Abi Compliance & Quality Assurance Guidelines

Our Commitment to Clinical Excellence

At Abi Global Health, we understand that trust in digital healthcare begins with the quality and integrity of the professionals delivering it. To uphold the highest standards, we apply a rigorous, transparent, and repeatable credentialing and review protocol for every healthcare provider (HCP) on our platform. Our comprehensive framework ensures that all HCPs adhere to the most stringent medical and ethical guidelines.

HCP Qualification & Onboarding

All healthcare professionals (HCPs) providing services through the Abi Proapp platform are required to undergo a **comprehensive, multi-step onboarding and credentialing process**, designed to uphold clinical integrity, user safety, and regulatory compliance. This process includes the following core components:

Document Collection and Primary Source Verification

As part of our credentialing protocol, each HCP must submit the following required documentation, which is meticulously reviewed and validated:

a)   **Medical License Verification:** Every license is verified directly with the relevant national or regional medical regulatory authority, ensuring it is active, valid, and unrestricted.

b)   **Government-Issued Identification:** A valid government-issued ID is collected to confirm identity and legitimacy.

c)   **Curriculum Vitae (CV) or Resume:** A full professional, updated CV is required.

Country-Specific Documentation:
Depending on the country of practice, additional documents may be collected to strengthen verification and demonstrate professional compliance. These may include:

- **Criminal Record Checks:** To confirm a clean professional and legal background.
- **Proof of Malpractice Insurance / Professional Indemnity:** Ensures coverage and accountability in clinical practice.
- **Degree Certificates:** Verification of medical degrees and qualifications.
- **Specialization Certificates:** Proof of specialty training and board certifications.
- **Language Proficiency Certificates:** Particularly relevant in multilingual countries, to ensure HCPs can communicate effectively with patients.

Other Regulatory or Compliance Documents: Depending on local requirements, such as continuing education certifications or professional affiliations.

By collecting both **mandatory and optional documentation**, our credentialing process provides a **thorough and multi-layered verification**, ensuring that only qualified and trustworthy HCPs are accepted onto our platform.

Structured Onboarding, Training, and Evaluation

After documentation validation, each HCP proceeds through a structured onboarding program aligned with Abi's digital care delivery model:

a)   **Signed Legal Agreement:** All providers must execute our [Terms & Conditions](#) and the [Data Protection and Privacy Policy and Notice](#), which include telemedicine-specific responsibilities, data privacy obligations, and service protocols. This legal agreement ensures HCPs understand their professional and regulatory responsibilities when providing care through our platform.

b)   [Abi Global Clinical Guidelines](#) **and Country-Specific Operational and Clinical Guidelines:** These provide the foundational medical framework for HCPs to answer a wide range of health-related questions from Abi customers and patients. They focus on clinical judgment, evidence-based responses, and professional conduct. Local guidelines detail procedures for starting, conducting, and ending consultations, as well as rules for issuing prescriptions, sick leave certificates, and referrals based on local regulations.

c)   **Training:** HCPs must complete mandatory training modules via a secure centralized clinical training platform, where their progress is verified through completion certificates. The Care Quality (CQ) team utilizes integrated tracking tools to maintain real-time visibility into overall completion percentages, individual module status, and specific areas requiring further attention. These modules cover the following essential topics:

●   **Abi Global Health Model & Scope:** Comprehensive orientation on the company's working model, international reach across various markets, and the organizational scope of digital health delivery.

●   **Abi ProApp Platform Orientation:** Step-by-step guidance on navigating the platform, managing cases, and using core features.

●   **Text Consultation Protocols:** How to respond to patient queries via text, including tone, documentation, and triage best practices.

- **Video Consultation Training:** Conducting secure and effective video consultations, including call setup, consultation flow, wait times and documentation.
- **Prescription Management:** How to add prescriptions in compliance with local regulations.
- **Payment Process Overview:** Understanding how payments are calculated, processed, and reflected in case histories.
- **Professional Conduct & Documentation Best Practices:** Guidance on maintaining confidentiality, professional behavior, accurate documentation, and following clinical protocols.

Clinical Simulation and Testing:
HCPs complete simulated medical cases in a controlled environment to assess:

- Clinical judgment and decision-making
- Communication and patient reassurance skills
- Adherence to triage and documentation protocols

Simulations use realistic scenarios based on actual user cases, selected by our clinical team. These exercises allow providers to demonstrate their readiness and apply clinical judgment and communication skills before interacting with real patients.

