



Црвен крст на Република Северна Македонија
Kryqi i Kuq i Republikës së Maqedonisë së Veriut
Red Cross of the Republic of North Macedonia



Assessment of the quality and sustainability of the Emergency Button service, the Special Transport service and the Home Care and Assistance service

With funding from

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AUSTRIAN RED CROSS

 Црвен крст на Република Северна Македонија

Swiss Red Cross 

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Background

With the aging of the world's population, the need for new innovative solutions that will improve the quality of life of the elderly increases. Population aging is a global challenge, and the fastest change is seen in countries with low and middle income. As people age, their health becomes increasingly chronic and complex. There is a need to transform the way health and social care systems are designed, to ensure access to financially affordable integrated services that focus on the needs and rights of elderly people. With the growing trend of population aging in the Republic of North Macedonia, the demand for integrated care and support services for elderly women and men is currently far greater than the supply. The Red Cross of the Republic of North Macedonia (RCRNM) is a nationally recognized, professionally experienced provider of health and social assistance to elderly men and women in need.

However, the RCRNM also relies on foreign aid to continue providing dignified life support services to elderly women and men. Relying on foreign donations and aid is a challenge for providing quality services in the long term.

The project "Development of business services for integrated care and support in the Red Cross of the Republic of North Macedonia (RCRNM)" supports the Red Cross to continue offering quality services for integrated care and support for elderly women and men by developing a comprehensive business model for sustainable service and delivery within the organization. The project is designed as a Strategic Alliance with the Austrian Development Agency (ADA). The Austrian Red Cross (AutRC) manages the project, while the Red Cross of the Republic of North Macedonia (RCRNM) is the implementer of the project activities. The business model consists of three pillars in order to assist the vulnerable elderly, but also to generate income to fund long-term health and social services.

The project aims to bring the aforementioned services to independence and lay the foundations for self-sustaining service delivery.

The subject of evaluation are the second and the third pillars of this project.

The second pillar within the project is the piloting of the Emergency Button (EB) service, where 60 old men and women in North Macedonia have been selected as users of the new pilot service. EB is a 24/7 service which users will be able to use in their homes, by pressing the alarm device, when they are in a state where they need immediate support or first aid due to: injury, fractures, accident, bleeding from a wound, burns, medical emergencies, allergic reactions, etc. Through the devices, intended to be worn as a bracelet or necklace, they can communicate with the Dispatch Center operators, who will provide them with quick and efficient access to appropriate support by professionals and rescuers in an emergency.

RCRNM introduces this successful EB service, which is inspired by Austrian and Swiss experiences in effectively managing services for the elderly population. In 2022, the Special

Transport service was established as an integral part of the EB service. The main goal is to facilitate access to social-health services in a timely and efficient manner. In that, not only did it contribute to the improvement of the well-being of the target demographic group, but also served as an example for complementing the existing frameworks in the social protection system. In addition, by alleviating the burden of the healthcare system, particularly in Skopje, the service aims to alleviate the challenges this demographic group often faces when seeking medical transport or ambulance services, which are often subject to discrimination related to age or disability.

The third pillar is the Care Center (CC) which was established with the project to provide training and nationally certified caregivers for home care and assistance for elderly women and men. This successful business model will be replicated and adapted from the urban context in Skopje to the rural area of Strumica to increase the availability of services for elderly women and men with high demand, but very small supply due to the population aging. CC will be an independent business model that will grow and be replicated later in other rural parts of the country.

Objectives of evaluation

The objectives of the evaluation is to draw lessons learned, measure the quality of services and make recommendations for sustainability in relation to the project, identify the overall performance of the project in accordance with the project objective and planned results and use information in planning future activities in the same thematic area.

The results and recommendations of the review will be used for continuous provision of services after the completion of the project on 31.08.2024.

The evaluation started on 06.06.2024 and lasted until 15.07.2024. During 7 weeks, total of 6 questionnaires were prepared for these 3 social services and 66 interviews with stakeholders were carried out. In addition, all relevant documents submitted by the RCRNM were reviewed, in order to inform about the activities related to the implementation of this project.

Emergency Button

Introduction

The installation of the monitoring devices starts in August 2022, and the piloting officially starts in October 2022. For the first 9 months, this service is offered free of charge to customers, thus testing the functioning of the service itself and making appropriate adjustments.

By the end of June 2023, a total of 113 devices have been installed, of which - 60 devices have been provided within the framework of this project and 53 devices have been received through the InCare project, funded by the EU. After the ending of the pilot phase, from July 2023, the users charged MKD 1,190.00 per month for the service. So far, 24 customers have paid for the service with their own funds. Some users want to continue using the service, but do not have enough funds to pay the fee.

At the initiative of the Red Cross, a total of three agreements for support were signed by the municipalities of Kisela Voda, Gazi Baba and Centar. In June 2024, the first agreement was signed with the municipality of Kisela Voda, which enables 40 citizens, from the same municipality, to use the Emergency Button service free of charge. Criteria has been established for using the service and there is an established way to apply for it, to avoid abuse. In July 2024, the second agreement was signed with the municipality of Gazi Baba, which allows 10 citizens from the same municipality to use the Emergency Button service free of charge. Whereas, in May the negotiations with the municipality of Centar were finalized and it is confirmed that starting January 2025 it will enable 30 citizens from the same municipality to use the service with funds from the municipality.¹

That way, this service will be able to continue functioning even after the end of the business partnership support within the framework of this project. In addition, in-depth cooperation with the Ministry of Social Policy, Demography and Youth is foreseen, as an attempt to incorporate this service into the social protection system, as a licensed social service.

In addition to this type of support, the service continues to be available for those citizens who can pay for it themselves.

¹ 2550-12_2020 7th Progress Report – Narrative Report for project Integrated care and support service business development in the Red Cross of the Republic of North Macedonia

Data Analysis – Users

Methodology

The survey questionnaire that was created for the Emergency Button service was composed of 26 questions, composed of closed, semi-open and open type. The questions were created based on the project objectives, the service developed and the assessment needs considering impact, effectiveness and sustainability. The questionnaire was adapted to the users, i.e. the specific target group. The survey was conducted by phone and in person in the period of June 17-22, 2024, when a total of 12 respondents, i.e. users of the Emergency Button service, were included. In addition, all relevant documents submitted by the RCRNM were reviewed, with an aim of informing about the activities related to the implementation of this project.

The purpose of the evaluation is to draw lessons learned, measure the quality of services and make recommendations for sustainability in relation to the project, to identify the overall performance of the project in accordance with the project objective and planned results and to use information in planning future activities that are within the same subject area.

The results and recommendations of the review will be used for the continuous provision of services after the completion of the project on 31.08.2024.

Demographic characteristics

According to the gender distribution, 83.3% of respondents are women and 16.7% of respondents are men. This data indicates that there is a significantly higher number of women compared to men among the respondents, and it is necessary to take it into consideration when interpreting the results, but also to make additional analyzes that would assess, according to gender, whether women are in greater numbers potential users of this service.

1. Gender
12 responses

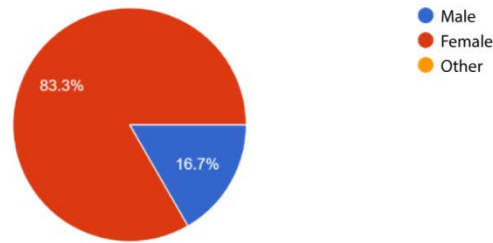


Chart no. 1

The sample was stratified according to four demographic characteristics: age 60-65, 66-75, 76-85, and over 85. The distribution by age groups is as follows: 41.7% are aged 66-75, 33.3% are aged 76-85, 25% are aged over 85 and we have no respondents aged 60-65 years. This distribution shows that most of the respondents are in the age group of 66-75 years old, and the smallest part is in the age group of 60-65 years old.

2. Age
12 responses

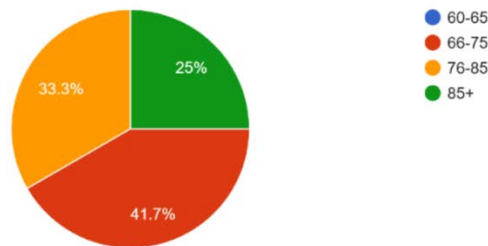


Chart no. 2

The fact that 91.7% of respondents live alone is an important factor for understanding their needs, that is, the level of support they need with the Emergency Button service precisely because they live alone. While only 8.3% stated that they live with a partner.

3. At the moment you are living:

12 responses

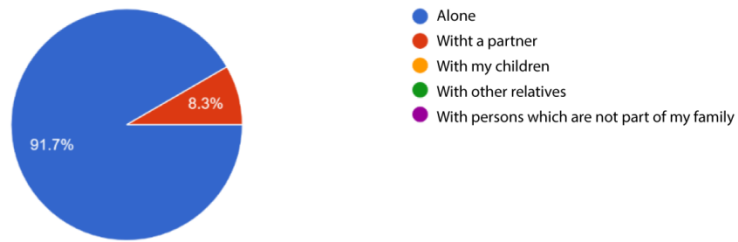


Chart no.3

Regarding the place of residence, that is, the municipality to which they belong, we have respondents from several municipalities from the City of Skopje. The largest representation is from the municipality of Karposh 41.7%, followed by Gazi Baba with 16.7% and 8.3% the following municipalities: Gjorche Petrov, Aerodrom, Butel, Kisela Voda and Chair.

4. Municipality:

12 responses

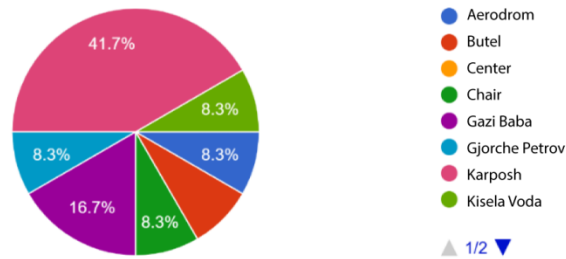


Chart no. 4

In terms of ethnicity, the majority of respondents are Macedonians 66.7%, followed by 16.7% Roma, 8.3% Albanians and 8.3% from other ethnic communities.

5. Ethnicity

12 responses

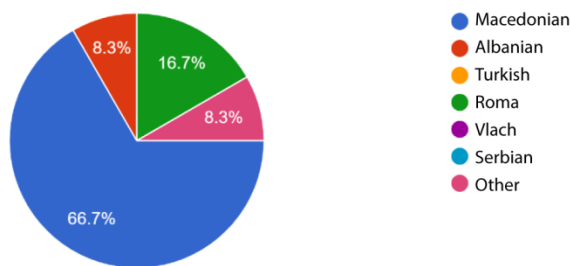


Chart no.5

Need and use of the service

To the question "How long have you been using the Emergency Button service", 58.3% of respondents answered that they have been using the service for 2 to 3 years, almost from the very beginning of developing the service, which demonstrates its long-term reliability. The remaining 41.7% use the service for more than 1 year, which indicates that users are interested in the service in the long term.

6. How long are you using the Emergency Button service?

12 responses



Chart no.6

To the next question "Have you ever had the need to press the button?", half of the respondents, i.e. 50%, pressed the button, while the other half answered "No".

Consequently to the previous answer, the question "If the answer is yes, what was the reason for that?", was asked. We received different answers to this question from the respondents. Namely, almost one third of the respondents, 28.6%, called for a conversation and advice. Then, by 14.3% each, the respondents cited the following reasons: falling at home, high blood pressure, headache, usually when health is at stake, and by mistake. Half of the respondents

used the Emergency Button for different reasons such as seeking conversation and advice, medical emergencies such as falls, high blood pressure and headaches. This variety of uses highlights the consumer care and its critical role in providing emergency care.

8. If yes, what was the reason for that?

7 responses

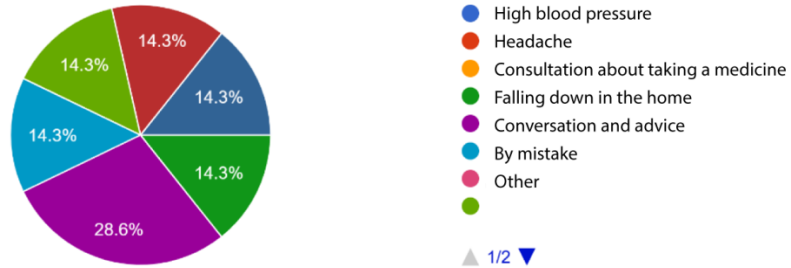


Chart no.7

Functionality and reliability of the device

To the questions "Can you easily use the device/bracelet?" and "Do you feel safer since you are using the device?", all respondents (i.e. 100%) answered that the device is easy to use and that they feel safer since using it.

According to the answers to questions 9 and 10, a clear conclusion can be drawn that the device/bracelet is easy to use, which is essential, especially for elderly people who may have limited health possibilities and technical skills. In addition, all respondents report that they feel safer since they are using the device, which in turn emphasizes the positive impact of the device on users' sense of security and safety. This trust in the device is key to the success of the "Emergency Button" service.

11. Does the Emergency Button team react quickly and appropriately after the given alarm?

12 responses



Chart no. 8

The evaluation of functionality and reliability is in synergy with the question "Does the Emergency Button team react quickly and appropriately after the given alarm?". 75% of respondents answered positively that the team reacts quickly and appropriately, while 16.7% did not need to use the alarm, and 8.3% gave a negative answer. The high level of satisfaction and positive responses from respondents confirm that the device is not only functional and easy to use, but also significantly contributes to increased safety and security of users.

Evaluation of the service

To the question "Rate the quality of the Emergency Button service on a scale of 1 to 5", respondents gave very positive answers. Of them, 83.3% rated the service with 5, as very satisfied, while 16.7% rated the service with 4, as satisfied. None of the respondents feel dissatisfied or neutral.

These high scores show that the great majority of users are very satisfied with the quality of the service, which indicates a high level of fulfillment of users' expectations and needs.

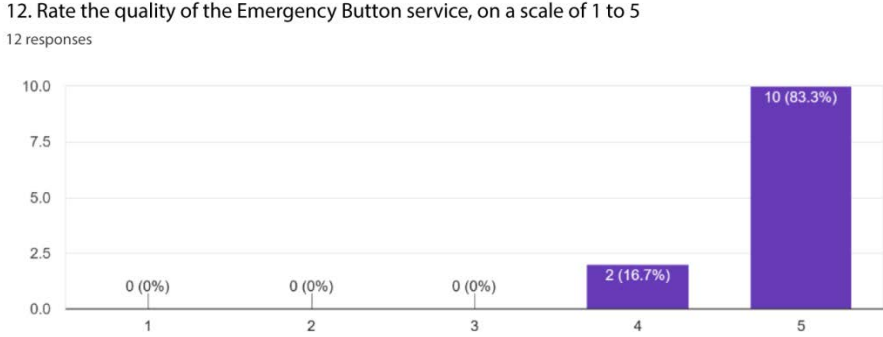


Chart no.9

To the question "How much have your quality of life and security improved after using this service, on a scale of 1 to 5?", 91.7% of respondents gave the highest rating of 5, that they were completely satisfied, while 8.3% declared as satisfied. There are no dissatisfied or neutral users. This shows that a high percentage of users are completely satisfied with the service.

13. How much has your quality of life and security improved since using this service, on a scale of 1 to 5?

12 responses

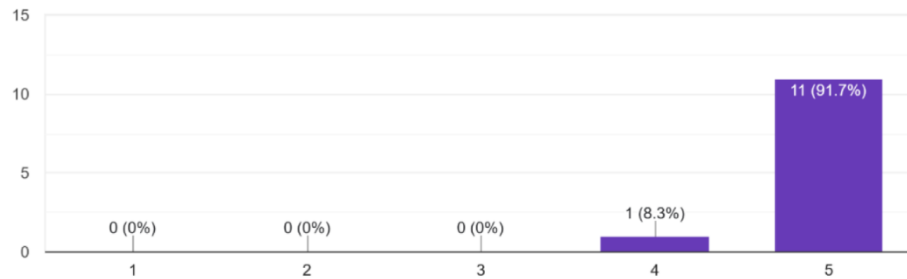


Chart no.10

In addition, the question "How satisfied are you with the Emergency Button team in an emergency situation?" was included in this block. 83.3% of respondents declared a rating of 5 as completely satisfied, 8.3% of respondents are satisfied, and 8.3% of respondents are neutral.

From these results, we can conclude that both aspects of the service (general quality and response in emergencies) receive high ratings from users, with a large majority of them completely satisfied.

14. How satisfied are you with the Emergency Button team in an emergency?

12 responses

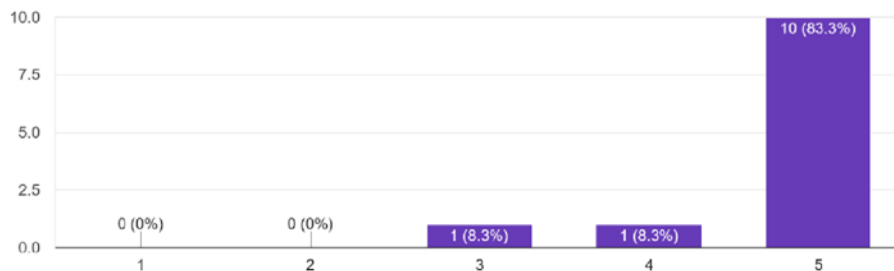


Chart no.11

"Do you get useful advice from the phone operators?" 66.7% of the respondents give an affirmative answer while those, 8.3 no and 8.3% have not used the device before to be able to give an answer to the question.

15. Do you get useful advices from phone operators?
12 responses

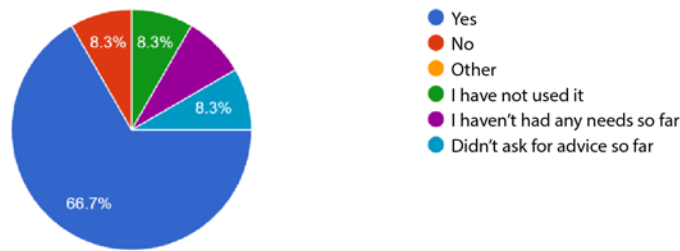


Chart no.12

Motivation for choosing this service

When asked the question 16 "Why did you choose the Emergency Button as protection and safety in emergencies?", 58.3% of users expressed fear that something could happen to them and there would be no one to help them. Then, 16.7% of users chose security in case of emergency, 8.3% because of disability, 8.3% have no assistance from their family. This shows that a significant number of users opted for the Emergency Button due to fear of a possible emergency and the need for security in such situations.

16. Why did you choose the Emergency Button as a protection and safety in emergencies?
12 responses



Chart no.13

The respondents mentioned the following additional needs, from what the Urgent Button offers as a service:

"I'm alone and that's my security, the only thing is it's expensive"

"Loneliness is killing me, I need to get active"

"I don't have any"

"If I urgently need to be served, I need walks and escort because I use a wheelchair and I can't do it myself, assistance when shopping on hot days"

In order to make an assessment of the financial availability to pay for this type of service, we asked the customers "How much would you pay for this type of service - monthly?" (in MKD)". We received the following answers from the respondents:

1. **41.6% are not able to pay:** This part of the respondents expressed that they could not or were not able to pay for the service. The reasons are usually financial constraints, such as pensions or low financial opportunities.
2. **33.4% consider 1001 - 1500 MKD per month:** These respondents consider that the reasonable price for the service should be between 1001 and 1500 MKD per month. As a price estimate that would be acceptable for them is between 1000 and 1200 MKD.
3. **25% want a cheaper option:** This group expressed a desire for the service to be cheaper. They probably feel that a cheaper option would be desirable or perhaps better suited to their financial capabilities.

