Improvements:** Feedback led to enhanced mobile compatibility, simplified registration processes, and clearer navigation tools.
- **Consultation Timeliness:** Average response time improved, to meet user expectations for rapid access.
- **Web and Mobile Platform Optimization:** Addressed navigation issues in web and mobile apps, improving registration and consultation scheduling.

Quotes and Testimonials

"Thanks to the module, I have been able to monitor the condition of my patients in near real time - effectively and promptly responding to their needs. The process is underway, thank you!"

Infectious Disease Physician, Telemedicine Office, Kyiv.

"For military patients stationed far from home, these consultations were critical. They allowed us to stay in constant contact, which is especially important for those in remote locations."

Infectious Disease Physician, Telemedicine Office, Dnipro.

"I have found that telemedicine consultations are perfect for young people because they provide a fast and familiar online communication format. These services effectively reduce barriers to accessing care, which is crucial for us as physicians!"

Psychologist, Telemedicine Office, Khmelnytskyi.

The monitoring and evaluation framework effectively tracked performance and captured user feedback, ensuring timely refinements to improve service delivery. With high satisfaction rates, streamlined workflows, and rapid problem resolution, the platform demonstrated high usability and efficiency, setting a benchmark for telehealth innovation in Ukraine.

4. Key Results and Project Achievements

4.1 Utilization Metrics

In total within the frames of project implementation we reached the initial planned 5000 human-services and totaled in 5001 unique service provided to unique person.



Totally in the project we reached

5001

unique client services.



Verified Users
(Platform Registration)

1,405 users

successfully verified



Laboratory Tests
(Unique Patients)

949 patients

(11,600 individual tests
in 1061 lab packages
provided)



Medication Deliveries
(Unique Clients)

2,647 clients

(3,116 packages)

Platform Usage and Reach:

Web Traffic and Engagement:

- **12,000+ active users** and over **20,000 sessions** recorded on the Help24 TeleHealth Online Clinic during its the **2024 pilot year**.
- The platform demonstrated consistent growth in user engagement, reflecting increasing interest and trust in telemedicine services.

User Verification and Trust Metrics:

- **1,405 verified users** from key populations successfully registered on the platform.
- Verification rates increased significantly over the year, from **11 new verified users in May** to **355 new patients registered and verified in November**, indicating growing confidence in data security and privacy measures.
- High standards of data encryption and privacy protocols ensured that users felt safe providing personal information for registration.

Medical Staff Involvement:

- **30+ doctors** actively provided consultations through the platform.

Consultation Performance:

- **677 telemedicine consultations** during the pilot year.
- **Consultation Breakdown by the Office Location:**
 - **Kyiv Telemedicine Office: 354 consultations.**
 - **Dnipro Telemedicine Office: 189 consultations.**
 - **Khmelnyskyi Telemedicine Office: 134 consultations.**
- **Monthly Average: 100 consultations.**

Session Availability and Capacity:

Available Slots:

- Over 1,000 available appointment slots across all locations, ensuring high accessibility for users.
- Flexible scheduling allowed patients to access services without delays, promoting continuity of care.

Response Time and Performance Metrics:

- 98% uptime ensuring uninterrupted service delivery.
- Average response time: Less than 1 hour per request, meeting global standards for telemedicine platforms.
- Successful Sessions: 98% of consultations were completed successfully without technical or other issues.
- Failures due to technical problems or patient connection issues: Less than 2% of cases, includes cases of unplanned power shortages in Cabinets of Telemedicine and Ukraine Wide (patients).

Trust and User Growth Analysis:

Trust Growth Over Time:

- Data shows a sharp rise in trust and engagement during the year, evidenced by:
 - **4 consultations and 11 verified users in April 2024** growing to **168 consultations and 355 verifications in November 2024**.
- Increased engagement highlights the success of security measures, including **assisted registration** and strict **data protection protocols**.

Feedback and Satisfaction Rates:

- **92% of users** rated the platform as intuitive and easy to navigate.
- **95% of consultations** were rated highly for quality of service and professionalism of doctors.
- Doctors provided overall positive feedback on the telemedicine module and its integration into their work. Further feedback was provided on possible improvements in service delivery and automation.
- The overall feedback from community members and key populations is very positive. The Online clinic provides stigma-free friendly services. The comments from community were collected on further improvements of telemedicine module.



