



Patients Know Best Pricing Document

Pricing Structure	2
Departmental Pricing Model	3
Trust wide Pricing Model	3
Line of Care Pricing Model	4
ICS/Region wide Pricing Model	5
Information required for PKB to provide formal pricing	7



Pricing Structure

Patients Know Best (PKB) is delivered as a Software-as-a-Service (SaaS) solution based on an annual fixed price licence. With all of PKB's pricing models detailed below, this one price includes the service delivery and includes, amongst other provisions:

1. Training within the project plan and ongoing ad hoc training
2. Project management and support
3. Core platform configuration
4. Technical Support
5. Communication support
6. Helpdesk
7. Maintenance and upgrades
8. Software developments in line with the PKB development roadmap
9. Centralised hosting
10. Software licence
11. Integration support
12. NHS App and NHS login integration

From day one PKB provides a service and so the licence is payable in advance to ensure adequate resource allocation and uninterrupted provision. Milestones based on delivery do not apply; as the service is cloud-based it is able to 'Go Live' from day one and services are provided immediately.

All prices listed in this document are exclusive of VAT, and subject to increase year on year based on RPI.

Below details PKB's four standard pricing models:

- Departmental pricing model
- Trust wide pricing model
- Line of care pricing model
- ICS / Region wide pricing model



Departmental Pricing Model

PKB's departmental pricing model is an entry-level licence for specific services within an organisation that have an immediate challenge that can be addressed by PKB and need to get started quickly. This is a fixed price of £30,000+VAT per annum. A second department within the same organisation is charged at £25,000+VAT and subsequent departments at £20,000+VAT

The fixed price is designed to provide an equitable price and service across different patient cohorts, for example a diabetes team may see a large number of patients infrequently, but a rare disease team may see a small number every week. The level of intensity and frequency of provision is catered for without discriminating certain patient cohorts, which would happen if a 'per patient' price was used.

Trust wide Pricing Model

Once the number of departments grows it makes economic sense to switch to a Trust wide 'enterprise' licence. This is one price for all patients treated by the Trust. As different centres provide a different range of services for distinct patient cohorts, PKB calculates the 'enterprise' licence on a blended formula based on size and activity - For example, number of patients treated, clinical staff, hospital sites, geographical spread the mix and type of inpatient/outpatient activity, number of outpatient appointments, surgical procedures etc.

PKB believes in working in true partnership with customers and rewards efficient and effective roll outs with upfront and ongoing discounts for delivery and outcomes. Upfront discounts are offered for those customers who commit to PKB's streamlined and standardised deployment methodology. This allows PKB to resource the deployment more effectively, and reward customers for a partnership approach to deployment. This also should streamline customer resource and create efficiencies for the authority. If a customer does not deliver on their activity milestones in the agreed time, as per previous models the pricing will revert to standard.

The evidence generation pricing is available for:

- Organisations who are new PKB customers
- Organisations who are in regions with no existing PKB organisational deployments with clinical outcomes
- Organisations who can commit to the standard PKB deployment plan
- Organisations who commit to delivering clinical outcomes as case studies

The price at an organisational level is calculated based on the size and activity associated with an organisation, their length of contract and their commitment to the evidence generation requirements. For



organisations who wish to explore this option the price averages between 5-10p per appointment depending on the above variables, calculated at an organisational level, paid annually in advance as a full SaaS licence. For organisations not wishing to enter into a partnership model, the price varies between 18-33p per appointment calculated on a blended formula of size and activity also calculated at an organisational level, paid annually in advance as a full SaaS licence.

To provide the best possible value the licence can be scaled up over the contract term at a rate depending on the length of term and other discounts/partnership schemes offered, as we understand that implementation, engagement and adoption by clinical and patient groups will not be at full capacity in the first year.

Line of Care Pricing Model

PKB's Line of Care Pricing Model is designed for particular patient cohorts across an entire local health system that needs to provide an integrated and coordinated service delivery model built around the patient. For example, cancer treatment that spans primary, secondary, community and social care. The licence is based on all services treating the condition having full access to the benefits of PKB and includes integrating IT systems across these providers. These can be large scale projects or small programmes that have high impact, but irrespective of size require significant resource, training and support from PKB to deliver the service.

The licence is based on a per capita rate for the total population of the patient cohort. This is based on a minimum volume of 5,000 patients (any size service under this are still required to pay the minimum volume rate) and banded so that as the size of the cohort increases there are economies of scale. The bandings are variable depending on the scope of the deployment, starting at a minimum price of £42,900.

ICS/Region wide Pricing Model

As multiple lines of care or Trust wide solutions are combined and greater populations are included, we offer a total population health solution which would cover a whole ICS/region. This licence provides for a complete integrated clinical and patient portal connecting all health and social care services across an entire ICS/region. This delivers one record with all information about the patient for all services to access including primary, secondary, specialist, mental health voluntary care and social care. Purchasing a licence at this level ensures a fixed and capped price for all citizens and organisations in your area - it will never exceed this licence price as all citizens and all services are included.

Delivering a population level solution means that PKB can offer our lowest level pricing as we can provision the service on a 'maximum level' basis and gain significant economies of scale and have an



implementation plan that is optimal to ensure successful delivery of citizen-centric integration programmes.

As with the Line of Care pricing, the population level licence works on a banded, per capita pricing model, with significant savings being achieved as population size increases.

	Population		Price per citizen per year
	Lower Limit	Upper Limit	
Tier 1	50,000	100,000	0.90
Tier 2	100,001	500,000	0.70
Tier 3	500,001	2,000,000	0.55
Tier 4	2,000,001	onwards	0.49

Significant discounts are provided for a longer term contracts and additional discounts can be made available dependant on total annual patient registered of PKB and roll out methodologies committed to.

Again, to provide the best possible value the licence can be scaled up over the contract term at a rate depending on the length of term and other discounts/partnership schemes offered, as we understand that implementation, engagement and adoption by clinical and patient groups will not be at full capacity in the first few years.

The licence cannot be based on 'uptake rate' as the same service is delivered irrespective of whether, for example, 1,000 or 500,000 patients use the system. As always, PKB provides access to its highly skilled and experienced Customer Success team, and supporting teams via them for each deployment workstream ensuring that you have all the supported needed to optimise use of the system by both professionals and patients.



Information required for PKB to provide formal pricing

Please complete the below table and send to sales@patientsknowbest.com and we will reply with a detailed pricing plan, specific to your requirements/arrange a meeting for further exploration.

Name of Organisation	
Contact details	
Scope / Model Please provide as much detail as possible about the type of services that will be using PKB (e.g. Hospital Department(s), Trust, CCG, Public Health, Mental Health Service, Social Services Department(s), patient charities, multiple services, and other stakeholders.)	
Approximate number of patients that you support on an annual basis	
Approximate number of clinicians (e.g. doctors, nurses and professions allied to medicine)	
Approximate number of staff who would require training on PKB	
What IT systems do you use? (e.g an electronic patient record)	
Would you benefit from integration with IT Systems and if so what systems? (e.g what data would you like to share with patients in PKB and where is this data stored)	
Do you have an integration engine for your existing IT services? (e.g Intersystems Ensemble, Mirth, Orion Rhapsody)	