This data shows the different perception and payment possibilities among customers, which can be important for designing pricing policy and modeling services in the future.

On the next question "Who do you think should cover the costs for this service?", 50% of the service users think the State, 47% the Municipality and 8.3% that everyone should participate in paying the cost. This shows different views among the users about the funding of the service, where a large part consider that the role of the State and the Municipality is essential for covering these costs. This is especially important because the target group of citizens includes people with low pensions, without family, with health problems and/or disabilities.

19. Who do you think should cover the costs for this service?
12 responses

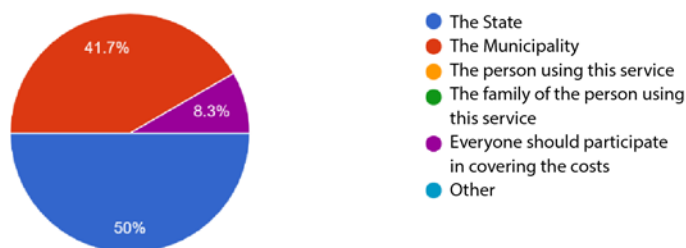


Chart no. 14

In terms of identifying the different aspects of the service and how users value the service, we asked the following question "What do you like most about this service?" and aimed to help design better strategies and services in the future. Respondents listed the following:

1. **24-hour availability of the team (66.7%):** The majority of respondents praise the fact that the team is available throughout the day, which gives them confidence that they can get the help they need at any time. This is especially important in cases of emergencies or unexpected needs for assistance.
2. **I feel safe (25%):** These respondents place the highest value on the feeling of security provided by the service. This may mean that the service provides them with the piece and confidence that they will be protected in the event of an emergency or need for help.
3. **Access to an expert in case of urgent need (8.3%):** This group appreciates the opportunity to have access to qualified persons and specialists in situations where it is necessary. This aspect may mean that respondents feel supported and receive appropriate help and advice at critical moments.

20. What do you like the most about this service?
12 responses



Chart no.15

On the other hand, we asked the respondents "What is it that you don't like about this service?" and they gave the following answers: 33.2% answered that everything is fine, 25% have nothing to add, which indicates that they are satisfied and have no remarks, 16.7% consider the service to be expensive, 25% answered "other" and expressed the following remarks: "If something is urgent, I have to pay extra" and "When I had difficulties, they told me we are an emergency assistance, not an ambulance." .

Most of the users are satisfied with the service and have no significant complaints. However, some users consider the service to be expensive, and some have specific remarks about the additional costs and about the distinction between emergency and ambulance services.

21. What is it that you don't like about this service?
12 responses

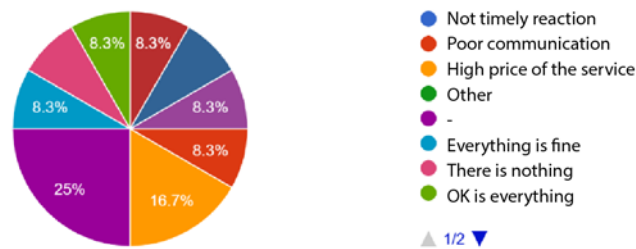


Chart no. 16

Change in quality of life, trust and recommendation

To the question "What is the change in the quality of your life since using this service?", users gave the following answers:

A sense of safety:

- I feel more secure
- I feel secure
- I feel more secure and safe
- I feel safe when I'm alone
- we are safer
- I am more confident that someone will help me
- they always answer the call and are here when I needed them
- I was depressed before, but when the Emergency Button started, I got relaxed, as if I was safe
- I'm safer, not afraid, otherwise I was panicking
- greater safety since I am using EB

All responses indicate that users have gained a significant "**sense of security**" since they started using this service. This feeling of safety and security is the most important change in their quality of life, as illustrated by the different ways users describe their experience.

To the question "Does your family trust the Emergency Button services?", the respondents gave the following answers: 50% answered "Yes", 16.7% answered that they "don't know", 16.7% answered that they were alone and they don't have family, which is an important factor to consider, since these users don't have close relatives who can evaluate their experience with the service. The majority of the users or their families have confidence in the Emergency Button services, while a certain part of the respondents are not sure about the attitude of their family or do not have a family.

23. Does your family trust the Emergency Button services?

12 responses



Chart no.17

When we asked them if they would recommend the Emergency Button service to others, 83.3% of the respondents answered positively, 16.7% of the respondents answered that they do not know, and no respondent gave a negative answer, which further confirms the positive perception and satisfaction with the service. This shows that users are satisfied with the service and would recommend it to others, which is an important indicator of the quality and effectiveness of the Emergency Button.

24. Would you recommend this service to someone?

12 responses

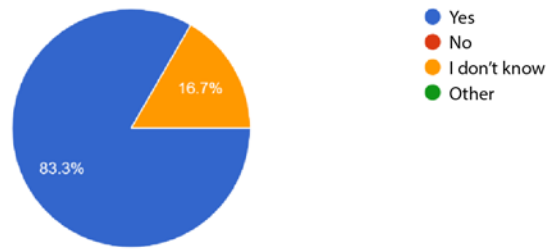


Chart no.18

When asked if they will continue to use the Emergency Button service: 91.7% of the respondents declared that they will continue to use the service, while 8.3% answered that they will not continue to use the service. These indicate that the vast majority of users have a positive experience with Emergency Button and plan to continue their cooperation, while a small percentage of users have different reasons for not continuing the use of the service.

25. Would you like to continue using this service?
12 responses

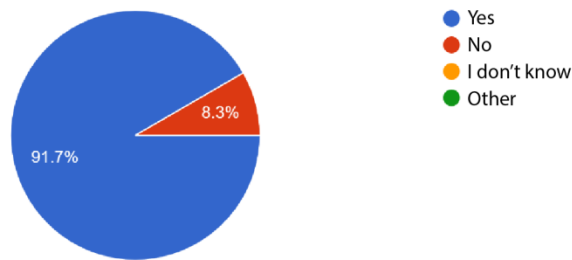


Chart no.19

The next 26th question "If the answer is No, what is the reason, please explain" includes 8.3% of respondents who answered "no" and gave the following explanation:

- The price not to increase and to be lower.
- Because I have support from friends.

Conclusions and recommendations

The sustainability of the project can be assessed through several key aspects: high level of satisfaction and prolonged use, financial strength and improvement of the service. According to the data, 91.7% of respondents stated that they would continue using the Emergency Button service. The data that 100% of respondents confirm that the device is easy to use and that they feel safer since using it, leads us to the conclusion that users are very satisfied and believe that they are safe having it as a benefit of the service.

However, despite the high rating of satisfaction with the service, one key challenge related to sustainability is the high price of the service, almost half of the respondents, that is 41.6%, are unable to pay for the service. While 16.7% of respondents emphasize only that as a reason for dissatisfaction. Hence, to ensure long-term sustainability, it is necessary to consider options for financial support by the State or the Municipality, as suggested by 50% and 47% of respondents, respectively. In any case, continuously collecting feedback from users and adapting services based on their needs will greatly help to ensure that the service continues to be relevant and useful.

On the other hand, the effectiveness of the project can be assessed through the following indicators: user satisfaction, fulfillment of needs and availability. The high level of satisfaction among users (83.3% would recommend the service) indicates that the project is achieving its goals of providing security and support. Respondents point out that the feeling of security is the biggest benefit of the service, which means that the project successfully meets the need for

security and support in emergencies, while 66.7% of respondents value the 24-hour access to the team, which shows that the project achieves its goals of constant availability and quick response.

We can evaluate the impact of the project through the following parameters: improvement of the quality of life, social support and prevention in crisis situations.

Respondents expressed a significant sense of safety and security since they started using the service, indicating a positive impact on their quality of life. For users who do not have family or have limited support from loved ones, the Emergency Button service provides critical support and a sense of security, which can have a significant impact on their social and emotional well-being. The service helps to prevent and successfully deal with emergencies, which can have long-term positive effects on the health and safety of users.

Recommendations:

- Considering possibilities for subsidies by the State or the Municipalities, especially for vulnerable categories of users such as pensioners with the lowest pensions, people with disabilities and people that live alone, who, in fact, are the most numerous users of this service.
- Introducing different service packages at different price points to increase accessibility and meet different needs and financial capabilities of users.
- Considering possibilities to include additional services as part of the basic package, in order to avoid additional costs for emergencies.
- Providing clearer information for users regarding the scope of services, in order to avoid misunderstanding.
- Continuous collection of feedback from users through regular surveys to improve services according to their needs and wishes.
- Continuous investment in the latest technology and equipment such as mobile applications and other digital platforms for simpler and faster access to services.
- Increasing the number of staff and resources to ensure that the team can answer all calls and provide timely assistance to all users.
- Provision of regular trainings and workshops for employees, in order to refresh knowledge and keep abreast of new developments.
- Expansion and adaptation of the service in rural and remote areas, to ensure that all citizens have access to the Emergency Button, regardless of their place of residence.
- Promotion of the Emergency Button service to different target groups, in several languages of ethnic communities, in several municipalities.

Data analysis - institutions

Methodology

The survey questionnaire for the institutions about the Emergency Button service was composed of a total of 23 questions, aimed at staff members of Red Cross, local municipalities, ministries and other stakeholders who were involved in the development of the service. A key segment of this evaluation is to perceive the impact, effectiveness and sustainability of the Emergency Button service through the prism of stakeholders within the project. The survey was conducted online in the period of June 19-28, 2024, when a total of 9 respondents were included.

The purpose of the evaluation is to draw lessons learned, measure the quality of services and make recommendations for sustainability in relation to the project, identify the overall performances of the project in accordance with the project objective and planned results and use the information in planning future activities from the same subject area.

The results and recommendations of the review will be used for the continuous provision of services after the completion of the project on 31.08.2024.

Basic data, awareness and involvement

The questionnaire was answered by representatives of the following institutions: 33.3% i.e. 3 representatives from the City Red Cross of Skopje, 11.1% or one representative each from the following organizations/institutions: Red Cross of RNM, Kisela Voda, Gjorce Petrov and Karposh municipalities, Ministry for Labor and Social Policy (MLSP), MLSP – Project for supporting social services.

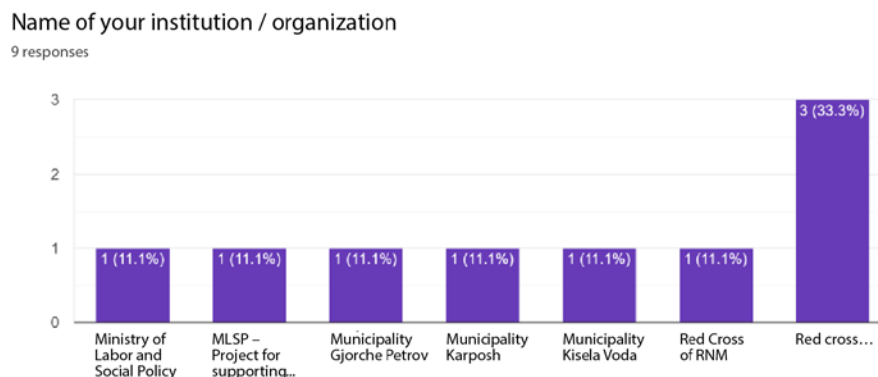


Chart no. 1

Attached is the tabular display of the job positions that the respondents hold in the organization they come from:

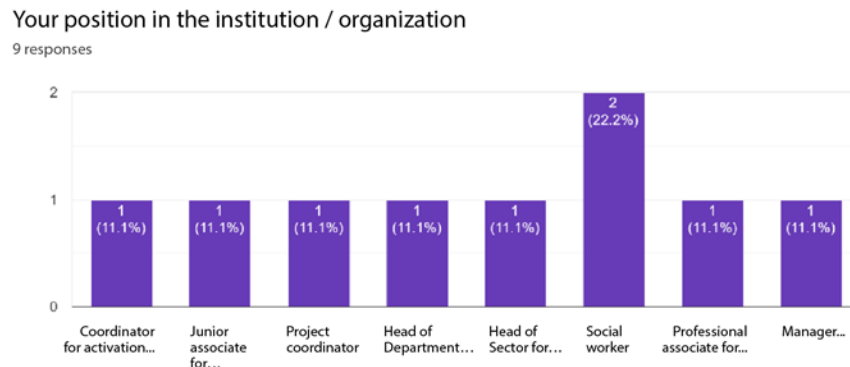


Chart no. 2

In terms of awareness of the service, 100% of respondents answered "Yes" to the question "Are they familiar with the Emergency Button service?", that is, they have a complete understanding of the service. If we keep in mind that the respondents are from stakeholders, institutions and municipalities, this high level of awareness further indicates their active participation and interest in improving services in the community. This awareness can be the result of direct communication and cooperation between institutions and municipalities in the implementation and promotion of this service.

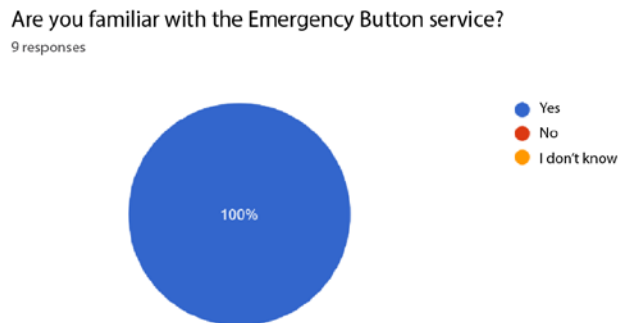


Chart no. 1

In addition, to the question "Are you involved in the implementation process of the Emergency Button service?", 66.7% answered that they were involved, while 33.3% of respondents answered that they were not involved. The majority of respondents play an active role in the implementation of the service; however, the presence of one third of respondents who are not involved suggests that there is room for improvement in engaging and informing all stakeholders.

Are you involved in the process of implementation of the Emergency Button service?
9 responses

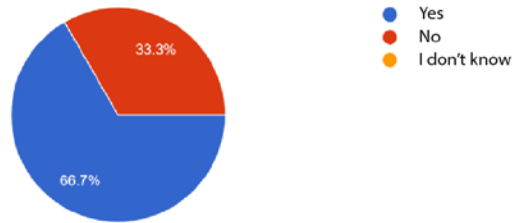


Chart no. 3

Of those who answered "Yes", 60% have been involved in the implementation process for 2 - 3 years, indicating that the majority have significant experience with the "Emergency Button" service. On the other hand, 40% of those involved have been part of the process for longer than 1 year. Although this group has less experience compared to the first, they still have a significant period of engagement. In any case, the experience of the respondents greatly contributes to a more efficient and successful implementation of the service, which is key to its long-term sustainability and success.

If yes, how long have you been involved in the implementation of the Emergency Button?
5 responses

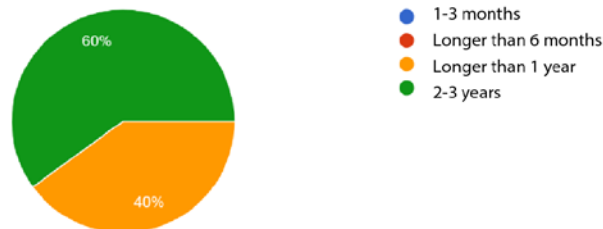


Chart no. 4

When asked "What is your experience at your job position regarding the Emergency Button service?", 55.6% answered that they have information and understanding about the service and can briefly explain it, while 44.4% answered that they have advanced knowledge about the service that they can apply it and pass it on to others. This indicates that most respondents have a basic and advanced level of understanding of the service. It shows that basic knowledge about the service is widespread among stakeholders, but also that stakeholders can share their knowledge with others, which is key for training, mentoring and supporting new members in the implementation process.

What is your experience at your job position regarding the Emergency Button service?

9 responses



Chart no. 5

To the question "Is your institution already involved in or, through their activities, is it planning to support the implementation of the Emergency Button service?", the answers are given as follows: 37.5% answered "Not yet, but we plan to do so", 37.5% answered "Yes, we are partners in the realization of the service together with the Red Cross", 37.5% answered "Yes, we are implementers of the service". One third of the institutions plan to get involved in the support and implementation of the "Emergency Button" service, and a significant part of the institutions are already involved as partners in the realization of the service together with the Red Cross, which indicates that there are active collaborations and joint efforts to ensure this service. The third part of the institutions are already independently implementing the service, i.e. there is commitment and ability in implementing the service "Emergency Button".

Is your institution already involved or is it planning support with its activities, for the implementation of the Emergency Button service?

8 responses



Chart no. 6

The respondents highlighted the following priority areas of action that should be focused on for the efficient implementation of this service:

- vulnerable social groups and persons with disabilities and the elderly
- ensuring the sustainability of the service through its incorporation into the social protection system
- social protection and health

- **The social-humanitarian activity** is one of the priority areas of action of the RC, within which the creation and development of social services intended for the assistance and support of vulnerable target groups of the population (elderly people, people with disabilities...) is envisaged.
- I think that **all areas** are covered
- unified and normatively arranged instruments for assessment of users' needs and normative regulation of **integrated social service** (social service - Home Care and Assistance/personal assistance/ living with support/ and emergency button)

Role, challenges and initiatives

The following question "What is the role of your institution in the implementation of the Emergency Button service?" respondents could give more answers. Half of them, i.e. 50%, believe that "providing health and social care to elderly men and women who need help", while the same percentage of respondents, i.e. 50%, believe that the role of the institution is "Implementation of projects in this area", and 37.5% "Creation of national/local health and social care policies".

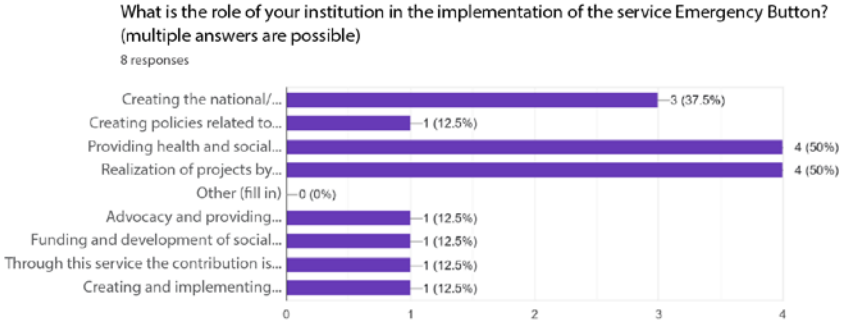


Chart no. 7

Of particular importance for the research is the question "What challenges does your institution face if it has the opportunity to provide health and social assistance to the elderly (multiple answers are possible)?". At the same time, most of the respondents (71.4%) indicate the lack of resources as the main challenge, a high percentage (42.9%) of the respondents believe that the lack of staff is a significant problem and almost a third (28.6%) of the respondents indicate that the insufficient cooperation between the institutions is challenge, while under Other, 14.3% have stated the measurement of the quality of social protection.

This indicates the need for financial support and material resources in order to provide adequate services, as well as the need for more qualified professionals in the field of health and social care.

