

EMBRACING HEALTH

VIRTUAL SOLUTIONS FOR HIV AND SEXUAL HEALTH IN THE PHILIPPINES

PRESENTED BY
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EMBRACE
VIRTUAL HUB
by  loveyourself





THE CURRENT LANDSCAPE IN THE PHILIPPINES

- Philippines remains one of Asia's fastest-growing HIV epidemics.
- 4,979 new HIV cases (Apr–Jun 2025) with 55 new cases daily*
- COVID-19 accelerated adoption of digital and community-led health models

Key Barriers to HIV Access

- Distance
- Shortage of Healthcare Workers
- Money
- Stigma and Discrimination

**2025 Q2 HIV & AIDS Surveillance of the Philippines (HASP) Report*

LOVEYOURSELF'S DIGITAL HEALTH ECOSYSTEM



Free HIV testing,
PrEP, sexual health
consults, and
treatment referrals
(Nationwide)



Free HIV testing
(PrEP soon)
(Cebu, Mandaue,
Lapu-Lapu,
Davao)



Free virtual consults
for Overseas Filipino
Workers (Global)



Free
psychological
first aid and
emotional
support
(Nationwide)



Paid telehealth,
self-testing, STI
consultation, and
treatment
(Nationwide)

by  **loveyourself**

HOW OUR VIRTUAL HIV SERVICES WORKS



HIV (Self-Test Kits and PrEP)

- Bookings via Facebook Messenger, guided by the Embrace Chatbot for screening, scheduling, and support.
- **Free HIV Self-Test Kits and PrEP provided nationwide, clients only shoulder the delivery fee.**
- Integrated eCommerce and courier system used to process, pack, and deliver orders faster, nationwide, and discreetly.



Consultations (Virtual doctors for consults and prescriptions)

- Virtual consultations conducted through Google Meet, Viber, or EMR-based teleconsultation systems.
- **Covers HIV treatment, sexual health, and general medical concerns.**
- Telehealth Associates and Peer Counselors assist clients throughout the process.



EARLY IMPACT AND REACH

Data from April to June 2025. Figures reflect Embrace Virtual Hub only, other hubs (Amping, Kabayan, and PLUS) are newly launched and still expanding.

4,438

HIV testing
and general
inquiries

1,462

Clients
ordered of
self-testing

337

Reported
results

12

Reactive and
linked to
treatment

89

Started on
PrEP

49%

First time
testers

73%

of **Orders**
are from
outside the
Capital
region

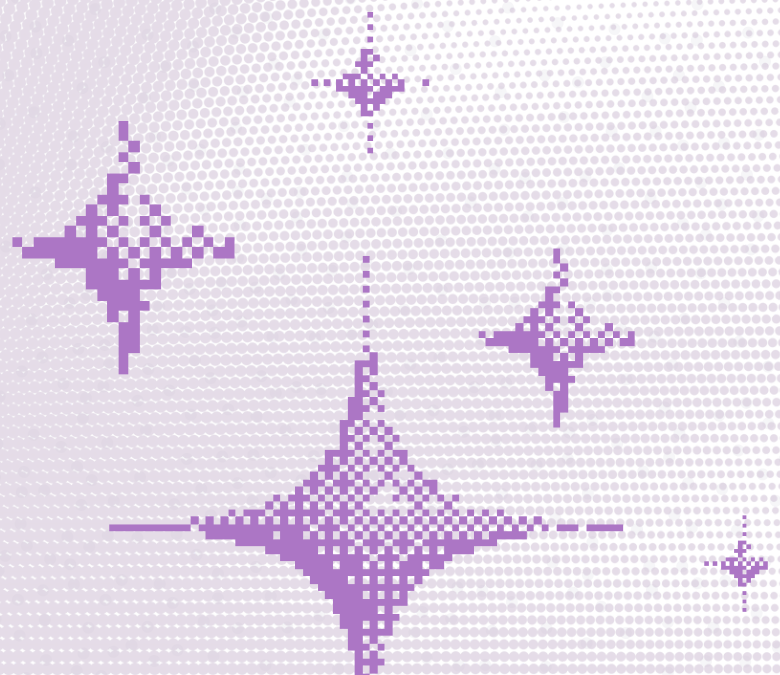
CHALLENGES & LESSONS LEARNED FROM GOING VIRTUAL

- Connectivity issues disrupt sessions
- Not everyone understands technology
- Access to fast and stable internet remains limited in many provinces.
- Low result reporting, follow-up gap.
- Telehealth workload, small team, high demand.
- Limited supply of HIV Self-Test Kits, stock comes from government allocations, affecting availability.



WHAT'S NEXT: SCALING VIRTUAL HIV CARE IN THE PHILIPPINES

- Expand coverage through Amping (Visayas & Mindanao), Kabayan (countries with OWWA offices), and Embrace Plus (chat-based support).
- Integrate with PhilHealth, the national health insurance program.
- Include reproductive health, hormone therapy, and mental wellness.
- Strengthen automation so Telehealth teams can focus on more human-to-human conversations where they matter most.
- Evaluate better outcomes, adherence, retention, and client satisfaction.



END



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Acknowledgements