Live Evaluation via Video Consultation

As a final stage of onboarding, HCPs participate in a face-to-face video consultation with a trained evaluator. This session serves as a live training opportunity and an "in-person" meeting, allowing the HCP to:

- **Platform Mastery:** Explore the ProApp platform in detail and demonstrate technical fluency in a live environment.
- **Direct Mentorship:** Resolve any remaining doubts and receive immediate guidance from the clinical team.

Feedback and Eligibility Confirmation:
Following evaluations, HCPs receive personalized feedback from the CQ team, which includes MD staff and platform quality officers. Feedback highlights strengths, areas for

improvement, and guidance on best practices. Only HCPs who meet Abi's clinical, technical, and operational standards are approved to serve real users on the platform.

Continued Education

In the event of new information, HCPs are required to complete further online training courses through Abi's training platform to ensure their knowledge and skills remain aligned with Abi's clinical guidelines, evidence-based practices, and operational standards. Every time a new service is launched or an existing feature of the app is modified, HCPs are promptly notified and provided with updated training materials. These resources include guidance on new workflows, clinical protocols, and best practices to ensure seamless adoption and high-quality service delivery.

In addition to structured training, HCPs have continuous access to support for any questions or doubts they may have, via Abi's medical team contact through email or following in-app case flagging. This ensures timely clarification, reinforces correct clinical practices, and supports the consistent application of standards across all consultations. HCPs are expected to demonstrate competency following training for every new service or feature before engaging further with users, ensuring they are fully prepared to deliver safe, effective, and high-quality care.

This approach to continued education combines proactive training, real-time support, and performance verification, enabling HCPs to stay up-to-date with evolving services and maintain clinical excellence across all platforms and regions.

Ongoing Clinical Performance Monitoring

Onboarding does not mark the end of evaluation. All active HCPs are subject to continuous quality assurance monitoring led by the Care Quality (CQ) team:

a)   **Metrics Monitoring**

We maintain a comprehensive and continuous metrics monitoring framework to ensure high clinical quality, operational efficiency, and a consistent user experience across all services and geographies. Metrics are reviewed routinely and systematically, with defined daily and bi-weekly review cycles, enabling both real-time operational oversight and longer-term trend analysis.

1. Core Quality and Performance Metrics

We routinely monitor high-level performance indicators, including but not limited to:

●   User Feedback: Users provide ratings after each consultation to indicate how effectively HCPs address their concerns, helping us measure both clinical effectiveness and overall service quality. These ratings reflect the user's perception of communication, helpfulness, and satisfaction. We enforce a strict minimum threshold of 4.7 stars (on average), and any average rating below this triggers immediate review and corrective action. Ratings capture the user's subjective experience and trust, providing a direct measure of satisfaction. HCPs with lower ratings are automatically deprioritised by our AI triage system, ensuring that higher-rated HCPs are prioritised. This approach allows our medical team to promptly address concerns, provide timely feedback, and maintain a consistent, high-quality service for all users.

●   AI-Generated Ratings: Independently, our AI evaluates each HCP consultation across multiple objective and subjective criteria, including spelling and grammar, opening and closing (greetings and well-wishes), empathy, reassurance, clarity, friendliness, handling of symptoms, relevance, efficiency, urgency, and visit justification. These ratings provide a standardized and consistent measure of HCP performance, helping to identify quality issues, inform training, and optimize consultations across partners, countries, and service types.

○ The Abi Medical Team conducts audits on 100% of AI-tagged cases and low-rated cases, ensuring adherence to evidence-based medicine and clinical guidelines.

● AI Support: Abi's AI system scans 100% of cases for emergency situations, suicidal ideation, and other critical concerns. HCPs can flag cases for additional support, ensuring that any urgent situations are handled promptly.

● Clinical accuracy, ensuring that consultations and clinical decisions align with accepted medical standards and evidence-based practices.

● Adherence to clinical and operational protocols including prescribing guidelines, and escalation procedures, for example.

● User communication quality, assessing clarity, tone, empathy, professionalism, and completeness of interactions between healthcare professionals and users.

● Service consistency, ensuring a uniform level of service quality across partners, countries, and consultation modalities.

2. Daily Operational Metrics Review

The following metrics are reviewed on a daily basis by the Care Quality team to enable rapid identification of issues and timely corrective action:

2.1 Consultation Volumes

● Total case numbers, broken down:
○ By partner
○ By country
○ By case type, including:
 ■ Text consultations
 ■ Video consultations
 ■ Prescription-only consultations

This analysis is conducted across all regions and markets where we operate, enabling visibility into demand patterns and partner-specific performance.

