



**OBH<sup>®</sup> Outcomes Platform**

**Cloud Software Fees**

## OBH® Outcomes Platform – Cloud Software Fees

This document details the fees associated with the access to the **OBH® Outcomes Platform**, as a standalone offer or in combination with other products and services **OBH** offers via G-cloud 13. The following table summarises the Implementation and Annual Subscription fees:

### Summary of Fees

Product	Applicable Fees per annum (excluding VAT), based on refresh frequency in pricing document					
One-off Implementation Phase	Tailored one-off implementation fee to be agreed with individual Buyer based on SFIA rate card					
OBH® Segmentation Engine (Base)	£50,000 per annum (base price required for any product listed below) - Final total price will depend on choice of product or output selected from the below					
Population Size (number of people)*	Up to 250,000	Between 250,001 and 500,000	Between 500,001 and 750,000	Between 750,001 and 1,000,000	Between 1 million and 1.5 million	Between 1.5 million and 3 million
OBH® Segmentation Data Model	£50,000	£62,500	£75,000	£100,000	£125,000	£150,000
OBH® Segmentation Dashboard	£25,000	£37,500	£50,000	£62,500	£75,000	£100,000
OBH® Outcomes Platform (up to 25 outcomes)	£25,000	£37,500	£50,000	£62,500	£75,000	£100,000
Outcomes Platform - additional outcomes price (per outcome), in addition to prices set out above	£1,000		£1,500		£2,000	
OBH® Segmentation Analytics Static Report	Dependent on length and complexity of the required report. See SFIA rate card.					

*For population sizes of over 3 million people and/or national coverage, pricing will depend on scale and complexity of local area data and shall be mutually discussed and agreed between the Buyer and **OBH**.*

\*Based on the total GP registered population within the Buyer's geographical area of coverage. Population values will be derived from the latest figures published on NHS England Allocation of Resources for Integrated Care Boards at the date of the Call-Off contract (<https://www.england.nhs.uk/allocations/>).

### One-off Implementation Fee: rates as table above

Implementation fees will be evaluated and priced individually, taking into account each Buyer's specific requirements. The implementation fee will be based on the SFIA rates and reflect the amount of time/work estimated to complete the work in the implementation phase.

During the implementation phase, depending on the products selected, **OBH** can offer any of the following, as required:

- Support to locally configure the **OBH** Segmentation Engine (from a range of pre-set options/conditions) which in turn powers the Outcomes Platform
- Support to locally select Clinical and Social Outcomes for the Outcomes Platform from OBH's Outcomes Library
- Support to select an approach to measure Personal Outcomes through survey data

- Support to meet information governance requirements to establish **OBH** as a data processor on behalf of the Buyer
- Data specification for each dataset that is required for measuring the selected outcomes
- Data validation once required initial datasets are provided by the Buyer
- Up to 3 hours of training and/or short training videos for the Outcomes Dashboard module

## Base Price: OBH Segmentation Engine

The Segmentation Engine underpins all of the analytics products and outputs provided by **OBH**, including the **OBH** Outcomes Platform. A 'Base Price' has been set in order to allow the Buyer to purchase individual products or a combination of products. For instance, a Buyer that has purchased the Segmentation Data Model and subsequently wishes to acquire a license to the **OBH** Outcomes Platform will not have to pay the Base Price again.

NOTE: This discount will NOT apply to Buyers that have initially purchased the Segmentation Analytics Static Report only. This will only apply to Buyers that have purchased a license to one of the following three products: **OBH** Segmentation Data Model, **OBH** Segmentation Analytics Dashboard and **OBH** Outcomes Platform.

## License Fee for OBH Outcomes Platform: rates as table above

### Minimum Subscription: 25 outcomes

- Within the fee rates above, the Buyer can select up to 25 outcomes from **OBH**'s Outcomes Library to be baselined and monitored through the **OBH** Outcomes Platform. No discounts will be applied to the subscription fee in the instance that the Buyer selects less than 25 outcomes.
- The outcomes can span different population segments, or be specific to individual segments, subject to availability within **OBH**'s Outcomes Library.

### Additional Outcomes:

- In the instance that the Buyer wishes to select more than 25 outcomes, **OBH** will charge a fee per additional outcome above the initial 25, as outlined in the table above. This is in addition to the minimum subscription fees which apply according to the table above.

The subscription prices are based on the selection of outcomes measures that **OBH** has already developed and made available to Buyers through the **OBH** Outcomes Library. For the development of new segments and/or outcomes, please refer to the next section.

