

Birdie for Home Care

| | |
|--|----------|
| 1. About Birdie’s Offering | 1 |
| 2. Subscription plan | 1 |
| I. Bundled packages | 1 |
| a. About..... | 1 |
| b. Packages..... | 2 |
| c. Pricing..... | 2 |
| II. Care Management packages | 3 |
| a. About..... | 3 |
| b. Packages..... | 3 |
| c. Pricing..... | 3 |
| 3. Software Add-Ons | 3 |
| 4. Professional Services | 4 |
| I. Soar | 4 |
| a. About..... | 4 |
| b. Pricing..... | 5 |
| 5. Success and Support | 5 |
| I. Soar | 5 |
| a. About..... | 5 |
| b. Pricing..... | 6 |
| Appendix: Package Feature Inclusions (Bundled and Care Management Packages) | 6 |

1. About Birdie's Offering

Birdie's offering is made up of four parts:

1. **Subscription plan:** our innovative and industry leading software solution, including the Birdie agency hub, Carer App and Family App.
2. **Software add-ons:** Optional add-ons based on your needs, enabling you to access additional value from Birdie.
3. **Professional services:** Packages designed to support your implementation and help set you up for success with Birdie.
4. **Success and support:** Ongoing engagement packages to support your journey once you are live with Birdie.

Birdie's commercial philosophy:

- Fair and usage-based: reflect value provided from the service.
- Encourage transparency and audit trails for all users.
- Easy to understand; easy to budget and assess growth impact on cost.
- Costs stay proportional to your business expenses as you scale.

2. Subscription plan

Whether you're taking your first steps towards going digital or you're flying high and want to grow at a faster pace, we're here to help.

I. Bundled packages

a. About

- **Who are they for?** Providers that want an all-in-one solution including functionality across all of Birdie's product areas (Care Management, Auditing, Rostering, Finance).
- **What do they include?** See appendix for a full breakdown of package feature inclusions.
- **How are they billed?** Packages are billed either on the number of Scheduled Hours per month or the number of Active Care Recipients per month. Pricing is structured around a Minimum Subscription and variable usage model — see Section 2.I.c for full details. Definitions for Scheduled Hours, Active Care Recipients, Minimum Subscription, Variable Hours, and Variable Care Recipients can be found in our terms.

b. Packages

- **Starter** has been designed to provide just the right amount of functionality for providers at the start of their digital journey.
- **Core** is the perfect package for providers looking to run all of their core operations digitally and in one place.
- **Advanced** is our most popular package and is for providers looking to double down on evidencing high quality care, accelerating growth and making significant time savings in their operations. This package includes our [Message Centre](#), enabling our partners to quickly send updates to care professionals throughout the day.
- **Plus** is for providers looking to take their digital operations to the next level, enabling customisation of automated workflows to suit exactly how they want their business to be run.

c. Pricing

How pricing works

Birdie's subscription pricing is structured around a **Minimum Subscription** and variable usage model.

Minimum Subscription: At the point of call-off, your Minimum Subscription is set based on your confirmed Active Care Recipient count or Scheduled Hours per month. The applicable tier rate applies to all units within your Minimum Subscription — not just those above the tier threshold. For example, a customer with a Minimum Subscription of 160 Care Recipients on Advanced (150+ tier) pays £12.50 per Care Recipient for all 160 Care Recipients.

Variable Care Recipients / Variable Hours: If your active Care Recipient count or Scheduled Hours exceed your Minimum Subscription in any given month, you will also be charged for the excess. Variable Care Recipients and Variable Hours are charged at the rate of the next lower volume tier (that is, one tier above your Minimum Subscription tier in terms of price). For customers on the Standard tier, variable usage is charged at the Standard rate. Variable Care Recipients and Variable Hours are invoiced at the end of each month, regardless of the agreed billing frequency for your Minimum Subscription.