2.2 Consultation Match Times

● Consultation match time: the time elapsed between a user requesting a consultation and an HCP successfully connecting with the user. These metrics are monitored to ensure timely access to care and to identify capacity constraints or regional imbalances.

2.3 HCP Response Times

● Response time: the time it takes for the HCP to respond to the user after the initial connection has been established.
● This metric supports monitoring of engagement quality, responsiveness, and adherence to service-level expectations.

2.4 Consultation Resolution Rates

Percentage of consultations not resolved, including:

○ Clinical reasons (e.g. need for in-person assessment, referral, or escalation)
○ Technical issues
○ User disengagement or abandonment

Root-cause analysis is conducted where non-resolution rates exceed expected thresholds, enabling targeted improvements.

2.5 HCP Participation and Capacity

Number of active HCPs participating on a weekly basis:

○ By project
○ By country

This metric supports workforce planning, capacity management, and partner performance evaluation.

3. AI-Driven Metrics Review

In addition to daily monitoring, our AI Lab produces a comprehensive, metrics overview covering all countries and service lines. This includes:

- Cross-country and cross-partner performance comparisons
- Trend and pattern analysis across all consultation types
- HCP participation trends and utilisation rates
- Overall user engagement metrics, including repeat usage and consultation completion trends

These AI-supported insights allow us to identify emerging risks, operational inefficiencies, and opportunities for optimisation at scale.

HCP Support and Performance Feedback

Regular performance reviews and constructive feedback are essential to help HCPs maintain clinical excellence and stay aligned with evolving standards. To provide continuous support, each HCP has a designated contact within our medical team at Abi, who serves as their reference for guidance and consultation.

HCPs can flag cases directly from the app whenever they encounter concerns regarding technical issues, inappropriate platform use by users, repeated prescription requests, or questions about handling a specific case. Each flagged case is monitored and reviewed by our medical team and care quality controllers, who assess the situation and take appropriate action, ensuring quality and safety are maintained.

In addition to in-app case flagging, HCPs can contact the medical team via email for guidance or queries. The team responds within 48 hours, depending on enquiry volume, providing timely, personalised support. This multi-channel approach ensures HCPs receive ongoing mentorship, rapid clarification, and structured feedback to maintain high-quality clinical standards while navigating complex or unusual cases.

Creation of a Public Professional Profile

Once onboarding is complete, a public-facing professional profile is created. This profile includes:

- Full name and professional headshot
- Country/location (if applicable)
- Verified medical license (where applicable)
- Medical specialties or areas of focus
- Languages spoken
- Educational background, including medical degree and specialty training institutions

These profiles are automatically created based on the information HCPs share with Abi, reviewed by the Care Quality team, and can be viewed by users once an HCP claims a case, letting them see who is attending to their medical concern.

Ongoing Biannual Quality Assurance Reviews

To ensure that all healthcare professionals providing telemedicine services through Abi consistently meet our quality, safety, and compliance standards, Abi conducts biannual Quality Assurance (QA) reviews for every active HCP.

These reviews are structured around three complementary audit pillars and are performed every six months per HCP, with tracking and documentation managed through internal systems. All audits are conducted in full compliance with applicable data protection and privacy regulations in each region (including GDPR and relevant local requirements).

1. Credentialing and Profile Review

This component ensures that each HCP remains appropriately licensed, documented, and accurately represented across all Abi systems.

Scope:

- Review of licenses, documentation, internal records, public profiles, and country-specific requirements
- Applies to all HCPs, including those licensed in multiple countries
- The review frequency is every 6 months per HCP

Review Workflow:

- Verify medical license validity (must be active and not expiring within the next 6 months)
- Audit the HCP's document folder (containing CV, Official ID and additional qualifications or licenses depending on the country's regulatory processes)
- Update internal Admin records to reflect activity status
- Update Abi's CRM system contact information and add review notes to keep track of individual Professional profile changes
- Verify Professional profile accessible to users (photo, bio, specialties, credentials, live link accuracy)

- Re-set the next Abi's CRM system calendar alert to be automatically informed of when the next audit for that particular HCP is due
- Complete and save the QA checklist (PDF) to the HCP folder

Mandatory Document Folder Contents:

- Valid medical license
- Valid government-issued ID
- CV / resume
- Country-specific checks (e.g., DBS for the UK, Garda Vetting for Ireland)
- Most recent QA checklist

This process ensures ongoing regulatory compliance and alignment across all internal and public-facing systems.

