



# Pricing Document for G-Cloud 14

**Accurx: the integrated care communications platform**



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## About us

**Accurx is on a mission to make patients healthier and healthcare professionals happier through seamless communication.** We empower healthcare professionals across different settings to work better together as teams and support their patients' needs. Through a single, user-friendly platform, we help everyone involved in a patient's care to communicate and collaborate quickly and easily, unlocking time and reducing system costs.

With our intuitive software, healthcare staff can have two-way conversations, share guidance, send structured medical questionnaires and invite patients to book appointments. Our platform can also be used to hold consultations, manage patient inbound, share and access patient records, and communicate with others involved in a patient's care. All of this supports a host of improvements to patient care, and the productivity of providers delivering it.

Each week, nearly 200,000 healthcare professionals use Accurx to communicate with patients about their care. We support all communication channels including SMS, email and integration with the NHS App. Because of our adoption across the healthcare system and use of these multiple channels, healthcare professionals have used the platform to reach up to 60 million individual patients across the NHS. With message volumes that have peaked at 2 million a day, Accurx has become the biggest originator of messages into the NHS App. The impact of the platform and the way staff use it deliver significant productivity gains and patient experience improvements.



# General practice pricing

## General practice overview



Accurx is used by 98% of practices in England enabling ICBs and general practices to deliver the NHS plan to recover access in primary care and meet Modern General Practice Access requirements.

**We're providing simple, easy-to-use tech that helps you to:**

- message patients quickly and easily
- collect structured data from patients
- view and resolve inbound from patients, as a team
- collaborate with other clinicians involved in the patient's care

## General practice platform modules

Accurx for ICB and general practice has the following modules available.

Module name	Functionality included
 <b>Two-way patient messaging</b>	<ul style="list-style-type: none"><li>• Unlimited patient messaging</li><li>• Request a text or photo response</li><li>• Send a digital document</li><li>• Schedule a message to be sent at a later date</li></ul>
 <b>Two-way clinician messaging</b>	<p>Use our Accumail functionality to:</p> <ul style="list-style-type: none"><li>• Access our NHS directory to find and contact other professionals across all care settings</li><li>• Send and receive messages, such as patient referrals or guidance, saved to the record in one click</li><li>• Attach and send documents directly from the record</li></ul>



### **Batch messaging and appointment reminders**

- Send messages and questionnaires in batch
- Configure automated appointment reminders



### **Questionnaires**

- Send a broad range of clinically validated structured questionnaires to patients to maximise response rates
- Save responses to the record in one click with relevant SNOMED codes attached
- Create custom questionnaires and share across teams




### **Patient Triage - online consultation**

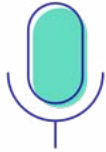
- Patient Triage - our online triage solution allows patients to submit online requests. Practices can triage, signpost and action requests in the Accurx inbox, consistent with other communications



### **Video consultation**

- Unlimited video consultations with individual patients or groups

 <p><b>Appointment booking</b></p>	<ul style="list-style-type: none"> <li>• Invite individual patients to self-book appointments</li> <li>• Invite a batch of patients to self-book a specific appointment type e.g. vaccination</li> <li>• Triage patient inbound with self-book invitations via the Accurx inbox following an online consultation request</li> <li>• Cross-organisation booking - enables users in primary care to send self-book invitations for patients for a different site within the hub or PCN</li> </ul>
 <p><b>Record view</b></p>	<ul style="list-style-type: none"> <li>• Instant read-only access to a patient's GP record for 24 hours</li> <li>• Share record with other health professionals</li> </ul>
 <p><b>Cohort management</b></p>	<ul style="list-style-type: none"> <li>• Send messages, questionnaires or booking links to a cohort of patients</li> <li>• View all responses in one dashboard</li> <li>• Easy follow-up actions for patients that need it</li> </ul>



### Accurx Scribe

- Accurx Scribe, powered by Tandem, transcribes audio from a patient contact or free-dictation and uses AI to summarise them into structured form for medical notes, including any relevant coding
- Clinicians can instantly modify notes and generate other documents, save these notes to the patient record and share documents with patients and other services
- Accurx Scribe helps to cut admin time, improve patient and clinician experience during consultations and integrate care through enhanced patient data capture and sharing

## General practice pricing options

### General practice toolkits

Our features have been grouped into three toolkits that ensure practices, ICBs and health boards, can improve efficiencies - no matter their budgets. The table below shows a summary of which features are included with which toolkit.