The annual subscription for the **OBH** Outcomes Platform includes:

- Secure access to the online **OBH** Outcomes Platform, through a subdomain specific to the Buyer organisation. Within the Outcomes Platform, the Buyer can access:
  - The Outcomes Explorer tool: This enables users to search, discover, and prioritise and select outcomes from **OBH**'s Outcomes Library.
  - The Outcomes Dashboard: Once data access has been established and outcomes baselines produced, **OBH**'s dashboard provides the established Baseline View for each outcome. Data for each outcome is then updated on a quarterly basis (assuming regular data access has been established) in the Monitoring View. The Dashboard also enables users' access to the Finance View, where outcomes performance can be linked to a payment schedule, if required.
  - 20 hours of email and/or virtual support for Outcomes Platform users within the subscription year for questions/queries related to the use of the Platform. Email support is available from 9am to 5pm, excluding weekends and national holidays.
- Unlimited number of users within Buyer organisation(s).

NOTE: Monthly refreshes of the Outcomes Platform would be subject to extra cost, which would depend on precise requirements.

## IMPORTANT NOTES

**Implementation Phase Start:** The Implementation Phase will commence upon contract signature.

**Initial Term Start:** For the avoidance of doubt, the Initial Term for the licenses, as set out in the Supplier's Terms and Conditions, will commence as soon as **OBH** informs the Buyer, via email, that:

- access to the required datasets (as agreed within the Implementation Phase) has been completed,
- required datasets have been validated against **OBH**'s data specifications,
- the local segment configuration has been agreed/signed off by the Buyer, and
- the outcomes have been selected and agreed/signed off by the Buyer. If outcomes have not been selected prior to this date for any reason, **OBH** will provide baselines for a default/most commonly used list of 25 outcomes for the Outcomes Platform, and reserves the right to subsequently replace these for different outcomes.

**Time gaps between contract expiry and renewal:** for the avoidance of doubt, a Buyer that wishes to renew their Licence to **OBH**® Segmentation Engine and associated products must do so in such a way as to avoid any delay in the renewal of the contract, after expiry of the prior contract. The Buyer may need to pay additional Implementation Fees, based on the SFIA rates, in the instance that a gap between the expiry date of an existing contract and start date of a new contract occur.

## Additional Fees

**OBH** reserves the right to charge additional fees, to be agreed with the Buyer, in the instance that alternative outcomes are selected after the initial baseline values for selected outcomes have been provided.

**OBH** reserves the right to charge additional fees, based on the rate card and to be agreed with the Buyer, in the event that the data specification requirements are not fully followed by the Buyer, and further data access and validation processes are required during the initial set-up phase and/or during the subscription period.

**OBH** reserves the right to charge additional fees, based on the rate card and to be agreed with the Buyer, in the event that further support time or training sessions are required above and beyond what is agreed between the parties during the implementation phase. This is part of our training and ongoing support services, offered via Lot 3.

## Development of New/Modified Segments and/or Outcomes

Although a wide range of outcomes are currently available, reflecting a number of populations, segments and conditions, **OBH** can assist a Buyer that wishes to develop new segments and/or outcomes that are not yet available through the **OBH** Platform, as long as the required specification aligns with the core **OBH** segmentation and outcome definition methodology. This is part of our planning services, offered via Lot 3 and pricing is based on the rate card.

## Billing and Payment

All fees above exclude VAT.

**Buyer data access and/or extraction costs are NOT included in this pricing;** it is the Buyer's responsibility to provide **OBH** with the required datasets for implementation and monitoring/updates of the Segmentation Engine and Outcomes Platform, unless otherwise agreed in the Call-Off Contract. This needs to be on at least a

quarterly basis. Any delays in provision of Buyer data once the Initial Term has commenced will not impact the expiry date of the contract, and the contract term will not be extended due to any such delays.

Implementation Fee: the implementation fee will be invoiced upon contract signature and is payable within 30 days, unless otherwise agreed in the terms of the Call-Off Contract. **OBH** reserves the right to pause implementation work if the invoice is not settled within the specified time.

Annual License Fee: unless otherwise agreed in the terms of the Call-Off Contract, invoices for annual license fees for year one will be issued as the Initial Term commences as defined above. Year two subscription fees will be billed in advance of this anniversary, and such fees are due and payable prior to the first day of the applicable period.

**OBH** will invoice the Buyer monthly for all other fees and expenses payable (including all travel and expenses incurred), and the Buyer shall pay all such invoices in accordance with Section 4 of the Terms & Conditions.