The below pricing represents discounted rates specific to GCloud customers.

i. Per Scheduled Hour

All prices are per Scheduled Hour, per month. The Minimum Subscription rate applies to all hours within the agreed Minimum Subscription. Variable Hours are charged at the next lower volume tier rate.

| Minimum Subscription Tier | Starter | Core | Advanced | Plus |
|---------------------------|---------|-------|----------|-------|
| Standard (1,000 - 2,499) | £0.20 | £0.25 | £0.35 | £0.40 |
| 2,500 - 4,999 | £0.16 | £0.21 | £0.30 | £0.34 |
| 5,000 - 9,999 | £0.16 | £0.19 | £0.26 | £0.30 |
| 10,000 - 24,999 | £0.13 | £0.16 | £0.22 | £0.26 |
| 25,000+ | £0.12 | £0.14 | £0.19 | £0.23 |

ii. Per Active Care Recipient

All prices are per Active Care Recipient, per month. The Minimum Subscription rate applies to all Care Recipients within the agreed Minimum Subscription. Variable Care Recipients are charged at the next lower volume tier rate.

| Minimum Subscription Tier | Starter | Core | Advanced | Plus |
|---------------------------|---------|--------|----------|--------|
| Standard (20-49) | £9.00 | £12.00 | £17.00 | £21.00 |
| 50-99 | £9.00 | £10.20 | £15.00 | £20.00 |
| 100-149 | £8.50 | £9.75 | £14.45 | £19.00 |
| 150-299 | £8.00 | £9.00 | £12.50 | £18.00 |
| 300-499 | £7.00 | £7.50 | £11.00 | £17.00 |
| 500-999 | £6.00 | £7.00 | £10.00 | £16.00 |

II. Care Management packages

a. About

- **Who are they for?** Providers who want the industry's best Care Management and Auditing features, while **using Rostering and Finance solutions external to Birdie.**
- **What do they include?** See appendix for a full breakdown of package feature inclusions.

- **How are they billed?** Based on the number of Active Care Recipients you have on the Birdie system. A definition of Active Care Recipients can be found in our terms.

b. Packages

- **Care Management** includes Birdie's core Care Management and Auditing products and provides just the right level of functionality for a provider just getting started.
- **Advanced Care Management** includes the best of Birdie's Care Management and Auditing products, giving providers the market's best toolkit to deliver and evidence quality care.

c. Pricing

Based on the number of Active Care Recipients a provider has.
All prices are per month.

| Package | Care Management | Advanced Care Management |
|-----------|-----------------|--------------------------|
| Unit Rate | £8.00 | £11.00 |

3. Software add-ons

Optional add-ons based on your needs, enabling you to access additional value from Birdie. The below add-ons are compatible with all Birdie packages.

| Add-On | Description | Pricing |
|-------------------------|---|--|
| Clinical Care | <ul style="list-style-type: none"> • Access a suite of Clinical Assessments • Record structured Clinical Observations | £0.02 / scheduled hour / month £1 / Active Care Recipient / month |
| Birdie Analytics | Birdie Analytics enables you to harness your data, enabling you to: <ul style="list-style-type: none"> • Understand how your performance compares with | Viewer: Access all standard dashboards and download results, £30 / licence / month Viewer+: All in Viewer, plus |