- **Bronze toolkit:** provides the core package for patient messaging
- **Silver toolkit:** provides the simple online consultation and messaging tools needed for effective digital-first primary care
- **Gold toolkit:** is the GP's preferred, all-in-one toolkit for Modern General Practice Access

	Bronze	Silver	Gold
Two-way patient messaging	✓	✓	✓
Two-way clinician messaging	✓	✓	✓
Batch messaging and appointment reminders	✓	✓	✓
Questionnaires	✓	✓	✓
Record view	✓	✓	✓
Patient Triage - online consultation	✗	✓	✓
Video consultation	✗	✓	✓
Appointment booking	✗	✗	✓



Modules can be purchased individually or bundled together in a toolkit to achieve a discount. The total cost for each module or toolkit is based on patient list size (source: NHS Digital – patients registered at a GP practice). As the list size gets larger, the unit price decreases.

Module example: two-way patient messaging toolkit option (£0.13) with Questionnaires (£0.08) is selected and ICB or general practice has a total population list size of 900,000 and therefore falls into Tier 4 pricing. Total annual cost = £0.21 x 900,000 = £189,000 (excluding VAT and SMS costs).

Toolkit example: Gold toolkit option is selected and ICB or GP practice has a total population list size of 900,000 and therefore falls into Tier 4 pricing. Total annual cost = £0.65 x 900,000 = £585,000 (excluding VAT and SMS costs).

## Toolkit pricing for general practice

Toolkit	Tier 1	Tier 2	Tier 3	Tier 4
	Annual price per patient by total patient population size*^			
	1-14,999	15,000-89,999	90,000-799,999	800,000+
Bronze	£0.43	£0.32	£0.27	£0.24
Silver	£0.75	£0.61	£0.50	£0.44
Gold	£0.97	£0.80	£0.72	£0.65

\* all prices exclude SMS costs & VAT

^ flash sales pricing beginning 1 July 2025 to 31 August 2025  
(for original pricing, please refer to Appendix 1)

## Individual module pricing for general practice

Module	Tier 1	Tier 2	Tier 3	Tier 4
	Annual price per patient by total patient population size* ^			
	1-14,999	15,000-89,999	90,000-799,999	800,000+
Two-way clinician messaging; Record view	Free	Free	Free	Free
Two-way patient messaging	£0.22	£0.17	£0.14	£0.13
Batch messaging and appointment reminders	£0.16	£0.12	£0.09	£0.08
Questionnaires	£0.16	£0.12	£0.09	£0.08
Patient Triage - online consultation	£0.25	£0.25	£0.19	£0.16
Video consultation	£0.15	£0.11	£0.10	£0.08
Appointment booking	£0.29	£0.28	£0.26	£0.24
Cohort management	£0.34	£0.33	£0.31	£0.29
Accurx Scribe	£0.50	£0.47	£0.43	£0.40

\* all prices exclude SMS costs & VAT

^ flash sales pricing beginning 1 July 2025 to 31 August 2025  
(for original pricing, please refer to Appendix 1)

## SMS costs

All pricing provided excludes costs associated with the SMS fragments sent by Service Recipients using the service. SMS costs are applicable for all SMS messages sent via an Accurx SMS gateway.

SMS costs will still be payable for Service Recipients using a non-Accurx SMS gateway (e.g. ICB gateway) if that gateway was unable to successfully deliver a SMS fragment(s) and the Accurx's SMS gateway is used as a backstop to successfully deliver the SMS fragment(s).

SMS costs are outlined below and charged from the effective date.

<b>SMS fragment cost</b>	£0.0225 per fragment <sup>^</sup>
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<sup>^</sup> flash sales pricing beginning 1 July 2025 to 31 August 2025  
(for original pricing, please refer to Appendix 1)

## Services included as standard in all paid contracts

### Security, interoperability and integration

- NHS App integration
- EPR integration: EMIS, SystmOne, Vision
- NHS Login integration
- NHSmail integration

### Standard implementation, training and offboarding services

#### After-sales support

- Account and contract management
- User support and incident management
- Reporting and dashboards

### Enhanced service offerings

See additional services and pricing section for further details of enhanced offerings available for general practice.

# Secondary and community care pricing

## Secondary and community care overview


Accurx enables healthcare teams in acute, community and mental health organisations to unlock efficiencies throughout the entire patient pathway. We enable productivity gains in trust care pathways through simple technology that breaks down the barriers to providing care quickly and efficiently.





**We're providing simple, easy-to-use tech that helps you to:**

- message patients quickly and easily
- collect structured data from patients
- view and resolve inbound from patients, as a team
- collaborate with other clinicians involved in the patient's care

## Secondary and community care platform modules

Accurx for secondary care has the following modules available through the bundle options that can be found on page 14 and 15.