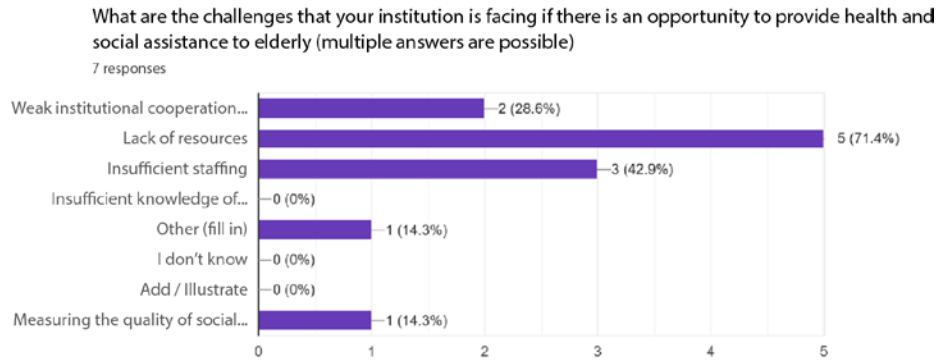


Chart no. 8

On the question "Do you know about measures/activities and initiatives of other stakeholders in the field of implementation of the Emergency Button?", the results are as follows: Don't know: 88.9% and Yes: 11.1%. According to the obtained data, the great majority 88.9% of respondents are not familiar with measures, activities or initiatives of other stakeholders. This may mean that there is limited communication, but also that there is not enough visible and coordinated efforts by other stakeholders to implement similar services. A small percentage of respondents are informed about activities and initiatives of other stakeholders.

Do you know about measures/activities and initiatives of other stakeholders in the field of implementation of the Emergency Button? (choose one answer)

9 responses

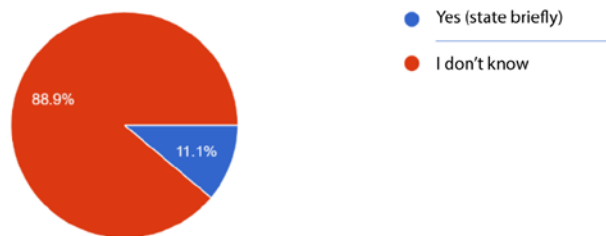


Chart no. 9

To the question "How do you perceive the role of the Emergency Button service?" respondents had the opportunity to give several answers. Of which, the largest percentage of respondents (77.8%) perceive the role of the "Emergency Button" service as providing first aid to the elderly in a state of emergency, then 55.6% to enable health and social protection

of the elderly in state of emergency and 22.2% to assess the health conditions of the elderly. This indicates the importance of the service in providing quick and efficient intervention in emergencies, hence the need for integrated services that also include health and social support.

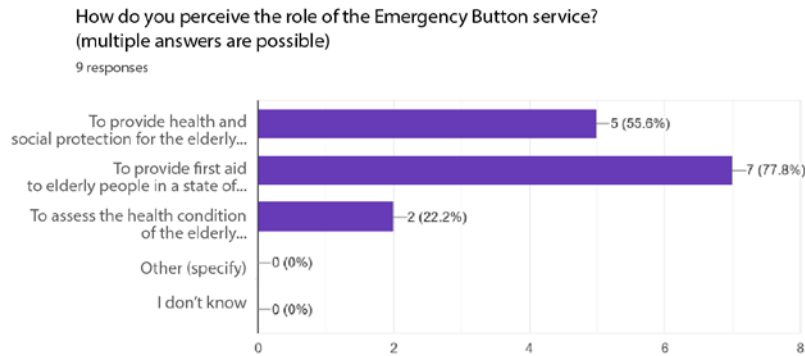


Chart no. 10

Collaboration with stakeholders, critical points

To the question "What are your perceptions about the cooperation between the key stakeholders for the efficient implementation of the Emergency Button service?", the majority of the respondents agree that there is a Direct connection (66.7%) with the key stakeholders for the efficient implementation of the Special Transport service; Partial connection (22.2%) is considered by some of the respondents and Cooperation is needed, but not necessary (11.1%) is a significantly smaller percentage of respondents who consider that cooperation is useful, but not necessary for efficient implementation. Overall, the results suggest that for the Emergency Button service to function effectively, it is crucial to encourage and support collaboration between all stakeholders, while recognizing that there may be different degrees and forms of interconnectedness.

What are your views on the cooperation between the key stakeholders for the efficient implementation of the EB service? (choose one answer)

9 responses

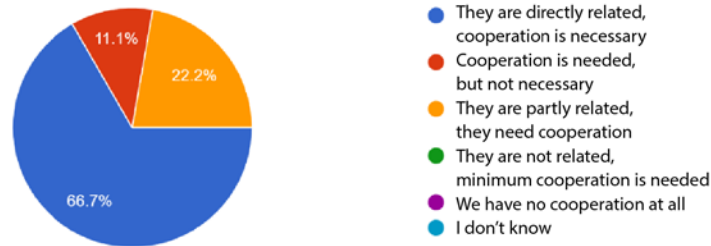


Chart no. 11

If you think that cooperation is necessary. Explain how:

- **Cooperation with health institutions** is especially necessary due to the fact that the service provided by the Red Cross is pre-medical assistance, and often further medical care is needed, which must be provided by a health institution. Most often it is the Emergency Medical Service
- In order to enable a quick and appropriate **response to urgent and complex situations when life is at stake**, cooperation is necessary in order to have a **clear and quick exchange of information as well as synchronized action**. Sometimes the situations themselves require a joint response according to the expertise and credentials that each actor has. The exchange of information can also be used for better familiarization with the user's health and social condition, which would lead to a more appropriate response to needs in emergency conditions. In addition, through cooperation, awareness of the possibilities offered by the service will be at a higher level. If there is cooperation, this service can become complementary with other services that are developed at the local level and which include people with reduced functional capacity that need such a service.
- To adopt legal solutions, **to integrate the Emergency Button service into the social protection system**
- We have excellent cooperation
- The Special Transport service should be part of **integrated services** and it should be provided by the **local self-government**

Table 1

To the following question "To what extent did the institutions (Municipalities, Ministry of Labor and Social Policy, local enterprises) that were involved in the project cooperate with each other?", the respondents gave different answers: half of the respondents 55.6% believe that they "Partially cooperated", 22, 2% "Cooperated a little", 11.1% "Cooperated a lot" and 11.1% "Did not cooperate". This shows that there is a basis for cooperation, but there is also room for improvement, as well as positive examples of effective coordination and joint work.

To what extent did the institutions (Municipalities, Ministry of Labor and Social Policy, local companies) that were involved in the project cooperate with each other?

9 responses

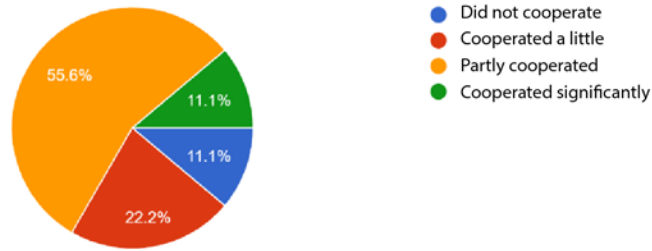


Chart no. 12

Then the respondents referred to the following critical points, weaknesses, potential strategic measures of your institution that would improve the implementation of the Emergency Button service:

<p>CHALLENGES</p>	<ul style="list-style-type: none"> - Finances, a bigger budget is needed - Cooperation with health institutions, ensuring the sustainability of the service - Lack of human resources, insufficient institutional cooperation, financial challenges - Lack of professional staff, financial challenges - I do not have enough information to be able to answer this question. - Integrated social-health services available to the elderly, reduced need for hospitalization or residential care, long-term care and social care services are available in the community with good quality and affordable cost.
<p>OPPORTUNITIES</p>	<ul style="list-style-type: none"> - Finances - Support of the service by the municipality <ul style="list-style-type: none"> ▪ Supporting the service through cooperation with local governments, incorporating the service into the social protection system as an innovative service ▪ Greater interest and proactivity in the implementation of the service at the local level by local authorities, MLSP, support from the civil sector ▪ Greater interest from local self-government, greater marketing and information on social media and television, support to non-governmental organisations - I see the real need for this service as an opportunity when it comes to providing effective long-term care and care for the

	<p>elderly</p> <ul style="list-style-type: none"> - I believe that this service should pass as a permanent government decision so that it can cover more users - transformation of innovative services (such as an Emergency Button) into regular social services, i.e. part of an integrated social service
FUTURE PLANS	<ul style="list-style-type: none"> - Greater financial resources foreseen in the program - Incorporation of the service into the social protection system as an innovative service - Expansion of the service at the national level, and in other municipalities in the city of Skopje - Implementation of the service in all municipalities in the city of Skopje and other cities in Macedonia - I don't have enough information to be able to answer this question. - A normatively arranged package of social-health services for the elderly and an organized way of co-financing social services, as well as ensuring the exercise of labor rights and social insurance of the direct providers of social services

Table 2

When asked what kind of resources (local or national) the respondents think are needed for the sustainability of the Emergency Button service. All respondents (100%) believe that financial resources are necessary for the sustainability of the "Emergency Button" service, then 66.7% believe that Professional/personnel, 11.1% Technical, 11.1% Consulting services and 0% None. This indicates the importance of stable and reliable funding for the successful functioning of the service. A high percentage (66.7%) of respondents consider that professional and personnel resources are also very important. This shows that there is a need for qualified and trained personnel to maintain and develop the service.

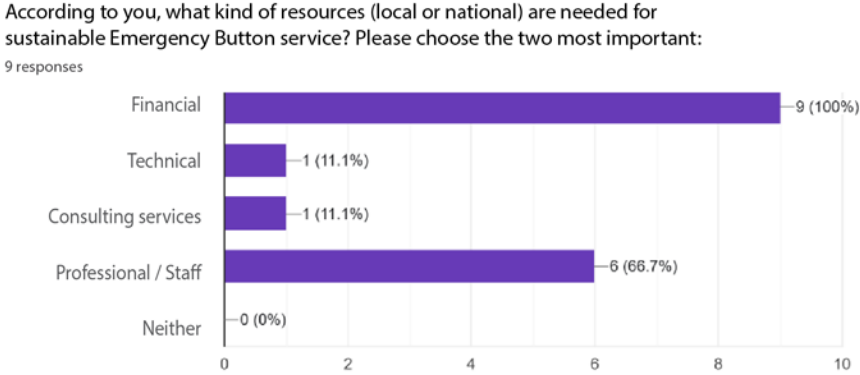


Chart no. 13

Sustainability of the service

When asked "Could you suggest a way of a sustainable business model for Emergency Button?", 22.2% answered positively, 33.3% negatively and 44.4% did not know, indicating that there is small specific base of knowledge and ideas among the respondents that could be used for the development of a sustainable business model, however, a significant percentage do not have knowledge of this issue.

Could you suggest a mode of sustainable business model of Emergency Button?
9 responses

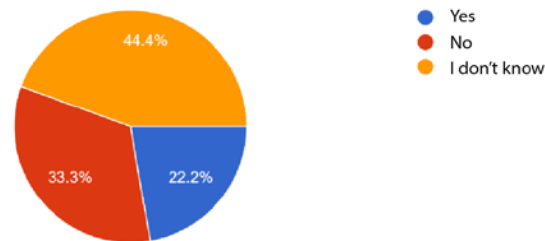


Chart no. 14

Those respondents who answered positively gave the following explanations by way of illustration:

- ✓ introduction of the service as an innovative service of the Ministry of Social Policy, creation of regulations for the use of the service and the possibility of its availability in the municipalities where it is needed. Creation of a mixed financing model in which the state, the municipality and the user with his own funds would participate. Example: 40% user 30% state 30% municipality which would cover the costs.
- ✓ greater promotion, after piloting the service should also be offered commercially for people who have the opportunity to use it.
- ✓ established methodology and legally regulated way of co-financing social services

In addition, we asked respondents "What are the main factors affecting the achievement of sustainability in the delivery of the Emergency Button service?", to which we received the following responses:

-
- The excellent service and cooperation with the institutions
 - Financing of the service, which is difficult to achieve if only the user pays for the service, due to the low purchasing power of the citizens
 - Institutional cooperation and financial support from national and local stakeholders
 - Cooperation with municipalities, promotion of the Emergency Button service and financial support
-

-
- Central and local government
 - Government institutions at the national and local level, making decisions for the introduction of this innovative service
 - Regulation of the Emergency button in a regular social service and arrangement of a model for its use and financing as an integrated social service
-

To the question "How do you evaluate the overall implementation of Emergency Button in Skopje?", the respondents gave the following answers: Excellent: 75%, Very good: 12.5%, Good: 12.5%. At the same time, there are no respondents who gave satisfactory and unsatisfactory ratings.

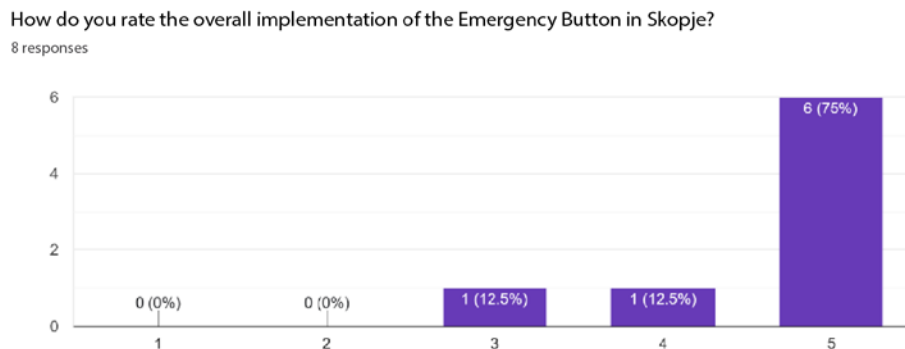


Chart no. 15

To the question "Would you recommend expanding this service outside of Skopje?", the respondents answered 100% with "Yes". This data speaks of a high level of awareness of the importance and need for this service in other regions as well, but also the need for this type of service at the national level.

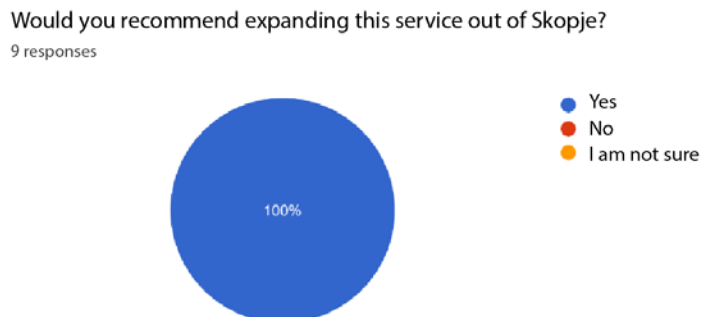


Chart no. 16

To the question "Does your institution have a long-term plan for financing the Emergency Button service?", respondents gave the following answers: 22.2% "Yes", 55.6% "Partially" and 22.2% considered "No". These data show that more than half (55.6%) have a partial financing plan, but it is not fully developed, but that few institutions have a fully developed long-term financing plan, which indicates the need for better planning and strategic thinking.

Does your institution have a long-term plan for funding the service Emergency Button?
9 responses

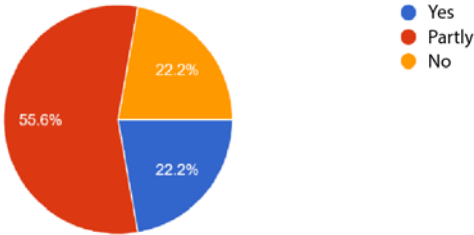


Chart no. 17

Demographic characteristics

According to the distribution of gender: 77.8% of the respondents are women, 11.1% of the respondents are men, and 11.1% declared themselves as other, which indicates that there is a significantly higher number of women compared to men among the respondents.

Gender:
9 responses

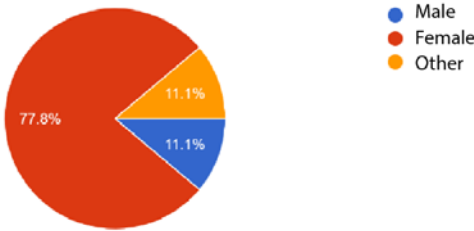


Chart no. 18

The sample was stratified according to four demographic characteristics: 20-29 years, 30-39 years, 40-49 years, and 50+ years. Namely, the majority of respondents, i.e. 55.6%, are aged 40-49, followed by 33.3% aged 30-39, and 11.1% over 50.

Age:
9 responses

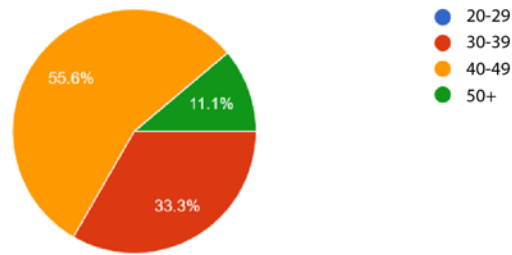


Chart no. 19

Based on the data received from the municipality, 33.3% are from Centar, 22.2% from Gyorche Petrov and Chair, and 11.1% from Gazi Baba and Butel.

Municipality:
9 responses

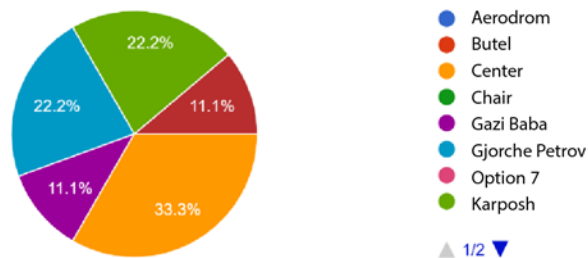


Chart no. 20

All respondents stated that they are of Macedonian ethnicity. This indicates that it is necessary to take into account the other ethnic communities in order to perceive their attitudes and needs.

Ethnicity:
9 responses



Chart no. 21

Conclusions and recommendations

The Emergency Button service has great potential for sustainability, but still faces several challenges that need to be overcome to ensure long-term benefit. Lack of finance is one of the biggest challenges. All respondents (100%) believe that financial resources are necessary for the sustainability of the "Emergency Button" service, then 66.7% believe that Professional/staffing, Ensuring stable funding through various sources is key to long-term sustainability. The respondents point out that the creation of a mixed financing model in which the state, the municipality and the user himself would participate with his own funds. Example: 40% user 30% state 30% municipality which would cover the costs. In addition, there is a need for qualified staff to provide quality services, so in this regard investment in staff training and development is needed. In addition, a necessity that the respondents ascertain is the improvement of coordination between the various institutions that will help in providing constant support and integration of the service in the social protection system.

On the other hand, the service successfully provides first aid to the elderly in an emergency, which was one of the main goals of the project. The majority of respondents, i.e. 77.8%, perceive the role of the "Emergency button" service as providing first aid to the elderly in a state of emergency. Therefore, although there is progress in this regard, that is, the institutions recognize the need for the service, there is still a need for additional efforts to ensure fully integrated health and social care. According to this, the involvement of the institutions and their cooperation is crucial, as the respondents emphasize that it has been partially achieved and there is room for improvement.