| | | |
|-------------------------------------|--|---|
| | <p>peers</p> <ul style="list-style-type: none"> • Understand key business metrics through ready-made dashboards • Access digestible performance insights that make it clear how to improve and grow <p>Birdie Analytics is delivered through Looker</p> | <p>schedule regular email updates and create automatic alerts, £45 / licence / month</p> <p>Explorer: All in Viewer+, plus create custom dashboards from our extensive suite of datapoints, £200 / licence / month</p> |
| <p>Message Centre Add-On</p> | <ul style="list-style-type: none"> • Ensure carers always have the most recent details of their visits • Inform your team immediately about urgent rota changes and client updates | <p>Included in Advanced or Plus Packages or:</p> <p>£0.02 / scheduled hour / month</p> <p>£1 / Active Care Recipient / month</p> |
| <p>Single Sign-On</p> | <ul style="list-style-type: none"> • Streamline login by using Microsoft Azure • Meet enterprise security requirements including Cyber Essentials Plus certification | <p>£2 / user / month</p> <p>User = all admins and carers</p> <p>For GCloud customers with 100 or more users, our Sales Team can discount SSO to £1 / user / month</p> |
| <p>SmartPlans</p> | <p>Turn client assessments into person-centred care plans in minutes, not hours.</p> <ul style="list-style-type: none"> • SmartPlans uses AI to transcribe your assessment conversation and pre-fill answers in the care plan - ready for you to review and confirm before anything is saved. • High-risk clinical questions are left for you to answer directly. • Built directly into Birdie, so the transcript, suggestions, and completed care plan all live on the client's record - no switching apps, no copy-pasting. | <p>Available via pay-as-you-go or monthly subscription fees:</p> <ol style="list-style-type: none"> 1. Pay as you go - Charged at £3.50 per recording hour. Each branch receives 3 free recording hours at the start of their contract before usage fees apply. Invoiced at the end of each month. 2. Subscription - Agree a minimum number of SmartPlans recording hours per month (minimum 5 hours). Your monthly fee is your committed hours multiplied by the unit rate for your band, the same amount each month, |

| | | |
|--|--|---|
| | <ul style="list-style-type: none"> • SmartPlans gives you a CQC-aligned audit trail from conversation to confirmed care plan. | <p>regardless of actual usage. Unused hours roll forward to the following month until the end of your contract term, building a credit bank. Once your committed hours and any rolled-over credits are fully exhausted, usage continues automatically at one tier above your committed rate.</p> <p>Rates: 5–24 hours per month: £3.00 per hour; 25–49 hours per month: £2.88 per hour; 50–74 hours per month: £2.76 per hour; 75–99 hours per month: £2.64 per hour; 100–124 hours per month: £2.52 per hour; 125–149 hours per month: £2.40 per hour; 150–174 hours per month: £2.28 per hour; 175–199 hours per month: £2.16 per hour; 200+ hours per month: £2.00 per hour</p> |
|--|--|---|

4. Professional Services

A package designed to support your implementation of Birdie. The Professional Services team will work with you to make the transition to a new system as smooth as possible and help set you up for long-term success.

Additional training (online or in person) can be purchased for a fee.

I. Soar

a. About

- Assigned Implementation Manager to co-create your implementation plan and support you every step of the way
- Environments for training & testing
- 1x Training Pathway per 5 product areas (delivered for each roll-out cohort)
- Customised Workflow Guidance: Once your Implementation Manager has grasped your organisation's nuances, they'll lead you through a tailored

walkthrough. This ensures you harness Birdie's full potential, optimising your processes to deliver exceptional care for your clients.

- Pre-designed training plan with defined success metrics and practice scenarios
- Hands-on project management of your co-created implementation plan Change Management activities, resources as part of implementation plan
- Product Trainer to design a training plan that meets the needs of your organisation and its learners; Custom training resources dedicated to your organisation and processes
- Ongoing Feature release update workshops during implementation phase

b. Pricing

Pricing is either on a per Active Care Recipient or per Scheduled Hour basis. The chosen rate depends on the rate chosen for the buyer's Subscription plan. Professional Services fees are charged as a one-off fee and are due and payable upon contract signature.

| Rate | Soar |
|--------------------|-------|
| Per Care Recipient | £28 |
| Per Scheduled Hour | £0.60 |

For GCloud customers with 100 or more Active Care Recipients, our Sales team can discount implementation fees to £20 per Active Care Recipient

For GCloud customers with 500 or more Care Recipients or 22,500 or more Scheduled Hours per month, our Sales team can discount implementation fees by 25%.

5. Success and Support

Ongoing engagement packages to support your journey once you are live with Birdie.