Module name	Functionality included
 <b>Two-way patient messaging</b>	<ul style="list-style-type: none"><li>• Unlimited patient messaging</li><li>• Request a text or photo response</li><li>• Send a digital document, link or letter</li><li>• Schedule a message to be sent at a later date</li><li>• Option to create templates for speed and consistency</li></ul>

 <p><b>Two-way clinician messaging</b></p>	<p>Utilise Accurx Accumail and Message GP functionality to:</p> <ul style="list-style-type: none"> <li>• Contact a patient's GP practice in one click</li> <li>• Removes the need to search for practice details and make time-consuming phone calls</li> <li>• Use for referrals, discharge letters, medication changes, advice and guidance, to request follow-up actions etc.</li> <li>• Respond to inbound messages from GPs</li> </ul>
 <p><b>Batch messaging and appointment reminders</b></p>	<ul style="list-style-type: none"> <li>• Send messages and questionnaires in batch</li> <li>• Configure automated appointment reminders</li> </ul>
 <p><b>Questionnaires</b></p>	<ul style="list-style-type: none"> <li>• Send a broad range of clinically validated structured questionnaires to patients, individually or in batches</li> <li>• Create custom questionnaires and share across teams</li> </ul>
 <p><b>Video consultation</b></p>	<ul style="list-style-type: none"> <li>• Unlimited Video consultations with individual patients or groups, with option to add multiple participants (e.g. interpreter)</li> <li>• Use for MDTs</li> </ul>

 <p><b>Appointment booking</b></p>	<ul style="list-style-type: none"> <li>• Invite individual patients to self-book appointments</li> <li>• Invite a batch of patients to self-book appointments</li> </ul>
 <p><b>Patient initiated contact - online consultation</b></p>	<ul style="list-style-type: none"> <li>• Configure digital patient initiated follow up pathways where patients can initiate a medical or admin request as and when needed</li> <li>• Team can triage, assign and resolve needs remotely</li> <li>• Configure self-referral pathways</li> <li>• Replace telephone helplines with digital request system</li> </ul>
 <p><b>Patient engagement portal</b></p>	<ul style="list-style-type: none"> <li>• Visibility of all communications and documents in one place</li> <li>• Allows patients to view, prepare for and manage appointments including cancel and reschedule</li> <li>• Integration with NHS App</li> </ul>
 <p><b>Record view</b></p>	<ul style="list-style-type: none"> <li>• Instant read-only access to a patient's GP record for 24 hours</li> <li>• Includes current and past medical conditions, medications, allergies, test results and more</li> </ul>



### Accurx Switch app

- Accurx Switch is the most widely-adopted healthcare communication app in hospitals. Staff can use its crowd-sourced directory to look up the correct contact details

## Secondary and community care pricing options

### Secondary and community care bundles

Our features have been grouped into three bundles that ensure secondary care providers are getting the most out of our services. The table below shows a summary of which modules are included with which bundle.

- **Bronze bundle:** core package of digital communications
- **Silver bundle:** comprehensive toolkit to enable digital pathway redesign
- **Gold bundle:** further empowers patients through a patient engagement portal including NHS App integration and appointment management

Module/bundle	Bronze	Silver	Gold
Two-way patient messaging	✓	✓	✓
Two-way clinician messaging	✓	✓	✓
Batch messaging and appointment reminders	✓	✓	✓
Video consultation	✓	✓	✓
Record view	✓	✓	✓



Accurx Switch app	✓	✓	✓
Questionnaires	✗	✓	✓
Appointment booking	✗	✓	✓
Patient initiated contact - online consultation	✗	✓	✓
Patient engagement portal	✗	✗	✓





## Bundle pricing for secondary and community care

### Acute trusts

For acute trusts, bundles are priced based on a trust's total annual outpatient appointment volume (i.e. the pricing in the table below should be multiplied by the trusts' total annual outpatient appointments to find the total cost). There are tiers for each bundle so that, as the number of appointments increases, the unit price decreases.

Example: Silver bundle option is selected and the trust has a total annual outpatient appointment volume of 750,000 and therefore falls into Tier 4 pricing. Total annual cost for silver bundle = £0.36 x 750,000 = £270,000 (excluding VAT and SMS costs).