2. Performance Monitoring & KPIs

Performance monitoring is a core subsection of the QA review, using quantitative and qualitative indicators to assess the quality, consistency, and safety of each HCP's activity. Performance KPIs Reviewed Include:

Clinical & Quality Metrics

- Evidence-based clinical responses
- Adherence to clinical guidelines, professional and operational standards
- AI-based evaluation scores (grammar, clarity, completeness, empathy, tone, rating)
- User satisfaction ratings

Case Handling & Engagement Metrics

- Total number of cases handled
- Average daily cases since onboarding
- Breakdown by service type (text, video, voice, form-based assessments, B2B vs D2C)

- Response rate (answered cases / total notifications)
- Skip ratio, expired ratio, cancelled ratio
- Percentage of unresolved cases
- Percentage of unsuccessful video consultations (e.g., technical issues)
- Time spent per case, split by case type

Clinical Output Metrics

- Number of prescriptions issued (average per case)
  Percentage of declined prescriptions (Form RX)
  Referrals and sick notes issued

Operational Alerts & Controls

- Monitoring of case concentration per country (e.g., % of total country cases handled by the HCP)
  Adjustment of notifications when case distribution thresholds are exceeded
  Identification of inactive or underutilized HCPs (with follow-up via Admin and Abi's CRM system updates)

Performance audits may also be conducted ad hoc, upon request, for specific HCPs or in response to identified risks or anomalies.

3. Case Audits (Text, Video Consultations, Form-based Assessments)

Case audits involve qualitative review of real consultations to ensure high standards of communication, clinical appropriateness, and professional conduct.

Text Consultations – Audit Criteria

Communication & Tone:

- Grammar, spelling, and clarity
- Appropriate opening and closing
- Empathy and reassurance

- Friendly and professional tone

Clinical Content:

- Relevance and medical accuracy
- Efficiency in questioning (avoiding unnecessary follow-ups)
  Appropriate urgency handling
  Clear justification for in-person referrals
- Guidance for symptom management when referral is advised

Video Consultations – Audit Criteria: All text consultation criteria apply, plus:

Consultation Conduct & Environment:

- Privacy and confidentiality
- Professional background, attire, and posture
- Lighting, camera placement, and eye contact
- Minimal background noise and distractions

Focus and engagement throughout the consultation

- Duration within recommended ranges
- Handling of technical issues

Clinical Completeness:

- Quality and usefulness of consultation summaries
- Appropriate use of AI notes
- Correct issuance of prescriptions, sick notes, or referrals

Prescriptions in Video Consultations

- Medical appropriateness
  Clear dosage, frequency, and duration instructions

Aggregated Audit Outcomes

Across audits, Abi tracks aggregated metrics such as:

- Average consultation duration (by modality)
- Total doctor time per case
- Proportion of consultations with communication, privacy, or clinical issues
  Frequency and type of technical issues
- Overall clinical output trends

These aggregated insights inform platform improvements, training updates, and risk mitigation strategies.

Data Protection & Confidentiality

All QA reviews and audits are conducted in strict accordance with regional data protection regulations, ensuring that patient data, HCP data, and audit materials are accessed, stored, and processed securely and lawfully.

Performance Feedback & Risk Management Strategy

Abi Global Health employs a comprehensive risk management framework to ensure the safety, quality, and reliability of its services. This framework includes the systematic identification, assessment, and mitigation of risks related to clinical and operational processes:

a) **Immediate Audit of Clinical Cases**

Cases flagged for emergencies or other critical situations are audited immediately. As mentioned above, our HCPs can flag cases directly from the app whenever they identify concerns, including technical issues, inappropriate platform use by users, repeated prescription requests, or uncertainties about handling a specific case. Each flagged case is promptly reviewed by our medical team and care quality controllers, who take appropriate actions based on the nature and severity of the issue. Actions may include:

● Reaching out to warn or deactivate users if their behavior poses a risk.

● Verifying and correcting clinical advice to ensure it is sound and aligned with the emergency situation.

● Contacting country-specific authorities if the case poses a potential risk of harm to the user or others.

This process ensures that urgent or high-risk cases receive immediate attention, that clinical standards are strictly maintained, and that any necessary interventions are implemented swiftly to protect patient safety and public health.

b) **Daily Audit of Performance Issues**

Daily audits are conducted on cases flagged for suboptimal performance to ensure timely intervention and corrective action. HCPs can flag cases directly from the app when they encounter issues such as technical problems, repeated prescription requests, inappropriate platform use by users, or uncertainties regarding case handling. Each flagged case is reviewed by our medical team and care quality controllers to:

● Verify that the clinical advice provided was accurate and aligned with best practices.