I. Soar

a. About

- Assigned Customer Success Manager
- 1 dedicated coaching session on preferred product area per month
- Access to our monthly webinars
- Quarterly business optimisation review aligned around your agency's personal

growth and development goals

- Priority Support via Live Chat (10 min first response time)
- Alert and care quality monitoring report by branches
- 1 Birdie Analytics explorer licence
- 1 Birdie training environment

b. Pricing

Pricing is either on a per Active Care Recipient or per Scheduled Hour basis. The chosen rate depends on the rate chosen for the buyer's Subscription plan. All prices are per month.

| Rate | Soar |
|---------------------------|-------------|
| Per Care Recipient | £1.30 |
| Per Scheduled Hour | £0.03 |

For GCloud customers with 250 or more Active Care Recipients, our Sales team can discount Success and Support fees to £0.98 per Active Care Recipient.

For GCloud customers with 10,000 or more Scheduled Hours per month, our Sales team can discount Success and Support fees to £0.02 per Scheduled Hour.

Appendix: Package Feature Inclusions (Bundled and Care Management Packages)

See below for a full breakdown of feature inclusions per subscription plan.

Technology that helps agencies work smarter, not just harder



NEW! SmartPlans – AI powered assessments

Available as an add-on with all packages

[Go to page 7](#)

| | Starter | Core | Advanced | Plus |
|--|---------|------|----------|------|
| Care Circle | | | | |
| Keep loved ones informed with the Family app | ✓ | ✓ | ✓ | ✓ |
| Share information with third party access | ✓ | ✓ | ✓ | ✓ |
| Care Quality and Compliance | | | | |
| View an audit trail of changes | ✓ | ✓ | ✓ | ✓ |
| Receive real time alerts | ✓ | ✓ | ✓ | ✓ |
| Get email and SMS notifications | ✓ | ✓ | ✓ | ✓ |
| Benchmark performance against CQC with our 'Q Score' | ✓ | ✓ | ✓ | ✓ |
| Identify care trends in the 'Client Feed' | ✓ | ✓ | ✓ | ✓ |
| Record compliments, complaints with 'Notes' | | ✓ | ✓ | ✓ |
| Assign 'Actions' to others | | ✓ | ✓ | ✓ |
| Schedule recurring 'Actions' | | ✓ | ✓ | ✓ |
| Monitor quality with auditing forms | | ✓ | ✓ | ✓ |
| Collect and 'Tag' evidence | | | ✓ | ✓ |
| Use pre-set automated workflows | | | ✓ | ✓ |
| Customise your automated workflows | | | | ✓ |
| Client Experience | | | | |
| Create digital assessments | ✓ | ✓ | ✓ | ✓ |
| Build person-centred care profiles | ✓ | ✓ | ✓ | ✓ |
| Upload documents to care profiles | ✓ | ✓ | ✓ | ✓ |
| Review assessments | ✓ | ✓ | ✓ | ✓ |
| Manage medication administration | ✓ | ✓ | ✓ | ✓ |
| Create E-signatures | | ✓ | ✓ | ✓ |

Client Experience continued, Visit Planning and Data and Reporting on the next page

| | Starter | Core | Advanced | Plus |
|--|---------|------|----------|------|
| View personalised assessment recommendations | | | ✓ | ✓ |
| Set and monitor outcomes | | | ✓ | ✓ |
| Visit Planning and Delivery | | | | |
| Work offline with our easy to use app | ✓ | ✓ | ✓ | ✓ |
| Personalise visit tasks | ✓ | ✓ | ✓ | ✓ |
| View and record tasks in the app | ✓ | ✓ | ✓ | ✓ |
| Record observations | ✓ | ✓ | ✓ | ✓ |
| Raise concerns instantly in the app | ✓ | ✓ | ✓ | ✓ |
| Create double-up visits | ✓ | ✓ | ✓ | ✓ |
| Check into visits with multiple clients | ✓ | ✓ | ✓ | ✓ |
| Schedule periods of inactivity | ✓ | ✓ | ✓ | ✓ |
| View and record medication administration | ✓ | ✓ | ✓ | ✓ |
| Create PRN protocols | ✓ | ✓ | ✓ | ✓ |
| Use digital body maps | | ✓ | ✓ | ✓ |
| Mark tasks as 'Essential' | | ✓ | ✓ | ✓ |
| Data and Reporting | | | | |
| Access prebuilt reports and insights | | ✓ | ✓ | ✓ |