In terms of impact, the service significantly improves the quality of life of the elderly, providing them with security and support in emergency situations. Basically, institutions recognize the need for this type of service, because integrated social-health services contribute to reducing the need for hospitalization or placement in residential homes. At the same time, most of the

respondents (71.4%) indicate the lack of resources as the main challenge. In addition, the service addresses the need for support of vulnerable groups, including the elderly and people with disabilities, which is of great importance considering that the population is getting older and there will be an increasing need for this type of service in the future.

Recommendations

- Developing a long-term financial plan and securing different sources of funding is key to ensuring sustainability, but also maintaining continuous service quality. Of course, it is very important to invest in staff training and increase staffing.
- Encouraging cross-sectoral cooperation and coordination between different institutions, where different institutions have common interests and goals. This may include shared problems, community needs or shared resources that can be used to improve services.
- Regular evaluation and improvement of services based on feedback from users and partners is significant for understanding their needs and expectations. Based on the assessment and the received information, changes can be introduced in the service and its improvement.
- Implementation of campaigns to increase awareness of the "Emergency Button" service and its benefits. In this way, the general public will be informed about the main benefits of using the "Emergency Button" with an emphasis on the problems it solves and how it facilitates the daily lives of users.
- Cooperation with health facilities is especially necessary due to the fact that, often, further medical care is needed which must be provided by a health facility. Most often, it is the Emergency Medical Service.
- Preparation of Regulations for regulating the Emergency Button service and editing a model for its use and financing, as an integrated social service.
- A normatively organized package of social-health services for the elderly and an organized way of co-financing of social services to integrate the Emergency Button service into the social protection system as a new innovative service.
- Implementation of the service in all municipalities in the city of Skopje and other cities in Macedonia. Increased cooperation and awareness of the possibilities offered by the service. If there is cooperation, this service can become complementary with other services that are developed at the local level, which include people with reduced functional capacity that need such a service.
- Continuous cooperation with other providers of this type of service in the region and in Europe, with the aim of gaining and exchanging new knowledge and experiences.

Special Transport

Introduction

The service "*Special Transportation for the elderly and persons with disabilities*" was not initially planned at the beginning of the implementation of this business partnership. It developed as a result of the possibility to use the vehicles from the Emergency Button for the transportation of users, in situations and conditions when the vehicles are free, so that additional income can be generated. Considering the fact that this service proved to be very necessary for the citizens, which is also confirmed by the Feasibility Study (2019), it becomes in a short time very much in demand among the citizens.² In order to make this service available to more citizens of Skopje, two new vehicles were purchased with the support of the Swiss Red Cross.

The Transportation service started in April 2022 with a short testing period, so that from May 2022 it is offered as a service that citizens use and pay for from their own funds. Practically in this way, Special Transportation in a short time becomes a service that experiences rapid development and gradually becomes recognized as a necessary need by the local self-government.

The Red Cross is actively involved in the creation of a strategic plan for the sustainability of this service and is starting negotiations with the local municipalities in Skopje with the aim of promoting the service and requesting their support. So far, five agreements have been signed (March 2023 with Kisela Voda, May 2023 with Gjorce Petrov, January 2024 with Centar, May 2024 with Karposh, July 2024 with Gazi Baba) stipulating the conditions for mutual cooperation for a Transport service for the elderly population in their municipalities or for persons with disabilities.³

On one side, where in certain municipalities the citizens had benefits, i.e. they receive the service for free, at the same time the service continues to be available to citizens who are able to pay for it independently in the territory of the city of Skopje.

As well as for the Emergency Button service, the Red Cross envisages in-depth cooperation with the Ministry of Social Policy, Demography and Youth, with which they will attempt to incorporate this service in the social protection system, as a licensed social service. This represents great strategic importance for the service itself, as well as for future plans for its development.

² https://ckgs.org.mk/wp-content/uploads/2020/03/FF_Feasibility-Study_mkd-2019_31_10_final-za-web.pdf

³ 2550-12_2020 7th Progress Report – Narrative Report for project Integrated care and support service business development in the

Data analysis - users

Methodology

The survey questionnaire for the Special Transport service was composed of 25 questions, intended for the users of the service. The methodology was prepared and adapted to the needs of assessing the quality of the service offered, as well as to the needs and effects on the users. The questions addressed various aspects of the service, including satisfaction, availability, effectiveness and impact on users' daily lives. The survey was conducted by telephone in the period of June 17 to 22, 2024, covering a total of 16 respondents, that is, users of the Special Transportation service. The results of the survey will serve to improve the service and for future plans for its expansion and improvement.

In addition, all relevant documents submitted by RCRNM were reviewed, and are aimed at informing about the activities related to the implementation of this project.

The purpose of the evaluation is to draw lessons learned, measure the quality of services and make recommendations for sustainability in relation to the project, identify the overall performance of the project in accordance with the project objective and planned results and to use information in planning future activities in the same thematic area.

The results and recommendations of the review will be used for continuous provision of services after the completion of the project on 31.08.2024.

Demographic characteristics

The survey included a total of 16 respondents, of which 50% are men and 50% are women.

1. Gender
16 responses

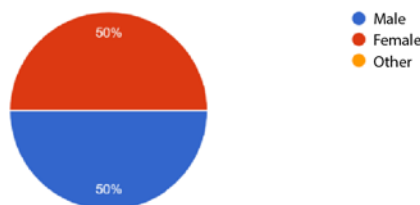


Chart no.1

Most of the respondents, i.e. 43.8%, are aged 65-74, followed by 37.5% aged over 75, 12.5% aged 55-64 and 6.3% aged 35-45.

2. Age

16 responses

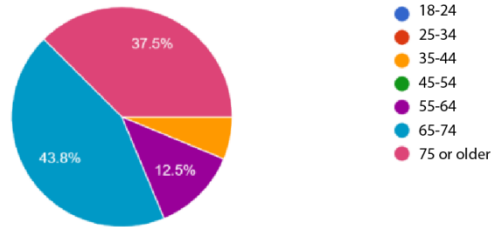


Chart no.2

Respondents which use the service live in the following municipalities: 25% Karposh, 18.8% Centar, Kisela Voda and Gjorche Petrov, 6.3% Gazi Baba, Butel and Aerodrom.

3. Municipality

16 responses

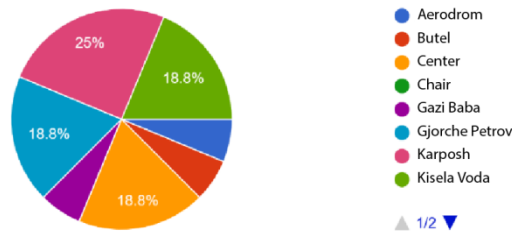


Chart no.3

In terms of ethnicity, 93.8% of respondents are Macedonians, and 6.2% are Roma.

4. Ethnicity

16 responses

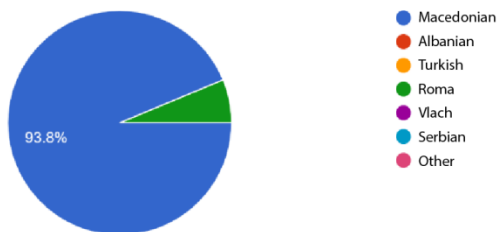


Chart no.4

Service quality and functionality

The first question aimed to inform us "How often do they use the Special Transport service?". Almost half of the users, ie 43.8%, use the service once every few months, 25% use it once a month, 18.8% use it 2 to 3 times a month, and 12.5% use it several times a week. This indicates that majority of the users use the service as needed in different intervals of the month.

5. How often do you use the service?
16 responses

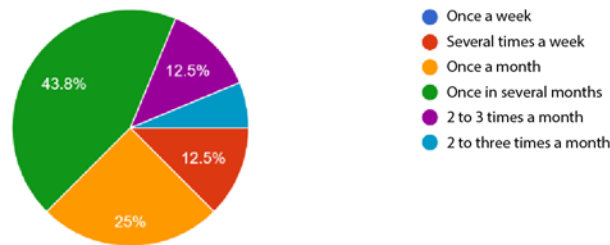


Chart no.5

To the question "Where do you most often need transportation to?", the respondents gave the following answers:

- To the doctor
- Only when necessary, to go to the doctor
- For post operation
- There is no one to provide me with care and assistance, especially for going to the doctor
- For going to and returning from the doctor, Kozle rehabilitation center
- I only use it once a month when I go to the doctor
- To the doctor, I don't use it for anything else
- Only if I have to go to the doctor, when there is no one to take me because I was on crutches
- To the hospital
- I have only used the service once, for a doctor's appointment
- To the clinic
- I have Parkinson's disease and I need help to go to the doctor
- They needed to take me from home to the hospital
- In hospital

Table 1

The answers to this question clearly show that most of the users use the Special Transport service for medical needs, especially for going to the doctor or the hospital. Therefore, the

service is essential for the health support of the users, who in most cases have no other possibility of transportation to the medical facilities.

Respondents were asked to "rate the quality of the Special Transport service on a scale of 1 to 5". The results show that 93.3% of them gave the highest rating of 5, indicating complete satisfaction with the service, while 6.7% gave a rating of 4. These high ratings indicate that users are generally very satisfied with the service and consider it very useful and effective.

7. Rate the quality of the Special Transportation service, on a scale from 1 to 5
15 responses

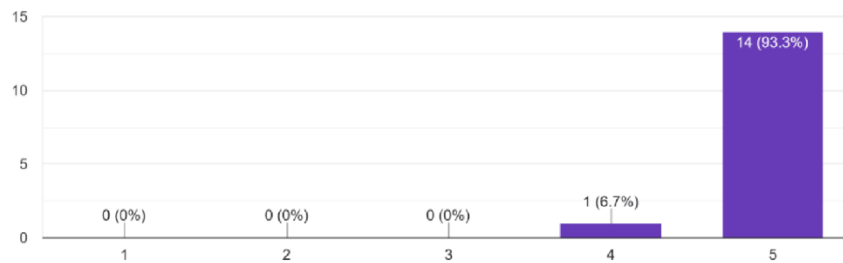


Chart no.6

When asked "How easy is it to book the Special Transportation service?", 62.5% of the respondents stated that it is very easy, 31.3% that it is easy, and 6.3% were neutral on this question. These results indicate the satisfaction of the respondents in the process of booking the service, but of course, there should be a way and opportunity for improvement, which is an important aspect for users when using Special Transportation.

8. How easy is it to book the Special Transportation service?
16 responses

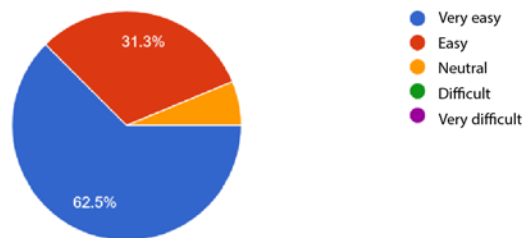


Chart no.7

To the question "How timely is the Special Transport service when carrying out the transport?", 93.8% of the respondents pointed out that the service is always on time, while 6.3% said that it is usually on time. These results indicate a high degree of accuracy and reliability of the service. Being on time is a key factor for users, especially when it comes to health needs. These data

further confirm that the Special Transportation service successfully meets the needs of users for timely and reliable transportation.

9. How timely is the Special Transport service when carrying out the transport?
16 responses

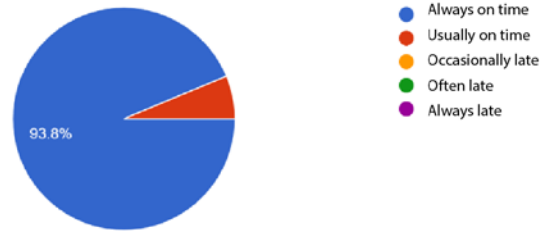


Chart no.8

In terms of safety, the respondents were asked "How safe do you feel when using the Special Transport service?". The results show that 93.8% of respondents feel very safe, while 6.3% feel safe. Again, we have high percentages with which users express great confidence in the service and consider that the transportation is provided at a high level. Security is of critical importance to users, especially those with health needs such as the target user group.

10. How safe do you feel when using the Special Transport service?
16 responses

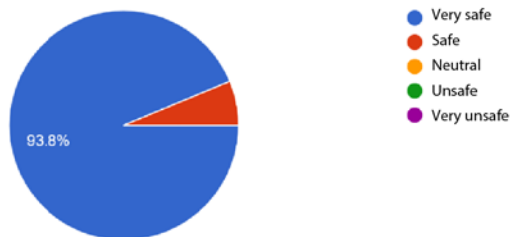


Chart no.9

To the question "Why did you choose Special Transportation as a service?", 66.7% of respondents answered that they use it because of their deteriorating health condition. The remaining 6.7% of users emphasized the following answers:

- I have no help from my family
- I have a disability
- I don't have anyone
- I am a person with a disability

- I live in a nursing home
- Hardly anyone offers this kind of service

These responses indicate that the Special Transportation service is essential to people with specific needs who have no other means of transportation and support. These data emphasize how important it is to ensure the availability and quality of this service for the most vulnerable categories of citizens.

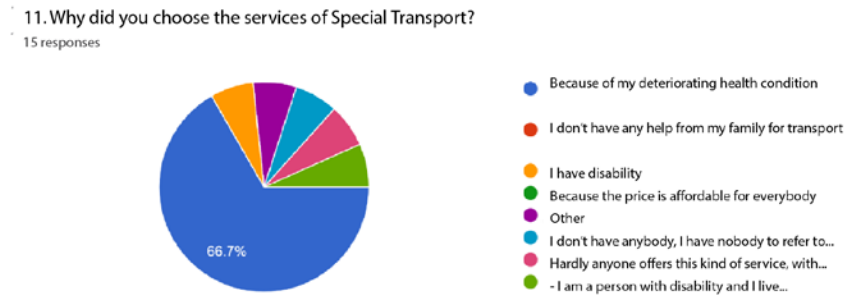


Chart no.10

When asked "What do you like most about this service?", the respondents gave the following answers: 43.8% "feel safe", 18.8% highlighted "availability of the team when needed", and equally 6.3% gave the following answers: "easy access," "I like everything, they are with me all the time," "speed and security, I like everything." These results show that users value the security and availability of the service the most, which again indicates a high level of satisfaction with the quality of the service. Also, various aspects such as ease of access, speed and constant presence of the team play an important role in a positive user experience.

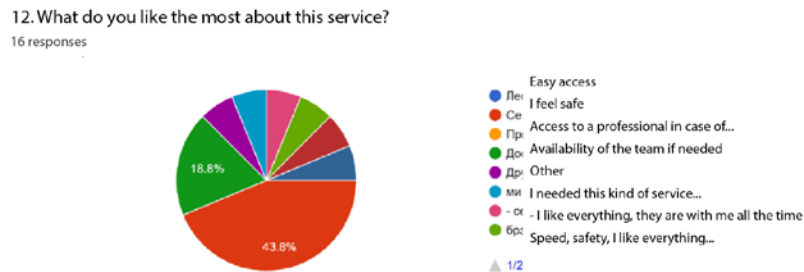


Chart no.11

To the question "What do you dislike about this service?", 93.3% of respondents answered that there is nothing they dislike and 6.7% pointed out that they disliked the high price of the service. These results show that the great majority of users are completely satisfied with the service and have no objections, which again gives a clear message that the Special Transport service is implemented with a high level of

quality and acceptance by users. However, there is a small group that considers the cost of the service to be high, which may indicate the need to consider the possibility of financial support or subsidies for this service.

13. What is it that you don't like about this service?

15 responses

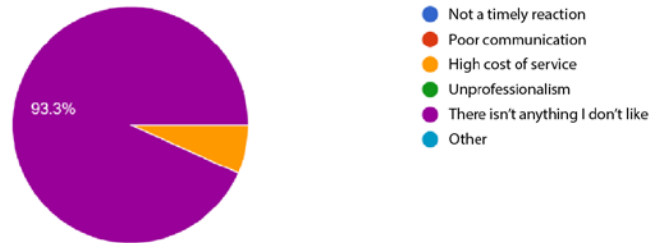


Chart no.12

To the question "How do you rate the trust in Special Transport services, on a scale of 1 to 5?", the respondents answered as follows: 93.8% rate the service with 5, indicating complete satisfaction and 6.2% rate it the service with 4 i.e. the users are satisfied with this service. This indicates a high level of professionalism and quality of the service that meets the needs and expectations of users.

14. How do you rate the trust in Special Transport services, on a scale from 1 to 5

16 responses

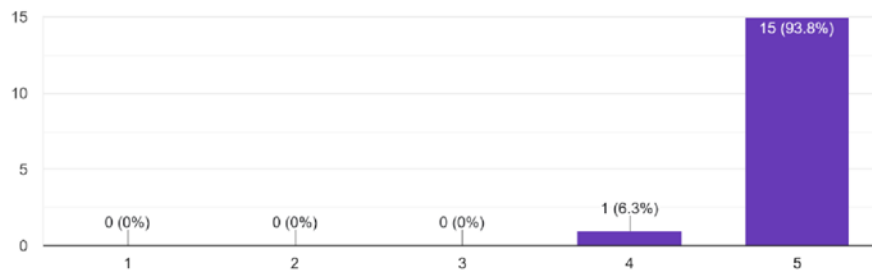


Chart no.13

Staff and assistance

To the question "How satisfied are you with the Special Transport team?", respondents gave the following answers: 93.8% are completely satisfied with the service and 6.2% are satisfied with the service. These results show that users have a high level of satisfaction with

the Special Transport team, which indicates the great professionalism and dedication of the team in performing the service.

15. How satisfied are you with the Special Transportation team?

16 responses

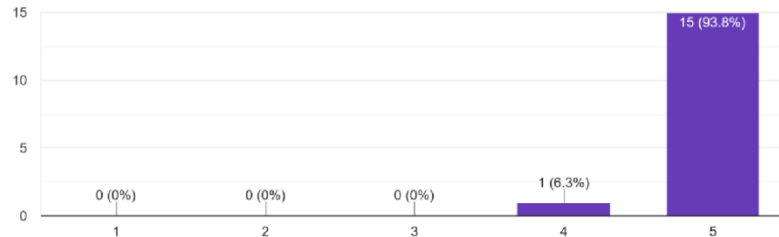


Chart no.14

To the question "How polite are the drivers and staff, do they understand and take care of your specific needs?", all respondents, i.e. 100%, answered positively. This result indicates that users are extremely satisfied with the attitude and care shown to them by drivers and staff. This high level of satisfaction is a key indicator of service quality and confirms that the Special Transport team successfully understands and meets the specific needs of users.

16. How polite, understanding and attentive are the drivers and staff to your specific needs?

16 responses

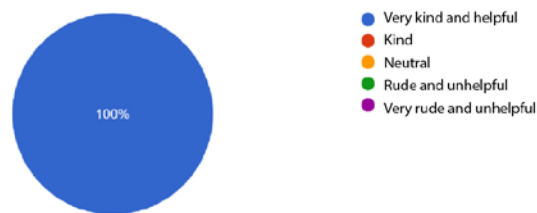


Chart no.15

Impact on quality of life

To the question "How has the Special Transportation service affected your ability to attend medical appointments?", respondents gave the following answers: 87.5% felt that the service significantly improved their ability to attend medical appointments, 9.3% stated that it had improvement and 6.3% that there is no change. A very large number of respondents experienced the positive impact of the Special Transportation service and thus a positive impact on the quality of life

was achieved. This shows that the service is of great importance in improving access to health services for users, which is especially true for those with specific needs.