● Provide targeted feedback or guidance to HCPs where performance gaps are identified.

● Escalate systemic or recurring issues to the relevant teams for process improvement or training.

● Take action to protect users or public safety if flagged cases reveal behavior that could cause harm, including warning or deactivating users and contacting country-specific authorities if needed.

This daily audit process ensures that performance issues are addressed promptly, supporting continuous quality improvement, HCP development, and safe, reliable service delivery across all consultation types and regions.

c) **Routine Evaluation of Healthcare Provider Performance**

HCP performance is regularly evaluated to ensure adherence to Abi's clinical guidelines and evidence-based practices. Evaluations draw on user ratings, AI-generated assessments, and flagged case reviews, with daily and immediate audits addressing any performance or safety concerns. HCPs receive personalised guidance from their dedicated medical team contact, ensuring timely feedback, corrective action, and continuous support to maintain clinical excellence and high-quality care across all services and regions.

d) **Automated Identification of Irregularities**

Our system continuously monitors HCP consultations to automatically detect potential irregularities that could affect clinical quality, compliance, or user safety. Examples of detected irregularities include:

- Deviation from clinical guidelines or evidence-based practices.
- Sharing of personal or sensitive user data inappropriately.
- Incomplete or unclear documentation of symptoms, advice, or visit justification.
- Unusual patterns in prescribing or consultation behavior, such as repeated prescription requests or unusually rapid/frequent case closures.

When an irregularity is identified, we can further explore the reasons and trends via AI summary reviews or by revising the consultation recordings. Corrective actions may include:

- Direct feedback or guidance to the HCP.
- Case follow-up to ensure clinical advice was accurate and safe.
- Escalation for potential risk to users, including deactivation or warnings where necessary.

By automating the identification of irregularities, Abi ensures rapid detection and resolution of issues, protecting patient safety, maintaining adherence to clinical standards, and supporting continuous quality improvement across all consultations and regions.

e) **Data Protection & GDPR Compliance**

All HCP data is stored securely, in compliance with GDPR and other relevant data protection regulations, ensuring patient privacy is upheld at all times.

Intervention Strategy

In the event of identified risks, immediate corrective actions, such as additional training or performance reviews, are implemented. In extreme cases, removal from the service may be considered after a thorough assessment by the Chief Medical Director.

To maintain clinical excellence, Abi utilizes a tiered intervention strategy to address non-compliance and performance gaps identified during monitoring, where the level of contact and corrective action depend on the clinical or operational impact of the issue:

- Low-Level Issues: Feedback is provided via email notification, serving as a formal notice to the HCP to correct minor deviations in tone, documentation, or response times.
- Mid-Level Issues: These require mandatory retraining; depending on the nature of the issue, this involves completing online modules via Abi's training platform or participating in a live session with an Abi staff member to demonstrate competency.
- High-Level Escalation: Reserved for significant or recurring non-compliance, this stage includes:
  - Temporary Service Pause: An immediate suspension of the HCP's ability to claim cases while the issue is reviewed by senior management.
  - First Formal Warning: A formal ultimatum requiring a commitment to re-comply with all guidelines and complete intensive retraining.
  - Second Formal Warning & Termination: A final warning that results in permanent removal from the platform after a thorough assessment by the Chief Medical Director.

- Acknowledgement Requirement: For all levels of intervention, the HCP must provide a written reply of acknowledgement that explicitly confirms their understanding of the feedback and a formal commitment to adhere to Abi's clinical and operational guidelines moving forward.

Why This Matters to You

By partnering with Abi, you gain access to a rigorously credentialed and continuously monitored network of healthcare professionals you can trust to deliver safe, high-quality care. Our structured processes—spanning verification, training, ongoing audits, and risk management—directly protect your brand's reputation while ensuring that every user interaction meets regulatory, ethical, and clinical standards.

This means fewer compliance risks, greater confidence in service delivery, and the assurance that your users are receiving care from fully licensed, well-vetted professionals. Our transparent, auditable approach allows you to demonstrate due diligence and maintain trust with your stakeholders, so you can focus on scaling your business while we safeguard quality and clinical excellence on your behalf.

Any Questions?

For audit requests, compliance reports, or further assurance documentation, contact: medical@abi.ai