Finance and Rostering on the next page



| | Starter | Core | Advanced | Plus |
|--|---------|------|----------|------|
| Finance | | | | |
| Add rates for payroll and invoicing | ✓ | ✓ | ✓ | ✓ |
| Add rates for travel and holiday | ✓ | ✓ | ✓ | ✓ |
| Create single, fixed, banded and service-specific rates | ✓ | ✓ | ✓ | ✓ |
| Apply uplifts to rates | ✓ | ✓ | ✓ | ✓ |
| Create pay runs for Care Professionals | ✓ | ✓ | ✓ | ✓ |
| Generate and share invoices | ✓ | ✓ | ✓ | ✓ |
| Choose from different invoice formats | ✓ | ✓ | ✓ | ✓ |
| Add National Living Wage top ups | ✓ | ✓ | ✓ | ✓ |
| View Holiday pay and accrual reports | ✓ | ✓ | ✓ | ✓ |
| Split invoices to accommodate multi-payer contracts | | ✓ | ✓ | ✓ |
| Set up advanced mileage rules for payroll | | ✓ | ✓ | ✓ |
| Manage ad-hoc expenses | | ✓ | ✓ | ✓ |
| Charge for recurring visit subscriptions; add visit fees | | ✓ | ✓ | ✓ |
| Rostering | | | | |
| Create rota templates | ✓ | ✓ | ✓ | ✓ |
| Use drag and drop tools | ✓ | ✓ | ✓ | ✓ |
| View real time travel estimates | ✓ | ✓ | ✓ | ✓ |
| Download and print rotas | ✓ | ✓ | ✓ | ✓ |
| Schedule introductions, supervisions and shadowing | ✓ | ✓ | ✓ | ✓ |
| Confirm visits in bulk | ✓ | ✓ | ✓ | ✓ |
| Scale your rota with runs and groups | | ✓ | ✓ | ✓ |
| Get a full week's view of visits | | ✓ | ✓ | ✓ |
| Auto-assign unallocated visits | | | ✓ | ✓ |

Rostering continued, Workforce Experience on the next page

| | Starter | Core | Advanced | Plus |
|--|---------|------|----------|------|
| Utilise skills matching tools | | | ✓ | ✓ |
| View team capacity and utilisation | | | ✓ | ✓ |
| Workforce Experience | | | | |
| Create care team profiles | ✓ | ✓ | ✓ | ✓ |
| Store and manage onboarding documents | ✓ | ✓ | ✓ | ✓ |
| Store skills and training records | ✓ | ✓ | ✓ | ✓ |
| Identify performance trends in the 'Carer Feed' | ✓ | ✓ | ✓ | ✓ |
| View and set team availability and absences | ✓ | ✓ | ✓ | ✓ |
| View team termination dates and reasons | ✓ | ✓ | ✓ | ✓ |
| Customise in-app banner messages | ✓ | ✓ | ✓ | ✓ |
| Automatically remove visits after a termination date | | ✓ | ✓ | ✓ |
| View upcoming training expiry dates | | ✓ | ✓ | ✓ |
| Access timesheets in app | | ✓ | ✓ | ✓ |
| Message and send updates to Care Professionals | | | ✓ | ✓ |
| Premium Support | | | | |
| Premium support for total peace of mind | | | | ✓ |