Онлайн клініка Help24 TeleHealth:
**КОМПЛЕКСНІ МЕДИЧНІ
ПОСЛУГИ ОНЛАЙН
для вашого здоров'я**

4.2 Services Metrics and Breakdown

1. Diagnostic Services (Laboratory Packages)

- **Lab Test Utilization:**
 - **1,061 lab test package requests** provided for **949 unique patients** through the Telemedicine Module.
 - **11,600 individual tests** performed across diagnostic categories.
- **Most Prescribed Tests:**
 - **Creatinine – 1,004 tests.**
 - **Glucose – 970 tests.**
 - **Liver Function Tests – 992 ALT and 990 AST tests.**
 - **HIV Screening and viral hepatitis diagnostics** for comprehensive health monitoring.
- *Specialized Packages for Trans Populations:**
 - Customized tests supporting **hormone therapy monitoring** and other needs for trans* individuals.
- **Referral Integration:**
 - Close cooperation with partner laboratories, ensuring streamlined data sharing and follow-up services.

2. Mental Health Services

- **Screening and Assessments:**
 - **PHQ-2 Assessments: 1,052 screenings** conducted for depression risk identification.
 - **PHQ-9 Assessments: 335 assessments** for detailed mental health evaluations.
- **Integrated Mental Health Pathways:**
 - Patients referred to specialized mental health professionals for further evaluation and treatment.

3. Medication Delivery (Logistics & ART)

- **Medication Support:**
 - **3,116 medication packages** (including **ART** and essential treatments) were organized and delivered to **2647 unique clients** across Ukraine.
- **Logistics Optimization:**
 - Deliveries were strategically managed, including **hard-to-reach and conflict-affected areas**, guaranteeing continuity of care.
- **PrEP Access via Telemedicine:**
 - 3 clients received PrEP through the telemedical module, including one client who completed the entire process without any physical clinic visits.

4. Referrals and Follow-up Care

- **Specialist Referrals:**
 - Patients were referred to **specialized care** for advanced diagnostics and treatment when needed - to existing services of the Healthcare facility, other specialists at the Help24 TeleHealth Online clinic, or to the Help24 TeleHealth Platform.
- **Follow-up Care**
 - Patients were provided with recommendations for follow-up consultations where applicable. All lab tests were reviewed by physicians during follow-up visits.

4.3 Patient Impact

Improved Access to ART and Mental Health Services

The Help24 TeleHealth platform significantly improved access to ART and mental health support for key and vulnerable populations in Ukraine. Patients reported significant improvements in access to services, particularly for those facing geographic or logistical barriers, such as internally displaced persons and those in conflict-affected regions, as well as key populations facing other challenges and difficulties.



ART Access:

- The platform enabled timely and secure delivery of medications directly to patients' homes, minimizing disruptions in treatment.
- The majority of patients reported increased convenience and continuity of care, especially during periods of displacement or mobility restrictions.



Mental Health Services:

- Integration of PHQ-2 and PHQ-9 mental health screenings provided effective detection of depression and intervention opportunities.
- Users highlighted the value of online consultations for psychological support, emphasizing reduced stigma and improved accessibility to mental health care.



Medical Consultations:

- Our Online clinic enabled verified users to access health services and consultations through our web module - virtually - as if they were in a brick-and-mortar clinic. Patients were able to choose from 30+ doctors out of 3 CTM and schedule an appointment.
- Majority of doctors and patients reported positively on the impact of the access to telehealth and its benefits.

Telemedical HIV Prevention Services:

We created and piloted the fully remote PrEP prescription and follow-up algorithm. The process starts with a telemedical consultation on the telemedicine platform, followed by online prescription of necessary lab tests that can be performed in a nationwide lab network, telemedical evaluation of the results and prescription of PrEP drugs, postal delivery of the prescribed drugs and telemedical follow-up. Thus, this approach

allows our clients to receive access to PrEP without visiting the clinic, which is important in war conditions with limited access to care.

In our project, 3 clients received access to PrEP via telemedicine : 2 received follow-up prescriptions after an initial physical visit to the clinic, and 1 client received PrEP without a physical visit to the clinic (completely via telemedicine).

Case Studies and Testimonials

From Doctors:



«I've been working with patients for over 10 years, and I can confidently say that Help24 TeleHealth has transformed how we deliver care. It's incredibly rewarding to see patients get timely consultations and prescriptions without the barriers of distance or stigma. For many of them, this service has been a lifeline.»



«Help24 TeleHealth isn't just a platform—it's a game-changer for healthcare. I've had patients tell me how relieved they felt being able to discuss sensitive health concerns privately and comfortably from home. As a doctor, I appreciate how easy it is to stay connected with patients and monitor their treatment progress.»

