



## CareLineLive

### Pricing Definition

#### G-Cloud 14

**1<sup>st</sup> April 2026**

#### Overview of MAS Networks and this cloud software proposal

- **MAS Networks**

MAS Networks Ltd T/A CareLineLive, of the MAS Group, an NHS England Digital Social Care Record (DSCR) assured supplier, and NHS Data Security Protection (DSP) Toolkit, PRSB, About Me, GP Connect, Cyber Essentials Plus (and Cyber Essentials), ISO 9001, 27001 certified and a leading developer of domiciliary care management and care brokerage cloud software solutions for the care sector. CareLineLive's total number of home care customers is now well over 650, managing in excess of 18,000 carers in total across the UK, Ireland, Jersey and Australia.

Across the MAS group, our customers range from the very smallest agencies to large scale enterprise customers, and include multiple local authorities and NHS Trusts, who provide a range of services including:

- Domiciliary/Homecare
- Care of the elderly
- Extracare
- Reablement
- Hospital discharge/Emergency care
- Supported living
- Outcomes based community care
- Sheltered housing
- Commissioning care



## Pricing

CareLineLive is offering our CareLineLive homecare management solution addressing the requirement for reablement, home care, domiciliary care, in-house/internal care service, pricing as follows:

### CareLineLive

Overview of CareLineLive pricing (Bring Your Own Device Service - BYOD):

Our pricing is simple, and transparent.

Pricing is based on the number of unique logins per week, averaged over each month, for the individuals using our CareLineLive Carer Companion mobile app - these will be the customer's care workers/support workers. Each individual mobile app user will be counted in this assessment if they are scheduled for at least 1-hour in visit duration during the week concerned. This approach is designed to aid customers who make use of bank staff (i.e. it could be different staff using the Carer Companion app logins each week, we just take the number of unique logins per week and average over each month).

At the start of the contract, we will agree a per user fee in accordance with the pricing table below and the number of carers the customer expects to manage. Over time we monitor the average weekly usage of the mobile app and will advise you of any increases and agree with the customer any changes in the monthly invoice charge.

Pricing for the CareLineLive Carer Companion mobile app (including geo location) starts at £16.50 each user (care worker/support worker) p.m. (for less than 50) and reduces with volume to £15.25 each p.m. (for 50 or greater < 100), or £14.00 each user p.m. (for 100 or greater < 250), or £12.50 each user p.m. (for 250 or greater < 1000), or £11.00 each user p.m. (for 1000 or greater). Hence e.g., for 100 the charge for this item would be £16,800 p.a. **Time-limited discounts may apply on these prices, please refer to the section of that name below.**

We do not charge fees for the use of the CareLineLive Management Platform (scheduling system) by office and admin staff - every care co-ordinator and office manager can have their own login and we do not restrict this number, subject to the customer licensing the Carer Companion mobile app. We recommend that no login is shared as this allows each customer to have an audit trail of their users.

We also provide access to our Care Circle portal for friends and family completely free of charge.

All customer support, hosting on the Live environment and maintenance is included in the price. The initial onboarding training is designed to make you a super user of the software.

For the licence flat fee you get access to all features and functionality within the core software. Optional modules are cost options as additions to CareLineLive.



## Contract management and account management

Under the terms of the Time-limited discounts we are offering, contract management conducted quarterly via online meetings is included at no extra charge for the contract term from go live reflecting the typical need for periodic contract performance reviews versus any agreed SLA. Please refer to the Time-limited discount section below for further details.

Account management conducted remotely/online is also included at no extra charge for the contract term from go live.

Hardware such as mobile devices, and mobile communication tariffs, are out of scope for G-Cloud but we would be pleased to help the customer source suitable items as required.

## A summary of all the one-off implementation professional services offered by the Supplier

With the exception of any one off charges for non-roadmap development, under the terms of the Time-limited discounts we are offering, CareLineLive waive the implementation costs (project management, training etc.), where the implementation professional services are performed remotely/online, subject to the implementation being performed promptly. Prompt meaning that assuming the contract starts on day 1 of month 1, configuration of the customer's CareLineLive system and onboarding starts during month 2, and invoicing commences from the 1<sup>st</sup> day of month 3, so the customer achieves full roll out with effect from month 3 at the latest. Hence, CareLineLive waive the one off charges for implementation professional services, assuming the work is performed online and this timeline is achieved.

For lengthy implementation projects CareLineLive reserve the right to charge for the professional services required., but because CareLineLive is an off the shelf commercial cloud software solution, this is unlikely to apply.

## An overview of the Supplier's typical overall costs in relation to pricing

**CareLineLive:** Under the terms of the Time-limited discounts we are offering, up-front costs for implementation of the core system, typically : £Nil (please refer to the Time-limited discount section below for further details).

Annual operating costs for the core system as above, excluding mobile devices and communications tariffs, assuming a nominal 50 users licensed to use the CareLineLive cloud software solution with 100 care workers using the Carer Companion mobile app: £16,800 p.a.