Get in touch to book a demo
and learn more!
www.birdie.care/book-a-demo

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Technology that helps agencies work smarter, not just harder



| | Care Management | Advanced Care Management |
|---|-----------------|--------------------------|
| Care Circle | | |
| Keep loved ones informed with the Family app | ✓ | ✓ |
| Share information with third party access | ✓ | ✓ |
| Care Quality and Compliance | | |
| View an audit trail of changes | ✓ | ✓ |
| Receive real time alerts | ✓ | ✓ |
| Get email and SMS notifications | ✓ | ✓ |
| Benchmark performance against CQC with our 'Q Score' | ✓ | ✓ |
| Identify care trends in the 'Client Feed' | ✓ | ✓ |
| Record compliments, complaints with 'Notes' | | ✓ |
| Collect and 'Tag' evidence | | ✓ |
| Assign 'Actions' to others | | ✓ |
| Schedule recurring 'Actions' | | ✓ |
| Use pre-set automated workflows | | ✓ |
| Monitor the quality of your service with Auditing Forms | | ✓ |
| Client Experience | | |
| Create digital assessments | ✓ | ✓ |
| Build person-centred care profiles | ✓ | ✓ |
| Upload documents to care profiles | ✓ | ✓ |
| Create E-signatures | ✓ | ✓ |
| Review assessments | ✓ | ✓ |
| Manage medication administration | ✓ | ✓ |
| View personalised assessment recommendations | | ✓ |
| Set and monitor outcomes | | ✓ |

Visit Planning and Delivery, Workforce Experience on the next page

Technology that helps agencies work smarter, not just harder



| | Care Management | Advanced Care Management |
|---|-----------------|--------------------------|
| Visit Planning and Delivery | | |
| Work offline with our easy to use app | ✓ | ✓ |
| Personalise visit tasks | ✓ | ✓ |
| View and record tasks in the app | ✓ | ✓ |
| Record observations | ✓ | ✓ |
| Raise concerns instantly in the app | ✓ | ✓ |
| Create double-up visits | ✓ | ✓ |
| View and record medication administration | ✓ | ✓ |
| Create PRN protocols | ✓ | ✓ |
| Use digital body maps | ✓ | ✓ |
| Mark care recipients as inactive | ✓ | ✓ |
| Mark tasks as 'Essential' | | ✓ |
| Workforce Experience | | |
| Create care team profiles | ✓ | ✓ |
| Identify performance trends in the 'Carer Feed' | ✓ | ✓ |
| Customise in-app banner messages | ✓ | ✓ |



Get in touch to book a demo and learn more!
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Available Add-Ons

Enhance your package with these extras

SmartPlans

Create AI-powered initial assessments

- Record during the visit, AI suggests care plan answers with citations
- Clinical safety built-in (DCB0129 aligned)
- Compatible with all packages

Additional add-ons

Message Centre

Ensure carers have the most recent visit details, rota changes and client updates

Clinical Care

Access a suite of clinical assessments and record structured clinical observations

Birdie Analytics

Viewer, Viewer+, and Explorer licenses to harness your data with dashboards and insights

All add-ons are compatible with Starter, Core, Advanced, and Plus packages

Get in touch to book a demo
and learn more!

www.birdie.care/book-a-demo

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Technology that helps agencies work smarter, not just harder



| | Clinical Care Add-On |
|--|----------------------|
| Access a suite of Clinical Assessments | |
| Braden QD Assessment | ✓ |
| Enteral Feeding Assessment | ✓ |
| MUST Assessment | ✓ |
| Breathing Assessment | ✓ |
| Record structured Clinical Observations | |
| Record observations for Urine Tests, including Urine Ketones | ✓ |
| Record observations for Vital Signs, e.g. Heart Rate, Blood Pressure, Respiratory Rate, Oxygen Saturation, Body Temperature, Exhaled CO2 | ✓ |
| Record observations for Blood Tests, including Blood Glucose, Blood Ketones, International Normalised Ratio (INR) | ✓ |
| Record observations about Seizures, including description, duration and actions taken | ✓ |



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