17. How did the service Special Transport influence your ability to attend to doctor's appointments?
16 responses

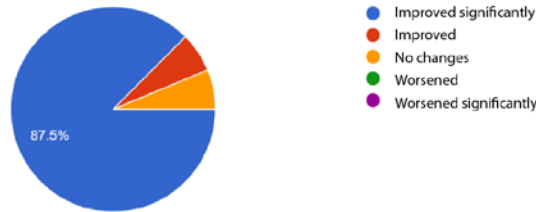


Chart no.16

When asked "How did the Special Transportation service affect your quality of life?", 86.7% of the respondents believe that the service significantly improved their quality of life, while 13.3% stated that there was an improvement in the quality of life. The Special Transport service has a significant positive impact on the quality of life of the users, and the improvement of access to health and other services through this type of transport allows the users greater independence, safety and comfort, which contributes to their general well-being.

18. How did the Special Transportation service influence your quality of life?
15 responses

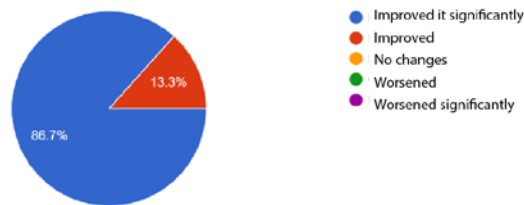


Chart no.17

To the question "Has the Special Transportation service reduced your dependence on family or friends for transportation?"; 68.8% stated that dependence has decreased significantly, 18.6% of respondents have no change and 12.5% stated that dependence has decreased. These results confirm the conclusion that the Special Transportation service has a significant positive effect in reducing the dependence on family or friends when it comes to transportation among the users.

19. Has the Special Transportation service reduced your dependence on family or friends for transportation?

16 responses

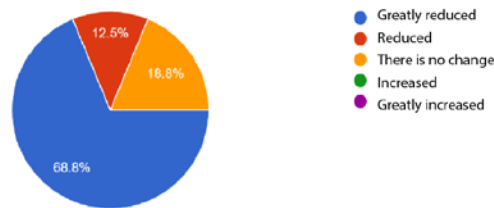


Chart no.18

In general, 93.8% of the respondents declared themselves very satisfied with the Special Transport service and 6.2% as satisfied. These results show that the great majority of users express a high level of satisfaction with the Special Transportation service.

20. In general, how satisfied are you with the service Special Transport?

16 responses

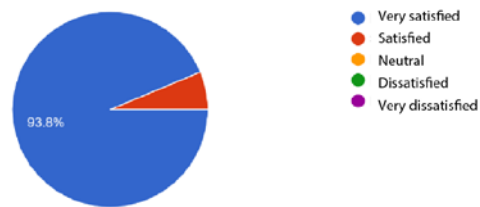


Chart no.19

All respondents, i.e. 100%, declared that they would recommend the service of Special Transportation to other people with similar needs, so we could conclude that the users are satisfied with the service and believe that it would be useful to other people with specific needs. The high percentage of recommendations indicates the success and acceptance of the service in the community and its importance for improving the quality of life of the users.

21. Would you recommend this service to other people with similar needs?

16 responses



Chart no.20

When asked if they would like to continue using the service, the respondents answered as follows: 75% stated that they would like to continue using the service, while 25% felt that they would not want to continue using the service.

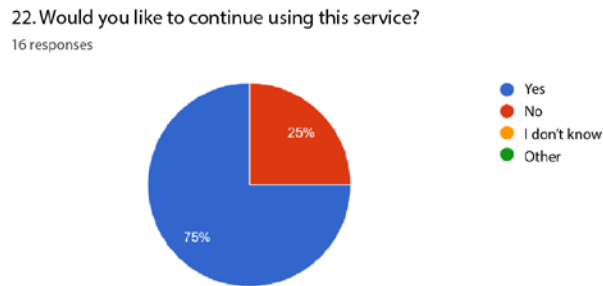


Chart no.21

Additionally, those who answered "No" gave the following reasons:

-
- If I need it I would use it
-
- I don't need it at the moment
-
- Optionally
-

To the question "Who do you think should cover the costs for this service?", the respondents gave the following answers: 62.5% think that the costs should be covered by the Municipality, 12.5% think that the State should cover them, 6.3 % believe that the costs should be covered by the people who use the service, the remaining 18.8% expressed the opinion that everyone should participate, considering that supporting the service is very significant.

These answers show diversity in the respondents' opinions about the financing of the Special Transport service. A large majority believe that the Municipality should be responsible for the costs, which may reflect their belief that this service should be available and supported at the local level.

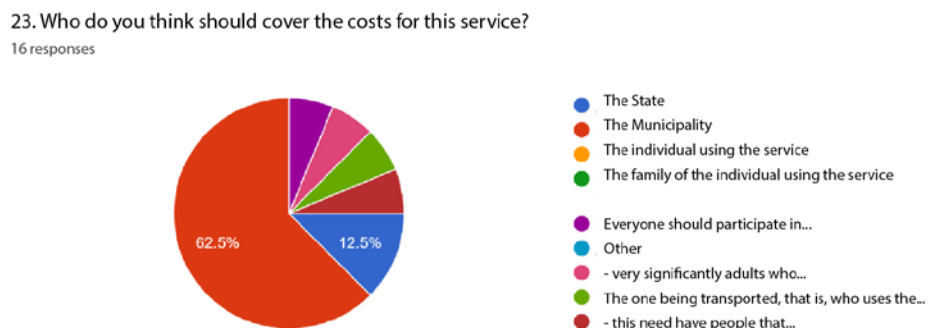


Chart no.22

The following recommendations for improvements to the Special Transport service were listed by the respondents:

- I can't find a complaint, they are all wonderful
- To have duty shifts on Saturday and Sunday
- I am satisfied with the service
- I am very satisfied with the service, I give them 10
- The staff is wonderful, everyone is wonderful, they come and help us
- I am very satisfied with the service
- There is nothing to improve, everything is great, they have new vans, friendly staff, only financially if they can be accessible to everyone
- To have more staff and vans because Skopje is a big city, and they are not able to provide transportation if they have a lot of work
- This is fine, to have multiple times to use the service for free in both directions
- To have another team
- To increase the service and make it available in more regions, for example when my family lived in Centar I could use the service, but now they have moved to Zlokucani and I am not able to use it
- I have no complaints
- I don't think I would suggest anything additional, because I am very satisfied with the service that is currently being offered
- - If only there were more cars to meet the needs of patients

Table 2

The interviewees shared their specific experiences that highlight the impact of the Special Transportation service on their lives:

- The fact that I know I can call them has a very positive effect, I cheer up and have a chat with them
- Everything is fine, everyone is very kind
- I have no words, I am very satisfied
- The staff is very kind, they ask me if I have a stroller or a cot and it depends on the conditions I need
- I have no words, I give a pure 10,
- They always meet my demands, it is easy to make an appointment if I call earlier
- I am very satisfied, I have my hip operated and they supported me the whole time when I would go to the doctor
- It's very expensive, I'm on social security
- Many people are not familiar with it. A doctor came out to ask me who brought me and she wasn't familiar with them, they should be promoted more.
- My father is undergoing dialysis and we are keeping him alive this way
- I have Parkinson's disease and I can't go to the doctor, I don't have a companion, and everything is expensive and we have small pensions.

- They are all wonderful, the price is not a problem for me, but there are many people with a small pension and cannot afford the service
- The hustle and bustle of going to the doctor, not being able to get there by taxi on time, and even if I had loved ones we can't have adequate treatment
- We took an ambulance, but they are not helpful and another person is needed to pick me up.
- The fact they provide staff because my husband is big and in order to transport him, we need three people, they are patient and help us,
- They came right away, they are very helpful and when I didn't schedule an appointment on time, in an emergency situation when the doctor told me to come, they met my demands.

Table 3

Conclusion and recommendations

The project shows good sustainability due to following aspects: financial support and social and health care. The respondents express the need for financial support from the municipality, because they believe this way long-term financing of the service can be provided. In addition, the high satisfaction and use of the service by users for health needs indicates that the project meets important needs in the community, which positively affects its sustainability.

User satisfaction is evident through the following indicators:

- 93.8% of respondents evaluate the service with 5, which indicates complete satisfaction.
- 93.8% of respondents emphasized that the service is always on time.
- 93.8% of respondents feel very safe.
- 87.5% believe that the service significantly improved their ability to attend medical examinations.

It can be seen that most of the users use the Special Transport service for medical needs, such as going to the doctor or to the hospital. It is additionally confirmed by the data that 66.7% of respondents answered that they use the service because of their deteriorating health condition.

Respondents expressed high satisfaction with the quality and safety of the service, that is, 86.7% of the respondents believe that the service has significantly improved their quality of life, which indicates that the goals for improving the quality of life and accessibility have been successfully achieved. The project is well managed, with good coordination between services and good communication with users.

On the other hand, users are largely satisfied with the team and the quality of the service, such as the possibility for the team to accompany them in situations when they are unable to move. The users appreciate the safety and availability of the service the most, i.e. 93.8%, i.e. a high level of satisfaction with the team of Special Transport, which indicates great professionalism and dedication of the team when performing the service. Also, the fact that 100% of the users are extremely satisfied with the

attitude and care shown to them by the drivers and staff is actually a key indicator of the quality of the service and confirms that the Special Transport team successfully understands and meets the specific needs of the users.

Most respondents declared to be very satisfied with the service and gave high marks to the quality, safety and professionalism of the staff. The service significantly improves the users' ability to attend medical examinations and positively affects their general standard of living, and thus we can conclude that the effectiveness of the Special Transport service project has been largely achieved.

Recommendations:

- Consideration of additional options for financial support or subsidies for users who cannot afford the high costs of the service and thus help them to be users.
- More flexibility and availability of the service on weekends and after 4:00 p.m., as the respondents expressed the need for duty and services on Saturdays and Sundays, which would increase the availability of the service.
- Increasing the capacity of the team, as a necessary need for more vehicles and personnel, especially in cities like Skopje, where there is a significant need for transport services for specific needs.
- Expanding the service to other cities in North Macedonia, promoting the service in different languages of the ethnic communities.
- Providing workplace injury insurance for drivers and attendants, due to the complexity of the work and the possibility of injury based on risks during work. But also considering the possibility of insuring passengers during transportation, in order to further increase the sense of security among passengers.

Data analysis - institutions

Methodology

The survey questionnaire for Special Transport service institutions was aimed at evaluating the impact, effectiveness and sustainability of the service by stakeholders. The questionnaire consists of 23 questions of semi-open and open type. Red Cross staff members, local municipalities, ministries and other stakeholders involved in the development of the service participated in the survey. The survey was conducted online in the period of June 19-28, 2024, and a total of 8 respondents were included. It consisted of a total of 23 questions. These findings will serve as a basis for further development and improvement of the service.

The purpose of the evaluation is to draw lessons learned, measure the quality of services and make recommendations for sustainability in relation to the project, identify the overall performance of the project in accordance with the project objective and planned results and use information in planning future activities from the same thematic area.

The results and recommendations of the review will be used for the continuous provision of services after the completion of the project on 31.08.2024.

Basic data, awareness and involvement

The questionnaire was answered by representatives of the following institutions: 3 representatives from the City Red Cross of Skopje and one representative from the following organizations/institutions: Red Cross RNM, the Municipalities of Kisela Voda and Karposh, the Ministry of Labor and Social Policy (MLSP), MLSP - Project for supporting social services.

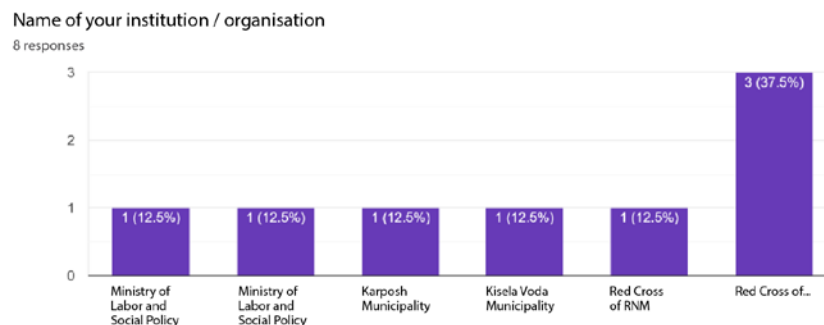


Chart no.1

The respondents, who come from various institutions such as the Red Cross, local municipalities, ministries and other stakeholders, evaluated the service with a total of 23 questions. In the table below, you can see the job positions of the respondents in the organization they come from:

- Head of Department
- Project coordinator
- Social worker
- Social worker
- Coordinator for the activation of the labor market
- Professional associate for social and humanitarian programs
- Head of Department
- Head of sector for EU programs and funds

The purpose of this block of questions was to find out how familiar are the institutions and how involved with the implementation of the Special Transport service. Namely, 100% of the respondents answered "Yes" to the question "Are they familiar with the Special Transport service for the elderly and people with disabilities?", which clearly shows a high level of awareness and recognition of the importance of this service among stakeholders.

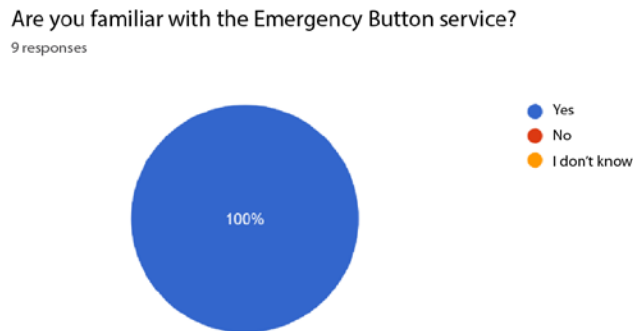


Chart no.2

On the question "Are you involved in the implementation process of the Special Transport service?", the results were divided, with 50% of respondents answering that they were involved, while the remaining 50% answered that they were not involved. This indicates the need for greater coordination and involvement of all stakeholders in the implementation processes of this service.

Are you included in the process of implementation of the Special Transportation service?
8 responses

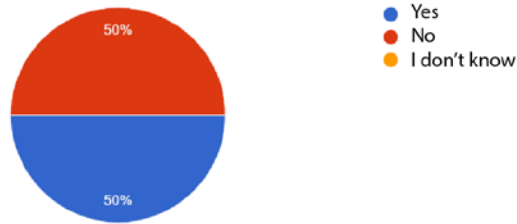


Chart no.3

Those who gave a positive answer explained their involvement in the process, i.e. 50% pointed out that they were involved for 2-3 years, 25% longer than 1 year and 25% 1-3 months. The majority of respondents have between 1-3 years of experience, which indicates that they are sufficiently informed and involved to provide competent answers.

If yes, how long have you been included in the process of implementation of the Special Transport?
4 responses

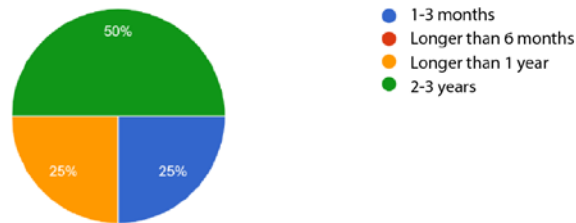


Chart no.4

To the question "What is your experience in your job position regarding the Special Transport service?", 50% answered that they have information and understanding about the service and can briefly explain it, 37.5% answered that they have advanced knowledge about the service that they can apply and pass it to other people, and 12.5% do not have much experience. According to this, we can point out that although most respondents have sufficient knowledge about the service, there are still people who would benefit from additional training and information about the service itself.

What is your experience in your job position regarding the Special Transport service?

8 responses



Chart no.5

The next question "Is your institution already involved or is it planning support with its activities to the implementation of the Special Transport service?", 42.9% "To be partners in the implementation of the service together with the Red Cross", 42.9% "To be implementers of the service' and 14.3% 'I don't know'. The answers given by the respondents give a clear picture of the experience that the respondents have about the service itself, and it gives clear signals of a high level of involvement and commitment of the institutions/organisations as implementers and partners, as well as the need for additional information and coordination among some of them because some of them declared that they did not know.

Is your institution already involved, or is it planning to give support with its activities, for the implementation of the Special Transport service?

7 responses



Chart no.6

According to the respondents to the question "What are the priority areas of action that should be focused on for the efficient implementation of this service?" we received the following answers:

-
- Ensuring full sustainability of the service, expanding the service in all municipalities where it is needed, incorporating the service as a social service that would be offered by the state.
-
- Health and social protection.
-
- Social humanitarian activity and health prevention are one of the organization's priority
-

areas of action, within which the establishment and development of social and health services intended for vulnerable target groups of the population is foreseen.

- Involvement of the local government.
-

Table 1

Role, challenges and initiatives

Regarding the question "What is the role of your institution in the implementation of the Special Transport service?", 75% believe that it is "Implementation of projects in this area", 50% "Providing health and social care to elderly men and women who need assistance", 37.5% see it as "Creation of national/local health and social protection policies" and 12.5% "Elaboration of policies related to health and social protection" and "Improving the quality of life of the elderly." These answers show diversity in the understanding and engagement of different institutions in the implementation of the Special Transport service, which is directly related to the role they have in the institution.

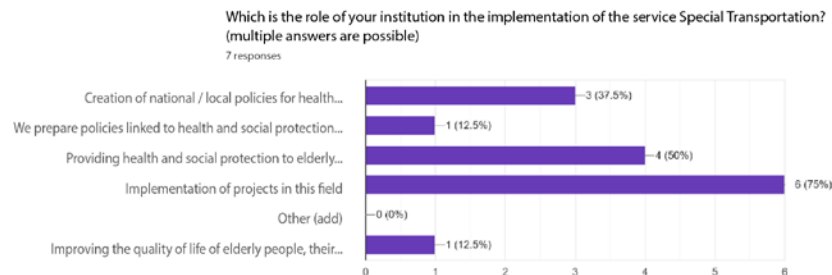


Chart no.7

Then followed the question "What challenges does your institution face if it has the opportunity to provide health and social assistance to the elderly (multiple answers are possible)?", where most of the respondents, 85.7%, consider the lack of resources as the biggest challenge, while 42.9% of the respondents believe that it is the lack of staff and also, 42.9% weak institutional cooperation. These responses show that institutions have significant challenges in ensuring health and social care for the elderly, including problems with resources, lack of qualified staff and the need to improve institutional cooperation.

What challenges does your institution face if it has the opportunity to provide health and social assistance to the elderly?
(multiple answers are possible)
7 responses

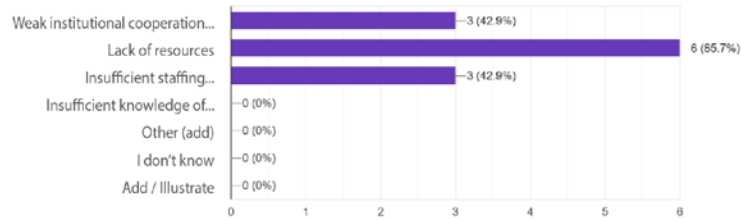


Chart no.8

To the question "Do you know about measures/activities and initiatives of other stakeholders in the domain of implementation of Special Transport?", all respondents, i.e. 100% declared that they do not know about measures and initiatives of other stakeholders.