	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
	Annual price per outpatient appointment by total annual appointment volume*					
Bundle	<= 25,000	25,001 - 50,000	50,001 - 500,000	500,001 - 1,000,000	1,000,001 - 2,000,000	> 2,000,000
Bronze	-	-	£0.28	£0.25	£0.24	£0.22
Silver	£0.97	£0.61	£0.41	£0.36	£0.35	£0.32
Gold	-	-	£0.65	£0.58	£0.55	£0.52

\*For cancer screening services, the price is calculated based on patient population using the relevant tier. All prices exclude SMS costs & VAT.

## Community and mental health organisations

For community and mental health organisations the total cost for each bundle is based on the size of the organisation (using Full Time Equivalents (FTE)) to determine the sizing tier.

This pricing is applied to community and mental health trusts, and organisations providing any other services in the community, including but not limited to: independent healthcare sector providers, enhanced access providers and hubs. Pricing shown is a per annum charge based upon bundle selected and FTE tier.

Example: Silver bundle option is selected and the trust has a total FTE of 600 and therefore falls into Tier 2 pricing. Total annual cost for silver bundle = £23,360 (excluding VAT and SMS costs).

	Tier -1	Tier 0	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
	Annual pricing for each FTE band*^							
Bundle	<20	20-99	100 - 299	300 - 799	800 - 1,499	1,500 - 2,999	3,000 - 4,999	5,000 +
Service tier	-	1 service	Up to 3 services	Up to 6 services	Up to 15 services	-	-	-
Bronze	£2,480	£5,890	£9,810	£17,440	£39,000	£78,000	£129,000	£154,800
Silver	£3,940	£7,870	£13,110	£23,360	£63,000	£126,000	£209,400	£251,280
Gold	-	-	-	-	£83,850	£167,700	£279,000	£334,800

\*all prices exclude SMS costs & VAT

^ flash sales pricing beginning 1 July 2025 to 31 August 2025  
(for original pricing, please refer to Appendix 1)



## SMS costs

All pricing provided excludes costs associated with the SMS fragments sent by Service Recipients using the service. SMS costs are applicable for all SMS messages sent via an Accurx SMS gateway.

SMS costs will still be payable for Service Recipients using a non-Accurx SMS gateway (e.g. ICB gateway) if that gateway was unable to successfully deliver a SMS fragment(s) and the Accurx's SMS gateway is used as a backstop to successfully deliver the SMS fragment(s).

SMS costs are outlined below and charged from the effective date.

<b>SMS fragment cost</b>	£0.0225 per fragment <sup>^</sup>
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<sup>^</sup> flash sales pricing beginning 1 July 2025 to 31 August 2025  
(for original pricing, please refer to Appendix 1)

## Services included as standard in all contracts

### Security, interoperability and integration

- NHS Login
- NHSmail
- PDS (NHS Spine)
- EPR integration: EMIS, SystmOne, Vision

### Standard implementation, training and offboarding services

### After-sales support

- Account and contract management
- User support and incident management
- Reporting and dashboards

### Enhanced service offerings

See additional services and pricing section for further details on enhanced offerings available for secondary care.



# Additional services and pricing

Accurx provides some additional services to those detailed in the pricing sections for general practice, acute trusts, community and mental health organisations. These additional services and pricing are detailed in this section along with the care settings that they are applicable to.

## Integrations

Integrations with EMIS, SystemOne and Vision are provided free of charge. Integrations with other EPRs, PAS and Active Directory systems (or any other bespoke integrations and/or iterations of existing integrations) will be chargeable at a rate of £750 per day once work required has been scoped.

## NHS App

NHS App integration for general practice settings is provided as standard where the following modules are purchased:

- Patient Triage - online consultation
- Batch messaging and appointment reminders
- Appointment booking

NHS App integration for acute, community and mental health organisations is included as standard within the Gold bundle only.

## Implementation and transformation

All contracts will receive standard implementation, training and support to enable their organisation to get immediate value out of the Accurx platform.

All written training materials and online content, as well as a standard package of personalised implementation support is provided.

In addition to this, an enhanced implementation support package is available for ICBs and general practice contracts.



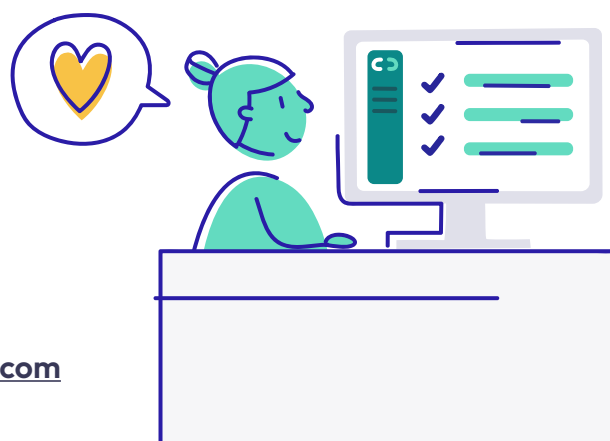
## Enhanced Implementation for primary care

Enhanced implementation provides a 12-week implementation programme when procuring the Accurx Gold bundle for primary care, with approximately 42 hours of specialised support per practice provided by the Accurx Implementation Team.