From Patients:

(names and age were adjusted to ensure confidentiality):



Andriy, 32 years old

«Honestly, I didn't know what to expect when I first tried Help24 Online Clinic. But it's been amazing! I've been living with HIV for the last 4 years, I work long hours and don't always have time to go to a clinic, so being able to talk to my doctor online has made managing my health so much easier. I even got my test results and prescriptions without leaving home, and within a few days my ARV was at the nearest post box. It's a huge relief.»



Oksana, 28 years old

«I was really nervous about talking to a doctor about my health, especially about HIV prevention, especially as a trans woman. But the doctors at Help24 Clinic made me feel completely safe and respected. They answered all my questions, gave me clear instructions, and even helped me get the tests I needed. It was quick, simple, and stress-free.»



Dmytro, 41 years old

«When I found out I needed HIV treatment, I was overwhelmed. The Help24 Online Clinic made everything so much easier. I didn't have to deal with hospital lines or paperwork. The doctor explained everything clearly, and I got my prescriptions quickly. It's comforting to know I can always reach out if I have questions.»



Natalia, 35 years old

«Help24 TeleHealth Clinic literally saved me during one of the hardest times in my life. I was struggling with anxiety, and getting mental health support felt impossible until I tried this service. The psychologist from Khmelnytskyi I talked to really listened and helped me create a plan to feel better. I'm so grateful for this platform— it made it so much easier to reach out for help.»

Engagement Growth Among Key Populations

User Growth:

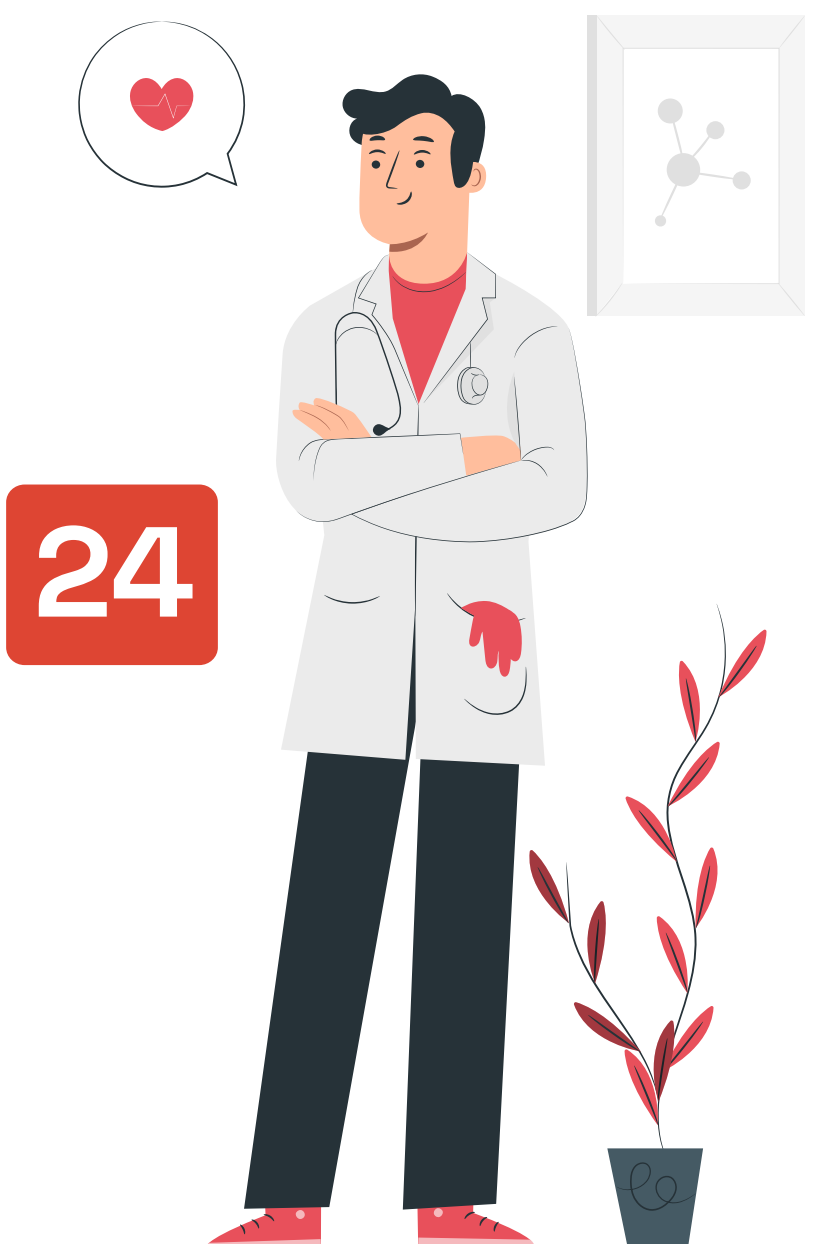
- Verified users grew by **350%** within six months, demonstrating **growing trust and adoption** among key populations.