Do you know about measures / activities and initiatives of the other stakeholders in the domain of implementation the Special Transportation? (choose one answer)
6 responses



Chart no.9

With the opportunity to give more answers, to the question "How do you perceive the role of the Special Transport service?" the responders opted for the following: 75% to provide transport for people with difficulty in mobility and 62.5% to provide health and social protection for the elderly and persons with disabilities. These responses highlight the importance that institutions attach to the Special Transport service, recognizing their functions in providing mobility and social protection for the most vulnerable groups.

How do you perceive the role of the Special Transport service?
(multiple answers are possible)

8 responses

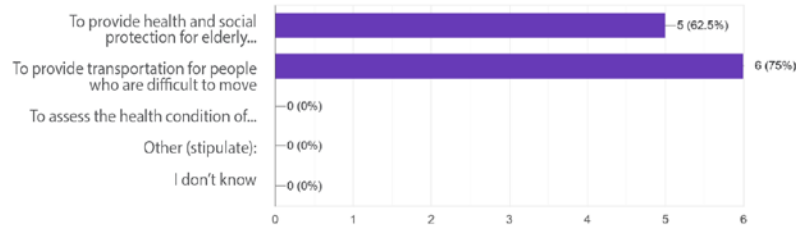


Chart no.10

Collaboration with stakeholders, critical points

On the one hand, to the question "What are your perceptions about the cooperation between the key stakeholders for the efficient implementation of the Special Transport service?", 50% believe that they are directly connected, cooperation is necessary, then 37% believe that they are partially connected, cooperation is needed, and 12% consider that cooperation is needed, but not necessary. These responses indicate significant support of the need for cooperation between the various stakeholders for the successful implementation of the Special Transportation service, with a large number of respondents indicating it as necessary. At the same time, one respondent gives additional remark to the necessity of cooperation "*through the exchange of information and coordination in order to give an adequate, timely and quick response*".

What are your views on the cooperation between the key stakeholders for the efficient implementation of the Special Transport service? (choose one answer)

8 responses



Chart no.11

On the other hand, to the question "To what extent did the institutions (Municipalities, Ministry of Labor and Social Policy, local enterprises) that were involved in the project cooperate with each other?", we received the following answers: more than half of the respondents or 62.5% believe that "They cooperated a little", 25% that they "Partially cooperated", and 12.5% declared that they "Did not cooperate". This shows that there is little cooperation, but it is very important to improve and advance this cooperation.

To what extent did the institutions (Municipalities, Ministry of Labor and Social Policy, local companies) that were involved in the project cooperate with each other?
8 responses

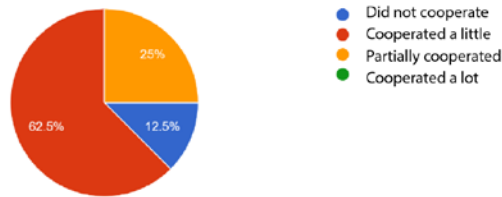


Chart no.12

When asked to refer to the critical points, weaknesses, potential strategic measures of your institution that would improve the implementation of the Special Transport service, the following answers were given, listed in the table.

Challenges:	<ul style="list-style-type: none"> - Lack of adequate staff, ensuring sustainability - Lack of professional staff and financial sustainability - Lack of professional staff, financial sustainability - I don't have enough information to answer this question
Opportunities:	<ul style="list-style-type: none"> - Cooperation with local self-government - Participation to the service by the state/municipalities - Participation by the State in the costs of settling the service - I don't have enough information to answer this question
Future plans	<ul style="list-style-type: none"> - Expansion of the service in a larger number of municipalities - Expansion of transport to the whole country - Expansion of the service at the local and national level - I don't have enough information to answer this question - I don't know

Table 2

All respondents, that is, 100% believe that the most important resources for the sustainability of the service are finances, followed by 62.5% professional/personnel and 37.5% technical resources. The respondents consider that an essential element for maintaining the Special Transport service is finances, while investments in staff and technologies are considered necessary for the successful implementation and support of the service.

Според вас, каков вид на ресурси (локални или национални) ќе бидат потребни за одржливост на услугата посебен превоз? ве молиме изберете две најзначајни
8 responses

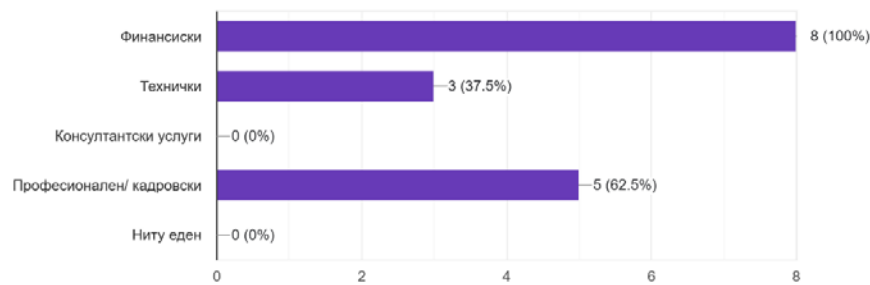


Chart no.13

Sustainability of Service

To the question "Could you suggest a way of a sustainable business model for Special Transport?", 62.5% stated that they do not know how to propose a sustainable business model, 25% gave a positive answer, 12.5% gave a negative answer. This shows that the majority of respondents are not sure how they could propose a sustainable business model for the Special Transport service, which reveals the need for additional thinking and research into potential models that could be sustainable in this area.

Could you suggest a way of sustainable business model for Special Transport?
8 responses

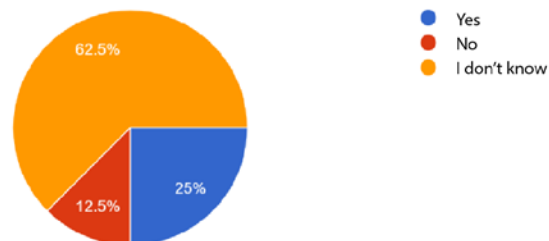


Chart no.14

If the answer is Yes, the respondents gave the following illustration:

- annual collaborations with municipalities that would provide this type of service for their citizens at risk and provision of services at commercial prices
- to continue the activities undertaken for greater recognition by the public for using the service.

According to the respondents, the main factors that affect the achievement of the sustainability of the delivery of the Special Transport service can be summarized as follows, compared to the mentioned aspects:

- *Financial support and adequate staffing*
- *financial support, will and motivation, support from institutions*
- *Close cooperation with the ministry, local government and private sector*
- *Mutual cooperation between municipalities, the Ministry of Labor and Social Policy, local enterprises involved in implementation*
- *Central and local government*
- *financial means, human and financial resources from the local government*

Table 3

Each of these mentioned aspects plays an important role in ensuring the sustainability of the Special Transport service, from the financial support and staffing to the cooperation between the different institutions and their motivation and engagement.

To the question "How do you rate the overall implementation of Special Transportation in Skopje?" 87.5% give the highest rating 5, which means that they are completely satisfied with the implementation of the Special Transportation service in Skopje, and 12.5% stated that they are neutral on this questionnaire. This shows that a large majority of respondents are satisfied with the way the Special Transport service was implemented in Skopje, which is a positive result for the evaluation of the implementation.

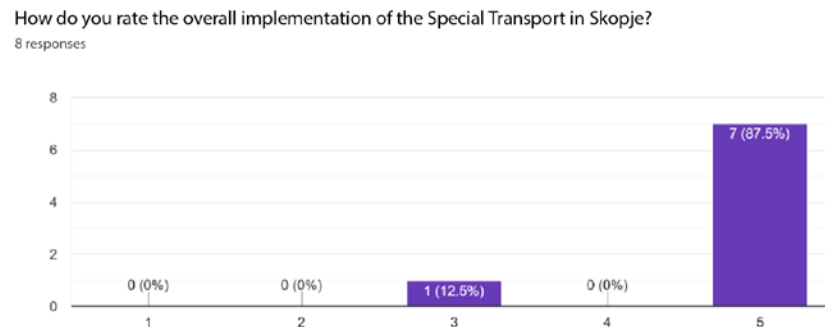


Chart no.15

Regarding the expansion of the service outside of Skopje, all respondents, i.e. 100%, believe that the service should be expanded. This indicates that there is a wide support and opinion among the respondents for the need to spread the Special Transport service outside the city of Skopje.

Would you recommend expending this service outside of Skopje?
8 responses



Chart no.16

To the question "Does your institution have a long-term plan for financing the Special Transportation service?", the respondents i.e. 57.1% believe that they partly have a long-term plan for financing the service, and 42.9% declared that they have a long-term plan. These responses show positive progress in terms of long-term funding plan for the Special Transport service.

Does your institution have a long-term plan for financing the Special Transport service?
7 responses

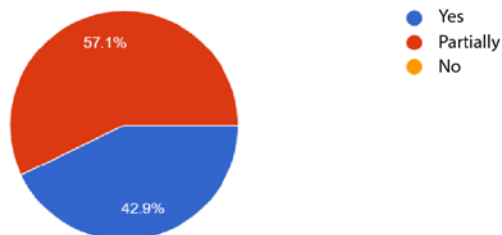


Chart no.17

The last question is also related to financing and who do you think should cover the costs, namely 50% of the respondents think that everyone should participate in paying the costs, 37.5% think that the State should, and 12.5% the Municipality.

Who do you think should cover the costs for this service?

8 responses



Chart no.18

Demographic characteristics

According to gender distribution: 87.5% of the respondents are women, 12.5% of the respondents are men, so we can emphasize that we have a significantly higher number of women compared to men among the respondents.

Gender

8 responses

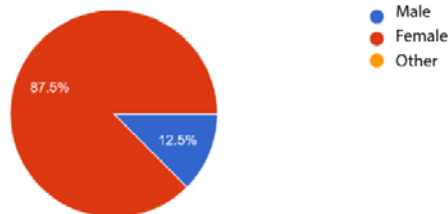


Chart no.19

The sample was stratified according to four demographic characteristics: 20-29 years old, 30-39 years old, 40-49 years old, and 50+ years old. Namely, the majority of respondents, i.e. 50%, are aged 40-49, followed by 37.5% aged 30-39, and 12.5% over 50.

Age
8 responses

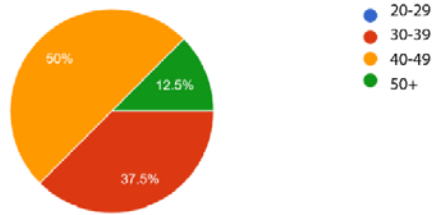


Chart no.20

Based on the data received from the municipality, 37.5% are from Centar, 25% from Karposh, 12.5% from Gjorce Petrov, Gazi Baba and Butel.

Municipality
8 responses

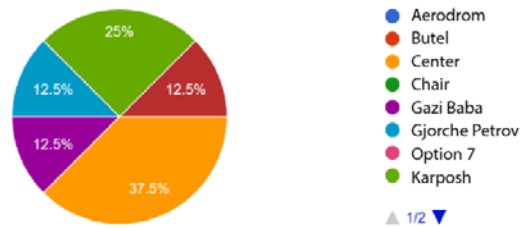


Chart no.21

All respondents stated that they are of Macedonian ethnicity, so it is important to take into account the other ethnic communities in order to perceive their attitudes and needs.

Ethnicity
8 responses



Chart no.22

Conclusion and recommendations

The respondents recognize the importance of the service, its sustainability, effectiveness and the social impact achieved by the project for the Special Transport service in Skopje.

According to the answers received by the representatives of the institutions, we can conclude that in order to ensure the sustainability of the project for the Special Transportation service, it is essential to create stable financial models and maintain continuous cooperation with local municipalities and other institutions. In doing so, long-term resource management plans should be developed and continued funding supported by relevant professional and financial key stakeholders. Although, almost half of the respondents (42.9%) have a long-term plan for financing the service, and the other 57.1% partially have such a plan, it shows that there is progress and commitment to the sustainability of the service. However, despite that, it is necessary to work on mutual coordination and cooperation in order to achieve satisfactory success in terms of sustainability.

On the other hand, the effectiveness of the project can be measured according to the achievement of the set goals and the expectations of the stakeholders. It is important to analyze the data from the survey and other sources in order to determine whether the Special Transport service in Skopje successfully meets the needs of the citizens and whether the appropriate performance has been achieved. The general impression among the respondents, that is, the stakeholders, is that they are satisfied with the service, that is, 87.5% answered that they are completely satisfied with the overall implementation of the service in Skopje, which is a positive signal for success.

Lack of adequate staff and ensuring sustainability were pointed out as challenges by the respondents. 85.7% of respondents believe that the lack of resources is the biggest challenge, while 42.9% of the respondents believe that it is the lack of staff and also 42.9% weak institutional cooperation.

The Special Transportation service project can significantly impact the community and social inclusion of persons with disabilities and senior citizens. By improving the availability and quality of transport services, the project can enable greater independence and quality of life for the target group. It is important to assess whether the project successfully reduces social isolation and whether it creates permanent changes in the community, which is also highlighted by the respondents, i.e. 75% believe that this service enables the transportation of people who are difficult to move and 62.5% that it enables health and social protection of the elderly and persons with disabilities.

What is emphasized to a great extent is that 100% of respondents believe that the service should be expanded outside of Skopje, which indicates the need and importance of expanding the availability of the service to more citizens.

Recommendations:

- Strengthening the cooperation with the local self-government, the ministries and the private sector to support and finance the service.
- Development of a detailed long-term financing plan, including continued financing by local authorities, state institutions and the private sector.
- Creation of resource management mechanisms that ensure the stability of the service in the long term.
- Continuation of activities to improve public awareness of the importance of the Special Transport service and its advantages.
- Cooperation with municipalities that would provide this type of service for their citizens at risk and provision of services at commercial prices
- Expansion of the service in a larger number of municipalities, that is, the transport of this target group on the territory of the entire country, that is, expansion of the service at the local and national level
- Realization of appropriate training for employees, but also opportunities to attend support workshops in case of mental burnout, in order to manage stress in the workplace.
- Adapting employee salaries according to current economic trends is a strategic investment that will bring significant long-term benefits. This will strengthen the competitive position and reduce the possibility of professional and motivated staff leaving.

Home Care and Assistance

Introduction

In July 2022, the pilot phase of the Home Care and Assistance service began in Strumica. The service is available to anyone who needs it and offers two payment methods. The first way is a commercial service, paid for by the customers themselves, and the second way is a service for those people who meet the criteria for a free service. The free service is financially supported by the Ministry of Labor and Social Policy (MLSP) with funds from the World Bank.

This social business functions for both options in a way that the Red Cross in Strumica (as a service provider) signs tripartite contracts between the caregiver and the respective client. In practice, the service is maintained by the income and thus covers the caregiver's fee, administrative costs and the costs of the local service coordinator.

So far, the Training Center in Strumica has trained 76 people, of which 34 caregivers have been hired in the field (30 women and 4 men) and provide the service to a total of 114 clients (89 women and 25 men). Currently, none of the caregivers in the home are employed commercially (paid by the client) and all others are employed through the MLSP⁴ programme for social care at home.

Data Analysis – Users

Methodology

The survey questionnaire, which was created specifically for the service Home care and assistance, was composed of a total of 21 questions. The questionnaire was adjusted to the users as the specific target group, and created based on the project objectives, the service developed and the assessment needs, taking into account the impact, effectiveness and sustainability. The survey was conducted in person and by telephone in the period of June 17-22, 2024, when a total of 10 respondents, i.e. users of the Home Care and Assistance service, were included.

In addition, all relevant documents submitted by RCRNM were reviewed, with the aim of informing about the activities related to the implementation of this project.

The purpose of the evaluation is to draw lessons learned, measure the quality of services and make recommendations for sustainability in relation to the project, identify the overall

⁴ 2550-12_2020 7th Progress Report – Narrative Report for project Integrated care and support service business development in the

performance of the project in accordance with the project objective and planned results and to use information in planning future activities in the same thematic area.

The results and recommendations of the review will be used for continuous provision of services after the completion of the project on 08/31/2024.

Demographic Characteristics

The survey included a total of 10 respondents, of which 70% are women and 30% men, which shows the real situation on the ground in terms of gender representation as users of the service.

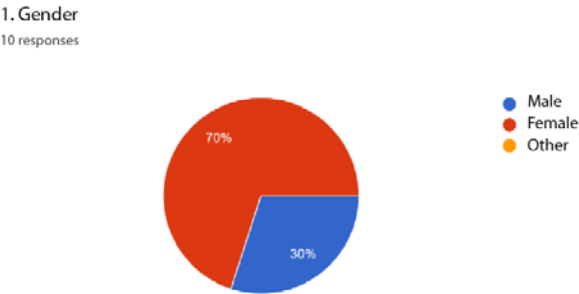


Chart no.1

Most of the respondents, i.e. more than half of the respondents, 60% are 76-85 years old, then 30% are 66-75 years old, and 10% are over 85 years old. We have no respondents of 60-65 years old. According to the age structure, it can be concluded that we have an elderly age structure of research respondents, which is especially important for understanding their needs and perspectives in the context of the services we are considering.

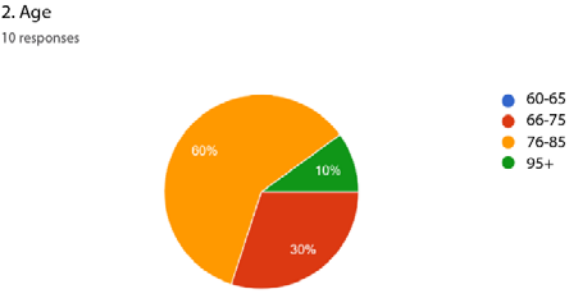


Chart no.2

Namely, 60% of respondents declared that they live alone, while 40% with a partner. This data indicates that the majority of respondents live alone and they are a specific target group that uses the Home Care and Assistance service. People who live alone may have special health needs for support and socialisation.

3. The user is living with:
10 responses



Chart no.3

According to the place of residence, all the respondents are from rural areas and it is a reflection of the active work in the field in rural areas, giving Home Care and Assistance.

4. Place of residence:
10 responses

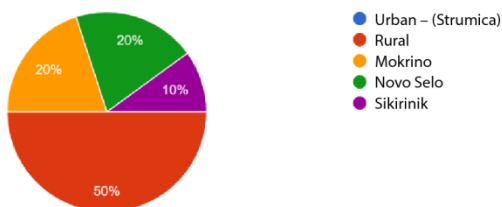


Chart no.4

All respondents covered by this questionnaire are of Macedonian ethnicity. According to the demographic characteristics of the Municipality of Strumica, the largest number i.e. 91.92% are Macedonians, 6.87% are Turks, 0.27% are Roma and other ethnicities. We can conclude that in the future, emphasis should be placed on the promotion of the service in different languages in order to gradually gain trust among citizens of minority ethnic communities.

5. Ethnicity
10 responses



Chart no.5

Quality of the service

The respondents gave the following answers to the question "How long have you been using the Home Care and Assistance service?": 60% stated that they have been using the service for longer than 1 year, 30% for longer than 6 months, 10% have been using the service for 2-3 years, we do not have respondents who use the service for 1-3 months. This indicates that the majority of users (60%) have been using the service for more than a year, which contributes to a high level of long-term engagement with the service. Only a small portion of users (10%) have been using the service for 2-3 years, and no respondent has used the service for 1-3 months. This may mean that the service is mostly used by individuals who need long-term support, rather than short-term help.