A typical programme structure is shown in this table:

Distinct phasing	Offering	Resource
<b>1. Discovery</b> (weeks 1-2)	Pre-assessment to understand practices' needs and challenges	6 hours
<b>2. Design</b> (weeks 3-4)	Curation of bespoke training plan for practices in line with their assessment of need	6 hours
<b>3. Implementation</b> (week 5-12)	Delivery of comprehensive training program for all practice staff	30 hours

**Price:** £1,000 per practice.



Contact us: [partnerships@accurx.com](mailto:partnerships@accurx.com)

# Appendix 1

We are running a flash sale from 1 July 2025 to 31 August 2025 for pricing in general practice and community and mental health. Flash sale prices are outlined in the main document and show the current prices available to buyers.

Prices that apply outside of the sale period are outlined below.

## General practice

### Toolkit pricing for general practice outside of flash sale period

This table outlines the toolkit pricing for general practice outside of the flash sale period running from 1 July 2025 to 31 August 2025.

Toolkit	Tier 1	Tier 2	Tier 3	Tier 4
	Annual price per patient by total patient population size*			
	1-14,999	15,000-89,999	90,000-799,999	800,000+
Bronze	£0.53	£0.42	£0.37	£0.34
Silver	£0.85	£0.71	£0.60	£0.54
Gold	£1.07	£0.90	£0.82	£0.75

\* all prices exclude SMS costs & VAT

## Individual module pricing for general practice outside of the sale period

This table outlines the individual module pricing for general practice outside of the flash sale period running from 1 July 2025 to 31 August 2025.

Module	Tier 1	Tier 2	Tier 3	Tier 4
	Annual price per patient by total patient population size*			
	1-14,999	15,000-89,999	90,000-799,999	800,000+
Two-way clinician messaging; Record view	Free	Free	Free	Free
Two-way patient messaging	£0.27	£0.22	£0.19	£0.18
Batch messaging and appointment reminders	£0.21	£0.17	£0.14	£0.13
Questionnaires	£0.21	£0.17	£0.14	£0.13
Patient Triage - online consultation	£0.30	£0.30	£0.24	£0.21
Video consultation	£0.20	£0.16	£0.15	£0.13
Appointment booking	£0.34	£0.33	£0.31	£0.29
Cohort management	£0.34	£0.33	£0.31	£0.29
Accurx Scribe	£0.75	£0.72	£0.65	£0.60

\* all prices exclude SMS costs & VAT



Contact us: [partnerships@accurx.com](mailto:partnerships@accurx.com)

## Community and mental health organisations

This table outlines the tiered pricing for community and mental health organisations outside of the flash sale period running from 1 July 2025 to 31 August 2025.

	Tier 0	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
	1 service	Up to 3 services	Up to 6 services	Up to 15 services	-	-	-
Bundle	Annual pricing for each FTE band*						
	<100	100 - 299	300 - 799	800 - 1,499	1,500 - 2,999	3,000 - 4,999	5,000 +
Bronze	£5,890	£9,810	£17,440	£46,800	£93,600	£154,800	£185,760
Silver	£7,870	£13,110	£23,360	£63,000	£126,000	£209,400	£251,280
Gold	-	-	-	£100,620	£201,240	£334,800	£401,760

\* all prices exclude SMS costs & VAT



## SMS costs

This table outlines the price per fragment for SMS costs outside of the flash sale period running from 1 July 2025 to 31 August 2025.

SMS costs apply across all buyers.

All pricing provided excludes costs associated with the SMS fragments sent by Service Recipients using the service. SMS costs are applicable for all SMS messages sent via an Accurx SMS gateway.

SMS costs will still be payable for Service Recipients using a non-Accurx SMS gateway (e.g. ICB gateway) if that gateway was unable to successfully deliver a SMS fragment(s) and the Accurx’s SMS gateway is used as a backstop to successfully deliver the SMS fragment(s).

SMS costs are outlined below and charged from the effective date.

SMS fragment cost	£0.0299 per fragment
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