Total project costs over say 3 years (core system only, and excluding expenses) from go live: £50,400 + VAT. **Time-limited discounts may apply on these prices, please refer to the section of that name below.**

### Pricing Table (all prices are shown excluding VAT, which is added at the prevailing rate)

Pricing for our CareLineLive cloud software and integrated mobile app portfolio and professional services is unit priced in nature, charged on an as required basis and is as shown in the following tables.

**Table 1: CareLineLive Management Platform cloud software and mobile app pricing (hosting, support and maintenance included, Time-limited discounts may apply on these prices, please refer to the section of that name below)**

| Description                                                                                                                                                                                                                   | Frequency | Unit Price (£) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|
| CareLineLive Management Platform cloud software per user licence (including all CareLineLive core features, hosting, support and maintenance), included                                                                       | Monthly   | £0             |
| CareLineLive Carer Companion mobile app per user licence                                                                                                                                                                      | Monthly   | £16.50         |
| CareLineLive Carer Companion mobile app per user licence, = or > 100 volume rate                                                                                                                                              | Monthly   | £14.00         |
| CareLineLive Carer Companion mobile app per user licence, = or > 250 volume rate                                                                                                                                              | Monthly   | £12.50         |
| CareLineLive Carer Companion mobile app per user licence, = or > 1000 volume rate                                                                                                                                             | Monthly   | £11.00         |
| CareLineLive Care Circle Family Portal Site Licence, unlimited active service users p.m., included                                                                                                                            | Monthly   | £0             |
| Optional module: CareLineLive CQC Compliance & Benchmarking (audit, survey, plan for continuous improvement) Core Benchmarking module, licence on a per Carer Companion mobile app user basis. This item is mandatory for the | Monthly   | £1.15          |

| Description                                                                                                                                              | Frequency | Unit Price (£) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|
| benchmarking features defined on this line, and benchmarking add-on lines below.                                                                         |           |                |
| CareLineLive Feedback & Complaints, optional add-on to the Core Benchmarking module (line above), licence on a per Carer Companion mobile app user basis | Monthly   | £0.50          |
| CareLineLive Incident Management, optional add-on to the Core Benchmarking module (above), licence on a per Carer Companion mobile app user basis        | Monthly   | £0.50          |
| CareLineLive Risk Management, optional add-on to the Core Benchmarking module (above), licence on a per Carer Companion mobile app user basis            | Monthly   | £0.50          |
| CareLineLive Data Analytics and Reporting module, optional per standard licence                                                                          | Monthly   | £50            |
| CareLineLive Data Analytics and Reporting module, optional per viewer licence                                                                            | Monthly   | £25            |

**Table 2: Optional: CareBrokerage cloud software pricing (hosting, support and maintenance included)**

| Description                                                        | Frequency | Unit Price (£) |
|--------------------------------------------------------------------|-----------|----------------|
| CareBrokerage, per Local Authority / Commissioning annual licence. | Annual    | £8400          |

| Description                                                                                                                                                                                                                   | Frequency | Unit Price (£) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|
| CareBrokerage, per Provider annual licence.                                                                                                                                                                                   | Annual    | £700           |
| CareBrokerage, bundle per local authority / commissioning annual site licence, per bundle with upto and including 100 Provider annual licences, additional Providers in excess of 100 volume, charged at £200 per annum each. | Annual    | £25000         |

**Table 3: Professional services and miscellaneous pricing (hosting, support and maintenance included, Time-limited discounts may apply on these prices, please refer to the section of that name below)**

| Description                                                                                                                                                                                                                                                                                                     | Frequency | Unit Price (£) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|
| The following apply to all the above cloud software solutions:                                                                                                                                                                                                                                                  |           |                |
| CareLineLive API licence providing read-only access to customer's own CareLineLive database. The CareLineLive API licence is also required to support CareLineLive integrations with 3 <sup>rd</sup> party systems (subject to scope, feasibility and agreement of the specification and timeline in each case) | Monthly   | £100           |
| Additional staging environment (e.g. Test or Training for testing/training applications respectively, Live is included in the licence fees stated in Table 1 above) charged per month, per additional environment.                                                                                              | Monthly   | £100           |