6. How long have you been using the Home Care and Assistance service?
10 responses

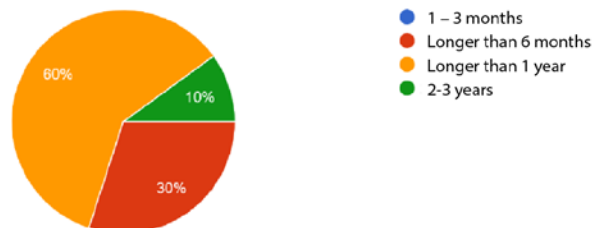


Chart no.6

To the survey question "Do you feel better and more confident after using this service?", 100% of respondents answered "Yes", indicating that every respondent who uses the Home Care and Assistance service feels better and more confident as a result of using it. This suggests that the service has a highly positive impact on users' well-being and sense of security.

7. Do you feel better and safer since you are using this service?

10 responses



Chart no.7

When asked "How would you rate the professionalism of the caregivers, on a scale of 1 to 5?" the majority of respondents (80%) are completely satisfied with the professionalism of the caregivers, while the remaining 20% are satisfied. None of the respondents rated their satisfaction below 4, which indicates a very high level of professionalism among caregivers according to users' perception.

8. How would you rate the professionalism of the caregivers? (from scale of 1 to 5)

10 responses

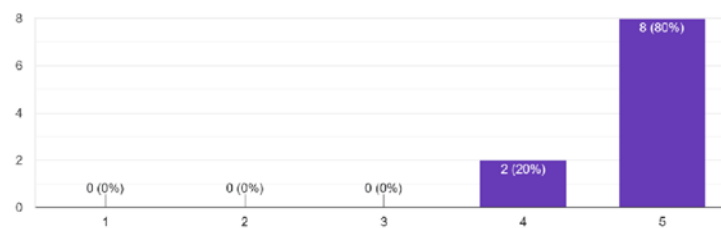


Chart no.8

On the question "How well do the caregivers understand and respond to your needs?" a large number of respondents, i.e. 80%, consider that the caregivers understand and respond to their needs extremely well. While the remaining 20% consider that the caregivers understand and respond to their needs very well. Not a single respondent felt that their needs were understood and answered moderately well, somewhat well or not at all. This suggests that caregivers have a very high level of understanding and responsiveness to the needs of users.

9. How well do caregivers understand and respond to your needs?
10 responses

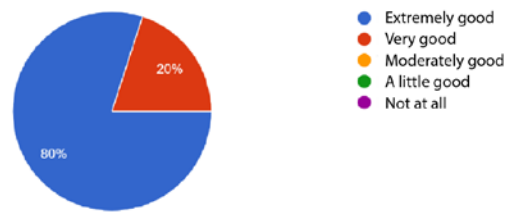


Chart no.9

To the question "Why did you choose the Home Care and Assistance service?" most of the respondents, 70% or two thirds of the respondents, chose the service of Home Care and Assistance because of a deteriorating health condition. About 20% of them chose the service because of disability, while 10% of them had no help from their family. These results suggest that health problems are the main reason for using this service, followed by disability and lack of family support.

10. Why did you choose the Home Care and Assistance service?
10 responses

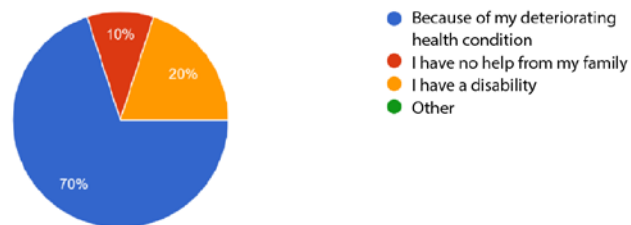


Chart no.10

Customer satisfaction

To the question "How satisfied are you with the communication you have with the caregivers?" a large part of the respondents (90%) are very satisfied with the communication with the caregivers, while the remaining 10% are satisfied. No respondent expressed dissatisfaction, which indicates a high level of satisfaction with the communication with the caregivers.

11. How satisfied are you with the communication you have with the caregivers?

10 responses

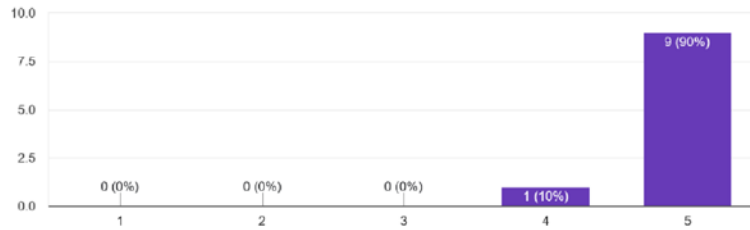


Chart no.11

A very large part of the respondents, i.e. 90% of them, answered "very satisfied" to the question "How would you rate your overall satisfaction with the Home Care and Assistance service?" This shows that they are very satisfied with the Home Care and Assistance service, while the remaining 10% are satisfied. Again, when we evaluate satisfaction with the service, not a single respondent expressed dissatisfaction in this question, which indicates a very high level of overall positive opinion about the service.

12. How would you rate your overall satisfaction with the Home Care and Assistance service?

10 responses

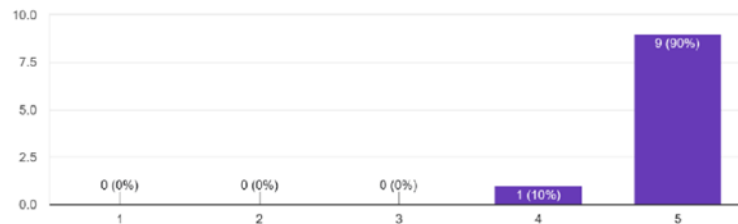


Chart no.12

When asked, "Would you recommend the Home Care and Assistance service to others?", the majority of respondents (70%) would definitely recommend the service to others, while 20% would probably recommend it. Only 10% of respondents are not sure if they would recommend the service.

13. Would you recommend the Home Care and Assistance service to others?
10 responses

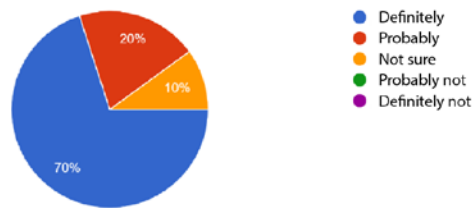


Chart no.13

Then, to the next question "How much has your quality of life and security improved after using this service, on a scale from 1 to 5?", according to the answers given, we got the following results: 90% answered "I am completely satisfied" (5) and 10% answered "I am satisfied" (4). This shows that to a large extent the service users are completely satisfied with the improvement in their quality of life and security after using the Home Care and Assistance service, while 10% are satisfied. None of the respondents expressed a low level of satisfaction, which indicates a very positive impact of the service on the quality of life of the users.

14. How much has your quality of life and security improved since using this service, on a scale of 1 to 5?
10 responses

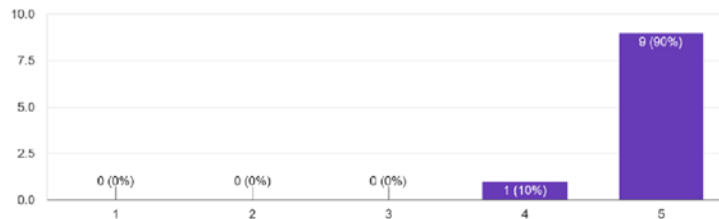


Chart no.14

Business model and adaptation

To the following question "Was it difficult to apply for and receive this service?" we have a diversity of responses from users:

- - 20% Very difficult
- - 30% Moderate difficulty
- - 30% Easy
- - 20% Very easy

This basically shows that half of the respondents 50% easily and very easily succeeded in applying and receiving the help and care service, while the other half i.e. 50% of the respondents consider it difficult and very difficult.

15. Was it difficult to apply for and to receive this service?
10 responses

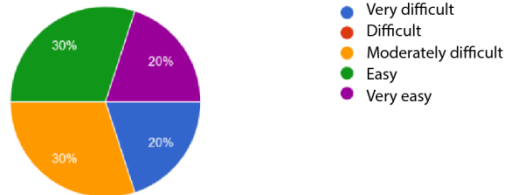


Chart no.15

Respondents were asked "What do you think, how well is the model of Home Care and Assistance adapted to meet the needs of rural areas in Strumica?" a large part of them i.e. 70% consider that the model of Home Care and Assistance is very well suited to meet the needs of rural areas in Strumica. Additionally, 20% rated it as extremely good, while only 10% rated it as moderately good.

16. What do you think, how well is the model of Home Care and Assistance adopted to meet the needs of rural areas in Strumica?
10 responses

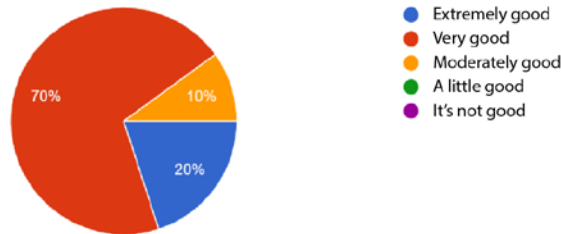


Chart no.16

To the question "Do you think there is interest among citizens for Home Care and Assistance services in your community?" 90% of the respondents believe that there is interest among citizens for Home Care and Assistance services in their community, while 10% believe that there is no such interest.

17. Do you think there is an interest among citizens for Home Care and Assistance services in your community?

10 responses

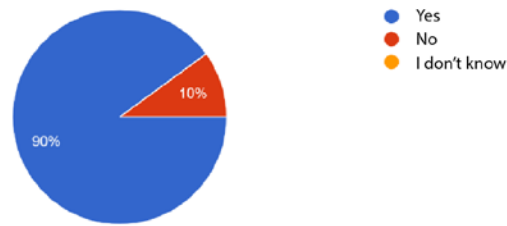


Chart no.17

To the following question, "Who do you think should cover the costs of this service?" we received different answers:

- - 40% answered "The State"
- - 10% answered "The Municipality"
- - 30% answered "I don't know"
- - 10% answered "I'm not sure"

This shows that a significant part of the respondents (40%) believe that the costs of the service of Home Care and Assistance should be covered by the State. While 10% believe that the costs should be covered by the Municipality. Also, 30% are not sure or don't know who should cover the costs.

18. Who do you think should cover the costs for this service?

10 responses

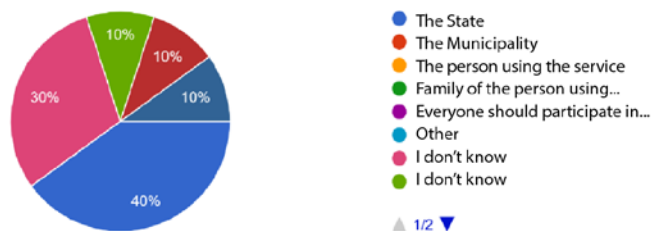


Chart no.18

To the question "If this service were not free, would you be able to afford to pay for it?" 60% answered "No", 20% answered "I don't know", 10% answered "Yes" and 10% answered "Other: I will only be able to pay for a few hours a month." This shows that a significant part of the respondents (60%) could not afford to pay for the service if it was not free.

19. If this service is not free of charge, can you afford to pay for it?

10 responses

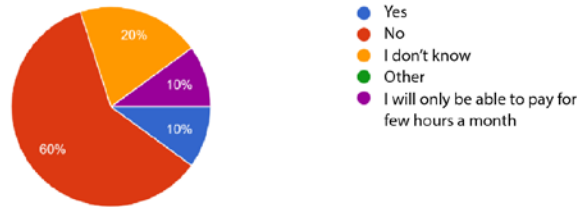


Chart no.19

When asked, "Would you like to continue using the service?" 90% answered "Yes" and only 10% answered "Other" (uncertain of the correct answer). A large proportion of respondents (90%) expressed a desire to continue using the service, while 10% answered "Other", which may include different motivations or representations.

20. Would you like to continue using the service?

10 responses

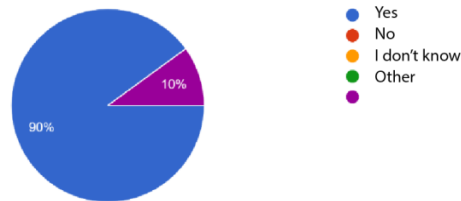


Chart no.20

In addition, respondents had the option to provide answers to the following open-ended question: "Do you need other services, which you are not currently receiving, in order to improve your quality of life?":

-
- I have no one else and the woman comes and helps me
-
- Well, I am satisfied
-
- no extras
-
- We are not capable, the woman comes, gives me medicine, cooks, helps me with everything
-
- I am satisfied
-
- She helped me bath, gave me the medicine, made me lunch and I am satisfied that there is no one else to look after me
-
- Not for now
-
- No
-

-
- transportation to the hospital in Strumica, I am from a village, it is difficult to go to the hospital alone in a van in hot weather.
-

Table 1

Respondents cited the following comments as significant:

-
- Everything is great
 - I have no comments
 - I am very satisfied and thanks to the caregiver
 - The service is excellent, I want it to continue
-

Table 2

Conclusions and recommendations

The evaluation of the respondents, that is, the users, indicates that a large majority of the users (90%) are satisfied with the service of Home Care and Assistance, which indicates a successful fulfillment of the needs of the customers. A high percentage of the users (80%) expressed full satisfaction with the professionalism of the caregivers, which is an important aspect for the quality of the service, at the same time, to the same extent, the respondents believe that the caregivers understand and respond to their needs extremely well and are very satisfied with the communication with the caregivers.

On the other hand, the results of the survey should be taken into account, where through several questions we can state that the target group to which this service is directed is very vulnerable. We are talking about elderly people (60%) mostly 76-85 years old, people who live alone and who have (70%) special health needs, disability and/or lack of family support. For these people, the necessity of the service in order to have a decent and quality life is of great importance. The users of the service are fully satisfied with the improvement in their quality of life and security after using it the Home Care and Assistance service. However, despite the necessity to use this service, a significant part of respondents (60%) do not have the financial means to pay for the service if it were not free, so financial sustainability remains a challenge and it is important for the State to continue supporting this service.

The sustainability of the Home Care and Assistance business model shows that there is significant customer satisfaction, which is a critical element for the long-term stability of the service.

The project has successfully achieved many of its set goals, with significantly high user satisfaction and a proven improvement in quality of life. Innovations in approach and alignment with community needs have yielded significant results. A large part of the respondents (70%) recommended the service to others, which indicates the existence of interest and need in the

community for such services. 100% of respondents who use the Home Care and Assistance service feel better and more secure as a result of using the service.

The project has a significant impact on the community by increasing accessibility to services, improving social and economic conditions, as well as supporting users. On the question of the suitability of the service model for rural areas, the large majority (90%) consider the model to be very or extremely well adapted, showing real adaptation to the needs of specific communities. This confirms that the project has a deep and lasting positive effect on the local community.

Recommendations:

- Support for financing and provision of sufficient financial resources by the State or the Municipality to support those who cannot financially afford the service.
- Continuous improvement of service quality, which could be achieved by monitoring and evaluating customer satisfaction and needs, to ensure continuous improvement
- Increasing public awareness of the existence and possibility of using Home Care and Assistance services, to increase interest and accessibility for potential users from all ethnic communities.
- Enabling easy access to applying for the use of the Home Care and Assistance service. (the application goes through the Center for Social Work and there is nothing the Red Cross can do, so I don't know if this recommendation can be given)
- Organizing social activities and support programs that will help them feel less isolated and more included in the community.
- Given that the majority (90%) consider the model very or extremely well adapted to rural areas, it is recommended to continue development and adjustment of services to meet the needs of specific rural communities.

Data Analysis - Caregivers

Methodology

The methodology used to evaluate the Home Care and Assistance service. The survey questionnaire that was created was composed of a total of 21 questions of closed, semi-open and open type. The questions were created based on the project objectives, the service developed and the assessment needs considering impact, effectiveness and sustainability. The questionnaire was adapted to the caregivers of the Home Care and Assistance service, as the

specific target group. The survey was conducted by phone and in person in the period of June 18-21, 2024, when a total of 11 respondents were included. In addition, all relevant documents submitted by RCRNM were reviewed, aiming at informing about the activities related to the implementation of this project.

The purpose of the evaluation is to draw lessons learned, measure the quality of services and make recommendations for sustainability in relation to the project, identify the overall performance of the project in accordance with the project objective and planned results and use information in planning future activities from the same thematic area.

The results and recommendations of the review will be used for the continuous provision of services after the completion of the project on 31.08.2024.

Demographic characteristics

The answers to the questionnaires show that 90.9% of respondents are women, while 9.1% are men. This data in relation to work can be important for understanding the dynamics and needs in the caregiving profession, including the possible differences between men and women in the approach to care, as well as the needs of clients.

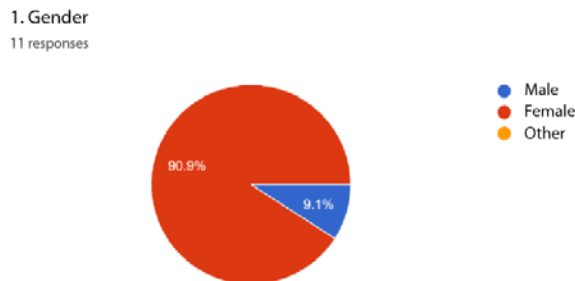


Chart no. 1

The respondents belong to the following age groups: 36.4% are 30-39 years old, 36.4% are over 50 years old, 18.2% are 40-49 years old, and 9.1% are 20-29 years old. In this domain of demographic data we have diversity in the age structure, which shows that caregivers of different ages are interested in this work.

2. Age
11 responses

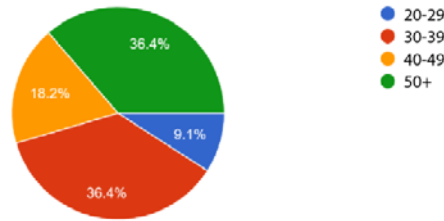


Chart no.2

According to the place of residence, the majority of respondents are from rural areas, 90.9% and 9.1% from urban areas - Strumica, which is very significant for this assessment.

3. Place of residence
11 responses

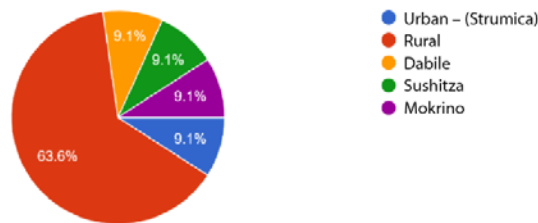


Chart no.3

On the other hand, according to ethnicity, 100% of respondents belong to the Macedonian ethnic community.

4. Ethnicity
11 responses



Chart no.4

Training and support

The first part of questions refers to the acquired knowledge and skills, i.e. "How satisfied are you with the training for caregivers of the elderly?" 90% of respondents evaluated it with the highest rating 5 as completely satisfied and 10% as satisfied. Most of the participants rated the training for caregivers of the elderly with the highest rating, indicating that their expectations were fully met and that they felt prepared for their role as caregivers.