Target Population Reach:

- Services reached an estimated 5% of the total population of people living with HIV in Ukraine, providing comprehensive support for treatment and testing needs.
- Approximately **1% of the national population living with HIV** registered and engaged with the platform, demonstrating its **scalability and effectiveness** in addressing healthcare disparities.

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5. Lessons Learned and Recommendations

5.1 Challenges and Solutions

1. Building Trust and Overcoming Registration Barriers

Challenge: Users hesitated to register due to privacy concerns, particularly related to passport verification and potential data misuse.

Solution: Assisted registration at telemedicine offices allowed healthcare workers to verify users with minimal data (name and birthdate) instead of requiring document uploads. Clear communication materials explained data protection measures under Syrex encryption.

Impact: 971 users registered via assisted verification (Kyiv: 624, Dnipro: 239, Khmelnytskyi: 108), significantly increasing trust and engagement.

2. Addressing Technical and Usability Issues

Challenge: Zoom hosting issues led to consultation delays; platform needed better mobile compatibility and performance.

Solution: Purchased additional Zoom licenses and enabled automatic session hosting. Improved platform speed, responsiveness, and navigation. Regular user feedback cycles refined functionality.

Impact: Achieved 98% uptime, under 1-second response times, and 87% positive usability ratings. The system now supports 10+ simultaneous consultations.

3. Logistical Barriers to Medication Delivery and Lab Testing

Challenge: Ensuring timely medication and lab test delivery across war-affected regions.

Solution: Partnered with Nova Poshta and Synevo Labs for streamlined logistics and tracking. Introduced home delivery for IDPs and military personnel.

Impact: 3,116 medication deliveries and 11,600 lab tests processed, including specialized services for trans people.

5.2 Future Directions

1. Expanding Geographic Reach



- Open additional telemedicine centers in underserved areas.
- Deploy mobile health units for outreach in low-connectivity regions.
- Strengthen partnerships with NGOs and local healthcare providers.

2. System Optimization & AI Integration



- Implement AI-driven triage for faster diagnosis and prioritization.
- Use predictive analytics to optimize healthcare delivery.
- Introduce voice navigation and multilingual support for accessibility.

3. Service Expansion



- Enhance mental health services with PTSD and trauma counseling.
- Offer home testing kits for HIV, STIs, and chronic conditions.
- Develop programs for diabetes, cardiovascular health, and maternal care etc.

4. Cross-Border Telehealth for IDPs



- Partner with international NGOs to support Ukrainian refugees.
- Establish ART and medication delivery pathways abroad.

5. Financial Sustainability



- Secure funding through public-private partnerships and international donors.
- Develop telehealth guidelines to integrate services into Ukraine's healthcare system.

By implementing these strategies, Help24 TeleHealth can continue expanding its reach, ensuring sustainable access to essential healthcare services for patients in Ukraine during wartime and recovery period.

6. Links and Materials



Practical Telemedicine Guide (UA)

Unofficial translation to Ukrainian of a practical guide designed to help medical facilities and specialists implement telemedicine programs for HIV prevention and care. Translated and disseminated within the project.

[Go to file](#)



Guide on How to Register and obtain services

Technical guide and recommendations on how to register, create a profile, sign up for consultation, interact with documents, etc. for patients. created and updated during the project several times.

[Go to file](#)



The Patient Pathway and Standard Operating Procedures (SOPs) for Physicians: Screening for Depression and Follow-up Care (UA/ENG)

This publication outlines the Patient Pathway and SOPs for physicians developed under the Help24 TeleHealth project. It provides guidelines for the systematic screening, diagnosis, referral, and treatment of depression among vulnerable groups in Ukraine, including people living with HIV.

[Go to file](#)



AIDS2024 Participation Report

The comprehensive report on Alliance Consultancy and Help24 TeleHealth participation at the international AIDS 2024 Conference.

[Go to file](#)



Guide for Doctors on Help24 TeleHealth

Technical guide and recommendations for doctors on how to register, create a profile, provide consultation schedules upload documents, conduct and connect to consultations, etc , interact with the platform, etc. created and updated during the project several times.

[Go to file](#)



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