| Description                                                                                                                                                                                                                                                                                                                                                                                                                                       | Frequency                                            | Unit Price (£)                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------|
| CareLineLive “read-replica” service, which enables a customer to access ‘copy’ databases of all their CareLineLive databases that are hosted in the database server allocated to their organisation. Available to customers with a minimum of 1,000 users of the CareLineLive Carer Companion mobile app.                                                                                                                                         | Monthly                                              | £400                                                |
| Bespoke development, remote offsite, expenses not applicable                                                                                                                                                                                                                                                                                                                                                                                      | Per day or equivalent per hour (based on 8-hour day) | £700                                                |
| Technical services, remote offsite, expenses not applicable                                                                                                                                                                                                                                                                                                                                                                                       | Per day or equivalent per hour (based on 8-hour day) | £700                                                |
| Consultancy, remote offsite/online, expenses excluded (not applicable)                                                                                                                                                                                                                                                                                                                                                                            | Per day or equivalent per hour (based on 8-hour day) | £700                                                |
| Project management, remote offsite/online, expenses excluded (not applicable)                                                                                                                                                                                                                                                                                                                                                                     | Per day or equivalent per hour (based on 8-hour day) | £700                                                |
| Contract management, remote offsite/online, expenses excluded (not applicable)<br><br><b>Time-limited discount*:</b> for contracts signed and orders placed and confirmed between 1 <sup>st</sup> April 2026 and the earlier of 23:59 on 31 <sup>st</sup> October 2026 or the expiry of the G-Cloud 14 framework, we will offer an additional time-limited discount on the regular price such that the Time-limited discounted price is as shown. | Per day or equivalent per hour (based on 8-hour day) | £700<br><br><b>*Time-limited discount price: £0</b> |

| Description                                                         | Frequency                                            | Unit Price (£) |
|---------------------------------------------------------------------|------------------------------------------------------|----------------|
| Training, remote offsite/online, expenses excluded (not applicable) | Per day or £75 per hour (based on 8-hour day)        | £600           |
| Account management included BAU, remote/online                      | Per day or equivalent per hour (based on 8-hour day) | £0             |

### Time-limited discount

We are pleased to offer incentivised pricing for CareLineLive sales via G-Cloud 14 whereby for contracts signed and orders placed and confirmed between 1<sup>st</sup> April 2026 and the earlier of 23:59 on 31<sup>st</sup> October 2026 or the expiry of the G-Cloud 14 framework, excluding any one off charges for non-roadmap development, CareLineLive waive the implementation costs, contract management charges (expenses excluded), where the implementation professional services are performed remotely/online, and if the implementation is prompt. Prompt meaning that the contract starts by 23:59 on 31<sup>st</sup> October 2026 at the latest, configuration of the customer's CareLineLive system and onboarding starts during the earlier of December '26 or month 2, invoicing commences from the earlier of 1<sup>st</sup> January '27 or 1<sup>st</sup> day of month 3, so the customer achieves full roll out with effect from the earlier of January 2027 or month 3 at the latest. Hence CareLineLive waive the one off charges for project management, training etc. and contract management, assuming the work is performed online and this timeline is achieved.

Any further time-limited discounts will be defined in this section.

### Minimum contract period

The minimum contract term is from commencement and full go live to enable 12-months charges at the applicable Minimum Contracted Volume for the relevant volume and/or Time-limited discount to apply (with the exception of trials which could be much shorter). Contracts may be terminated in accordance with the G Cloud 14 Call Off contract, hence e.g., upon suitable notice to end upon completion of the minimum term or later, or by notice following unremedied default, following the procedure set down by said contract.

### Trial periods

Chargeable trial schemes available including access to a full version of CareLineLive cloud software, Care Circle family portal and CareLineLive Carer Companion mobile app (automatically ongoing if proven). Not included: professional services, customisations, integrations, bespoke development, and provision of mobile devices, and mobile voice and data tariffs are excluded under G-Cloud 14.

## Exit costs

Our quoted cloud software SaaS charge normally includes sufficient time in each contract for our designated project manager (exit) to prepare and agree the exit plan with the customer, then manage the exit (supplier side) and for our technical services team to offboard the customer's data, preparing the CSV file exports, prior to deleting the customer's data in accordance with the following quite straightforward process which is our standard approach in this regard:

1. The Buyer provides written contract termination notice to: [accounts@mas-group.co.uk](mailto:accounts@mas-group.co.uk)
2. The Buyer will receive a written notification reply letting you know we have received the request. Our reply will include the end date.
3. CareLineLive will confirm at the same time what data we will be able to extract and deliver to you, please see the Service Definition for details.
4. The Buyer will be provided instruction on how to receive your data. The data comes in the form of CSV exports for CareLineLive.
5. CareLineLive will delete the Buyer data in our hosting including any back-ups, within 3 months of the termination date, typically as stipulated in the Call-off Contract.

## Education or research establishment pricing

MAS Group do not offer education or research establishments specific market sector discounts on our pricing for the CareLineLive cloud software portfolio.

## Sector specific pricing

MAS Group do not offer specific market sector pricing for the CareLineLive cloud software portfolio.

## Volume discounts

MAS Group is pleased to offer volume discount rates, and these are included in the Pricing Tables above. Please contact us for further details (contact details below).

## Order and payment options

MAS Group is pleased to accept payment via any of the following methods:

- Purchase order consistent with G-Cloud 14 Call Off Contract and subsequent invoice(s)
- BACS transfer
- Automated payment methods



## Questions

In the event of any questions or the need for additional information on our bid, please contact the author of this document, details below.

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