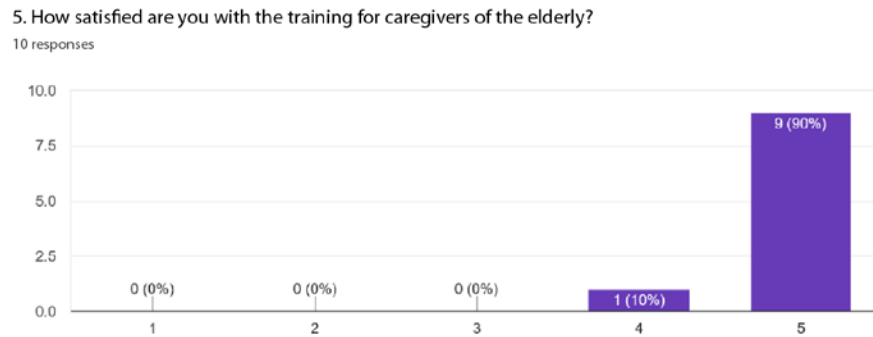


Chart no.5

To the question "Did the acquired training certificate help you to be employed as a caregiver?" 90% answered "definitely" and only 10% "probably not". The vast majority of participants believed that the certificate obtained after completing the training significantly helped them find employment as caregivers, while a very small proportion of respondents expressed that the certificate was not crucial to their employment as caregivers.



Chart no.6

On the question "What was most useful for you from this training?", it can be seen at graph 7 that the respondents could choose several answers, but 100% of the respondents listed all

possible answers as useful. They emphasized the following aspects: basic information for performing the profession of caregiver, understanding of first aid, understanding of the roles of the caregiver, in-depth knowledge of caring of the elderly, providing psychosocial support, good practices as a caregiver and information on the latest applicable methods. This shows that the training was very comprehensive and useful for all participants.

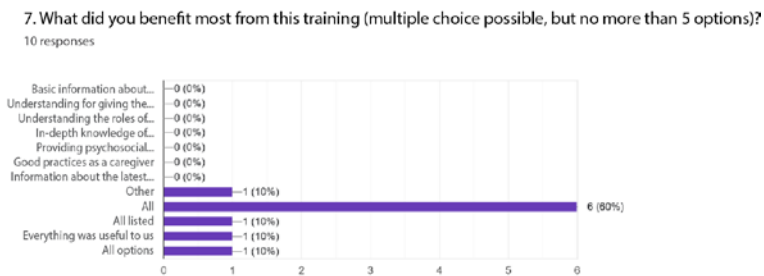


Chart no.7

When asked "How effective was the training in preparing you for real-life situations as a caregiver?", 70% responded that the training was extremely effective, while 30% rated it as very effective. There were no responses that rated the training as moderately effective, slightly effective, or had no effect. This indicates that the training significantly contributed to the participants' preparedness for real situations they would face as caregivers.

8. How effective was the training in preparing you for real-life situations as a caregiver?
10 responses

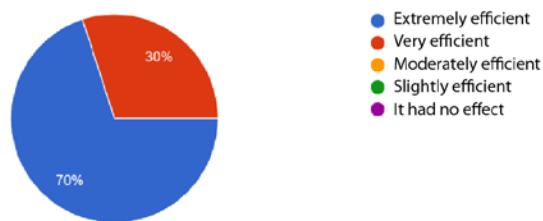


Chart no.8

The next question was "Would you recommend this training to others with similar needs?" and 100% of respondents answered that they would "definitely" recommend the training, which confirms the expressed satisfaction with the training from the previous questions, as they would recommend it to other participants.

9. Would you recommend this training to others with similar needs?

10 responses



Chart no.9

Job satisfaction

When asked "How satisfied are you with your job as a caregiver?" 81% said they were very satisfied, while 18.2% expressed satisfaction. There were no respondents who declared dissatisfaction, i.e. the majority of respondents feel very satisfied with their work as caregivers.

10. How satisfied are you with your job as a caregiver?

11 responses

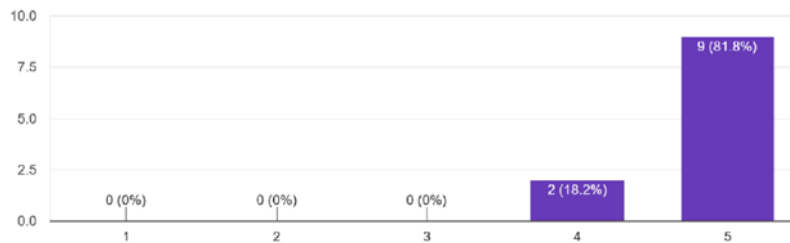


Chart no.10

Then, the question "Do you feel that your work is appreciated by clients and their families?" was also rated by a large majority of 81.8% of respondents who answered that they always feel that their work is appreciated, and 18.2% said that it usually happens.

11. Do you feel that clients and their families value your work?

11 responses

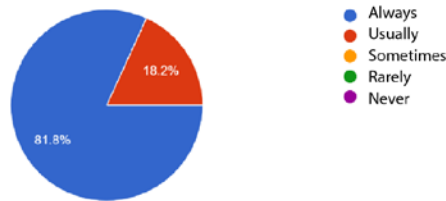


Chart no.11

Whereas, on the question "How satisfied are you with your current compensation as a caregiver?" half of the respondents or 54.5% are satisfied, 36.4% are very satisfied, 9.1% are neutral. This indicates that a significant proportion of caregivers feel satisfied or very satisfied with their current compensation, and only a small proportion of caregivers declared themselves neutral about the compensation they receive for the work performed.

12. How satisfied are you with your current compensation as a caregiver?

11 responses

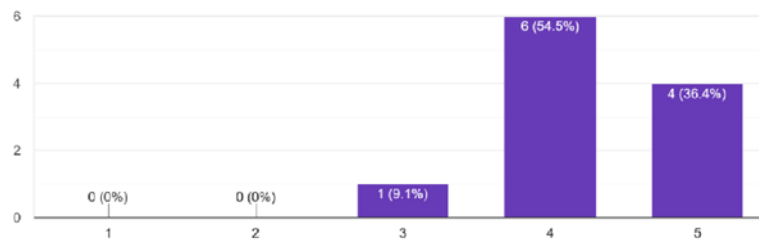


Chart no.12

Client interaction and quality of care

In this section of questions, we tried to find out the interaction of the caregiver with the client and the quality of care. When asked "How confident are you in your ability to provide high-quality customer care?" 54.5% said they were extremely confident, while another 45.5% said they were very confident. The data leads to the conclusion that already a significant proportion of caregivers feel extremely or very confident in their ability to provide high quality care to clients. This can have a positive effect on overall satisfaction and performance in their work as caregivers.

13. How confident are you in your ability to provide high-quality customer care?

11 responses

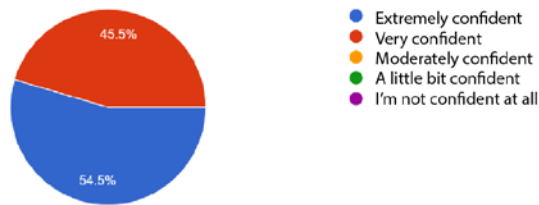


Chart no.13

To the question "How well do you think you understand the needs of your clients?", 81.8% answered that they understand them perfectly, while 18.2% said that they understand them very well, so here too the caregivers consider that they understand the needs of their clients perfectly or very well. Understanding customer needs is important because a high level of attentiveness and ability to empathize with customers is key to ensuring quality care and customer satisfaction.

14. How well do you think you understand your customers' needs?

11 responses

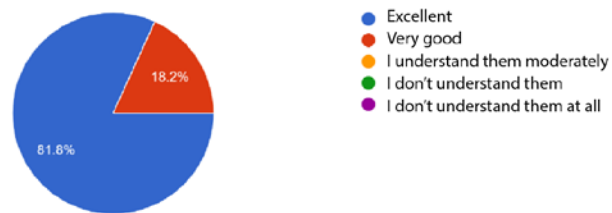


Chart no.14

When asked, "How would you rate the level of communication between you and your clients' families?" 90% said communication was excellent, while 10% said it was good. The result shows that a large majority of caregivers consider communication with their clients' families to be at a high level, with 90% expressing excellent communication. This may mean that constant openness and good communication help to improve the quality of care and to match the needs and expectations of families with the services they offer.

15. How would you rate the level of communication between you and the families of your clients?
10 responses

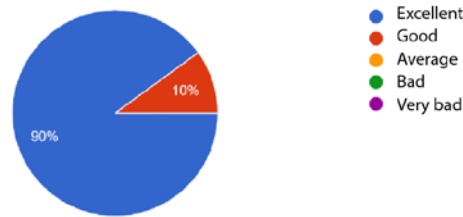


Chart no.15

Challenges and improvements

To the open-ended question "What are the biggest challenges you face in your role as a field caregiver?" respondents gave the following answers:

I have three users and they require different needs.
I have a patient with epilepsy, immobile and it was a problem for me. But now I'm used to it.
They live alone, families call me all the time.
I need to give the exact medical therapy, which is the most important thing for me.
For now, I don't have any.
My commute expenses are not covered, I go to work in Novo Selo from Strumica. I agreed to that, but it would be nice if they were covered, it is important to me that the user is satisfied.
Distance to pharmacy and market.
There is no hospital nearby.
Everything is normal, there are no big challenges

Table 1

To the question "Would you like to continue working in this profession?", 100% answered "Yes". The result shows that all respondents expressed a desire to continue working in the profession as caregivers; the high percentage correlates to the level of satisfaction and engagement in this profession.

17. Would you like to continue working in this profession?
10 responses



Chart no.16

To the question "Do you think there are enough opportunities for professional development and career advancement as a caregiver?", 90.9% answered yes, that is, they think there are enough opportunities for professional development and career advancement as caregivers, while 9.1% stated that they do not know about the existence of such possibilities.

18. Do you think there are enough opportunities for professional development and career advancement as a caregiver?
11 responses

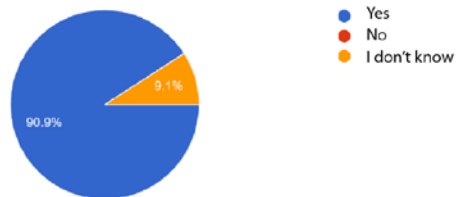


Chart no.17

Sustainability

To the question "What do you think the sustainability of the Home Care and Assistance service depends on the most in the long term?" the respondents answered as follows:

- 27.3% believe that it depends on the increasing number of elderly people who need the service.
- 18.2% cited communication and good service as the most important.
- At 9.1% each, we have 4 answers where respondents consider that: all factors are significant, including the political will of the State, salaries for caregivers, training of caregivers and financial resources.

This shows a diversity in perceptions of the factors affecting the sustainability of Home Care and Assistance services in the long term.

19. What do you think, what does the sustainability of the Home Care and Assistance service depend the most in the long term?

11 responses



Chart no.18

To the question "What do you think, who should pay the costs of the Home Care and Assistance service?" 63.6% of responders think that the costs should be covered by the State and 36.4% think that all stakeholders should pay a certain percentage of the amount. This shows different views on responsibility for funding Home Care and Assistance services.

20. What do you think, who should pay the expenses for the Home Care and Assistance service?

11 responses



Chart no.19

The last question was open-ended and read "If you could make any changes, what things would you change about the Home Care and Assistance service?". We received the following answers from the respondents:

- Everything works great.
- I wouldn't change a thing.
- To introduce an Emergency Button everything else is OK.
- To have retirement and health insurance.
- For us to be insured.
- I don't know.
- A greater number of care hours are required for certain users.
- More caregivers to devote more time to the beneficiaries. To make a day care for the users

for socialization.

More hours should be devoted to the elderly, because they need them.

Organised transportation should exist for the user if he/she needs to go to the hospital, because it is not always possible for the caregiver to take him/her in his own vehicle.

Table no.2

Conclusion and recommendations

Providing high-quality home care for elderly people is critical for their health, well-being and quality of life. The research we conducted on the Home Care and Assistance service provided significant results and insights on how to improve the efficiency and sustainability of these services.

On the other hand, communication between caregivers, clients, and their families is a critical element for the success of home care programs. The data shows that 90% of caregivers believe that the communication they achieve with the customer service is excellent. The research showed that preventive measures and long-term planning are key to the sustainability of Home Care and Assistance services.

In addition, the continuous education of caregivers is significant for their professional development and improvement of their performance. Training in first aid, psychosocial support and the latest methods of elderly care will help introduce best practices and standards in care. In addition, this data is supported by the results of the research, where the respondents believe that the training is highly valued and recognized in the labor market.

The sustainability of Home Care and Assistance services is also an important aspect that requires attention and a planning approach. Financial stability is key to the continued operation of these services. State funding, support from local communities and non-governmental organizations can provide stable financial sources to maintain these services.

The integration of assistance and care services into the wider health care system is also important to ensure continuity of care and necessary medical assistance. Partnerships with local health institutions and hospitals can ensure consistent quality of care and collaboration to improve services.

Recommendations:

- The need for continuous professional development, that is, providing trainings on various topics and periodical refreshing of the knowledge of caregivers, would contribute to a significant improvement in the quality of care.

- Introduction of quick response mechanisms, such as the "Emergency Button" service, can improve services and meet the needs of customers in the territory of the city of Strumica, including rural areas.
- Creation of a day care for the socialization of the users could provide social and psychological benefits to the users.
- Introduction of the Special Transport service in the territory of the city of Strumica, including the rural areas. This will ensure easy and safe transportation for customers, especially those living in remote and hard-to-reach areas. Transportation will enable more efficient and regular care.
- Providing health and pension insurance for caregivers would contribute to greater security and a sense of value and support for their work. This will not only improve their personal and professional lives, but also motivate them to continue to provide high quality care. Furthermore, this can help reduce staff turnover, ensuring greater stability and continuity in service provision.
- Providing compensation for commuting expenses of caregivers since their work is in rural and remote environments, which is additional expense for caregivers. This will help reduce financial pressures on caregivers and motivate them to visit even the most remote clients. This will ensure continuity of services in rural areas, where quality care is often the most difficult to obtain.

Summary of the "Emergency Button" service

Key findings show that 91.7% of respondents would continue to use the "Emergency Button" service, indicating a high level of satisfaction. In addition, 100% of respondents confirmed that the device is easy to use and that they feel safer with it. However, 41.6% of the respondents cannot pay for the service, and 16.7% state that fact as the main source of dissatisfaction. Because of this, 50% of respondents suggest financial support from the State, and 47% from the Municipality.

Considering options for financial support from the State and the Municipality is key to the long-term sustainability of the project. Continuously gathering feedback and adjusting services based on user' needs will help ensure the relevance and usefulness of the service.

Regarding effectiveness, 83.3% of respondents would recommend the service, indicating a high level of satisfaction. Respondents highlight the feeling of security as the biggest benefit of the service, and 66.7% appreciate the 24-hour access to the team.

Continuing to provide a high level of service and customer satisfaction, while ensuring constant availability and rapid response, will be key to maintaining the effectiveness of the project.

In terms of impact, users express a significant sense of safety and security after using the service. The service provides critical support and a sense of security for users without family support, which has a significant impact on their social and emotional well-being.

Encouraging inter-sectoral cooperation and coordination between different institutions is of great importance for ensuring permanent support and service integration in the social protection system.

The "Emergency Button" project shows a high potential for sustainability, effectiveness and positive impact on users. However, in order to ensure its long-term sustainability and even greater effectiveness, it is necessary to consider options for financial support and encouragement of inter-sectoral cooperation. Continuous collection of feedback and adaptation of services according to users' needs will help in maintaining a high level of satisfaction and relevance of the project.

Summary of the “Special Transport” Service

The service shows good sustainability, but the respondents express the need for financial support from the Municipality, because they believe that this is how long-term financing of the service can be provided. In addition, high satisfaction and use of the service for health needs indicate that the project meets important needs in the community, which positively affects its sustainability.

It is obvious that most of the users use the service for medical needs, such as going to the doctor or the hospital. Respondents expressed high satisfaction with the quality and security of the service. 86.7% of the respondents believe that the service has significantly improved their quality of life, which indicates that the goals of improving the quality of life and accessibility have been successfully achieved.

The project is well managed, with good coordination between services and communication with users. To ensure sustainability, stable financial models and continuous cooperation with local municipalities and other institutions are needed. Although almost half of the respondents (42.9%) have a long-term plan for financing the service, additional work should be done on mutual coordination and cooperation to achieve satisfactory success in sustainability.

The effectiveness of the project can be measured through achievement of the set goals and expectations of the stakeholders. 87.5% of respondents answered that they are completely satisfied with the overall implementation of the service in Skopje. Users express high satisfaction with the team and the quality of the service, with special emphasis on the

possibility of the team accompanying them when they are unable to move. 93.8% of users express a high level of satisfaction with the Special Transport team, indicating professionalism and dedication. 100% of users are extremely satisfied with the attitude and care of drivers and staff.

Lack of adequate staff and ensuring sustainability were pointed out as challenges, by the respondents. 85.7% of the respondents consider that the lack of resources is the biggest challenge, while 42.9% of the respondents consider it to be lack of personnel and weak institutional cooperation.

The Special Transportation service project can significantly influence the community and the social inclusion of persons with disabilities and senior citizens. By improving the availability and quality of transport services, the project can enable greater independence and quality of life for the target group.

The impact of the project can be seen in improvement of the quality of life of the users, the reduction of social isolation and the provision of social and health care. Users recognize the importance of the service and its positive impact on their daily lives, which confirms the success and significance of the project.

Summary of the “Home Care and Assistance” Service

The research showed that there is significant satisfaction among the users of the Home Care and Assistance service, which is a critical aspect for the long-term stability of the service. Financial sustainability, particularly the challenge of user funding, remains a significant challenge. State and local funding, as well as support from non-governmental organizations, play a key role in the continued provision of this important service.

The rating of the respondents showed that a large majority (90%) of the users are satisfied with the service of Home Care and Assistance. A high percentage (80%) expressed complete satisfaction with the professionalism of caregivers, which is a critical aspect of service quality.

On the other hand, the results of the survey indicate that the target group for which the service is intended is very vulnerable. Mainly, we are talking about elderly people (60%), mostly 76-85 years old, who live alone and have specific health needs or lack of family support. For them, the service is necessary so that they can live with dignity and quality. In many cases (60%), users do not have the financial means to pay for the service, which poses financial sustainability as a challenge.

Sustainability of the Home Care and Assistance business model shows that there is significant customer satisfaction, which is a critical element for the long-term stability of the service. The service has successfully achieved many of its set goals, with significantly high user satisfaction

and a proven improvement in quality of life. Innovative approaches and alignment with community needs have brought significant results. A large part of the respondents (70%) recommended the service to others, which indicates the existence of interest and need for such services. All users who use the service express an improvement in the quality of life and more confidence.

The project has a significant impact on the community, increases accessibility to services, improves social and economic conditions and supports the users. The importance of adjustment of the model of the service to different communities is confirmed by the large majority (90%) rating the model as very or extremely well adjusted.

Providing high-quality care for elderly people at their home is critical to their health, well-being and quality of life. Research has shown that the effectiveness of caregivers and positive community impact form the basis for the sustainability of the service in the long term. However, the challenge of financial sustainability remains, and the necessary support from the State and local communities is necessary for the continued success of the project.