



OBH[®] Segmentation Engine and Data Products

Cloud Software Fees

OBH® Segmentation Engine and Data Products – Cloud Software Fees

The following table summarises the Implementation and Annual Subscription fees:

Product	Applicable Fees per annum (excluding VAT), based on refresh frequency in the service description	
One-off Implementation Phase	Tailored one-off implementation fee to be agreed with individual Buyer based on SFIA rate card	
Population Size (number of people)*	Up to 1.5 million	Between 1.5 million and 3.5 million
OBH® Segmentation Dataset (including OBH® HEALTHSPAN Data)		
Base Cost - Tier 1 For individual organisations, without GP Data This price is applicable to individual ICB and PCN organisations, but it does not apply where procurement is undertaken on behalf of multiple organisations, regions, or at a national level.	£50,000	£100,000
Base Cost - Tier 2 For individual organisations (ICBs and PCNs), with GP Data This price is also applicable to procurements on behalf of multiple organisations and/or by national or central government bodies.	£150,000	£200,000
Local Data Upgrade Options (e.g. with GP Data) - Applicable as an addition to Base Cost - Tier 1 above only		
Standard Upgrade	£40,000	£60,000
Advanced Longitudinal Upgrade	£100,000	£150,000

***Guidance on population sizes:** 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/>).

Pricing for multiple ICBs and or at a national level: the pricing is applied per individual geography as per the catchment population areas and ICB official landscape at the time of framework submission (30th of January 2026/7th May 2024). Mergers of ICBs as envisaged by NHS plans will result in pricing being applied to multiple areas even if those are merged, even for any ICBs who subsequently decide to merge. This pricing structure also applies at the national level, meaning that each individual area within the nation will be subject to the specified pricing criteria, and the total would be the sum of all the individual area prices. Pricing is applied per individual ICB geography, defined by the catchment population and the official ICB configuration as at 30 January 2026. If 2 or more ICBs merge after this date, charges will continue to be calculated as if each pre-merger ICB were a separate geography, and Fees will be the sum of the applicable prices for each such

pre-merger area. The same pricing structure applies where services are procured on a regional or national basis: each constituent ICB/geography within the scope of the procurement will be priced individually in accordance with these criteria, and the total charge will be the aggregate of the prices for all included geographies.

Associated Products	Applicable Fees per annum (excluding VAT), based on refresh frequency in pricing document	
OBH® Outcomes Data (per outcome category)	£20,000	- Requires access to an OBH Segmentation Dataset above - Implementation costs may apply - Each outcome category can be used to derive a number of outcomes - See examples of outcome categories in service description - Price is for population sizes of up to 3.5 million*
OBH® Segmentation Dashboard	£100,000	- Requires access to an OBH Segmentation Dataset as above - Implementation costs may apply - Price is for population sizes of up to 3.5 million*
OBH® Segmentation Analytics Static Report	Dependent on length and complexity of the required report. See SFIA rate card. Can be purchased as a standalone report.	
OBH® Outcomes Platform (up to 25 outcomes)	£100,000	- Requires access to an OBH Segmentation Dataset as above - Implementation costs may apply - Price is for population sizes of up to 3.5 million*
Trust Activity Segmentation Profiling	Trust-specific implementation fee – dependent on the type of OBH Segmentation Dataset each Trust have access to in their geography and range of services/activity which require segmentation profiling for. See SFIA rate card.	

All prices above will be reviewed annually and may be adjusted in line with inflationary changes.

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/budget estimated to complete the work.

During the implementation phase, depending on the products selected, **OBH** will offer:

- Support to locally configure the **OBH** Segmentation Engine (from a range of pre-set options/conditions)
- 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 providing the required service
- Data validation once required initial datasets are provided by the Buyer

Base Product: OBH Segmentation Engine

The Segmentation Engine underpins all of the analytics products and outputs provided by **OBH**. All other products require access to an OBH Segmentation Dataset.

Licence Fees: applied according to product selected

The annual licence fees that apply to each product are according to each Buyer's base population are set out on the table above. All prices are per annum (based on quarterly refreshes of the Segmentation Engine and associated products).

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 licences, 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, and
- the local segment configuration has been agreed/signed off by the Buyer.

Addition of OBH Outcomes Platform: For the avoidance of doubt, a Buyer who purchases the **OBH** Outcomes Platform at a later date compared to the other services outlined in the document, may need to pay additional implementation fees due to the specific requirements of the Outcomes Platform. For more information on the Outcomes Platform, please refer to the dedicated offer on G-Cloud 14.

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. The annual subscription cost will cover no more than 12 months of additional data, once any initial baseline has been completed.

Additional Fees

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, or
- support time or training sessions are required, as part of our training and ongoing support services, offered via Lot 3, or
- changes are subsequently made to the segment configuration that has been agreed/signed off by the Buyer.

Development of New/Modified Segments or Subsegments

Although a wide range of subsegments/conditions and configuration options are available for the **OBH** Segmentation Engine and resulting Segmentation Dataset, the development of new/modified segments, conditions/subsegments, or risk factors will be considered as part of the **OBH** development backlog. These are subject to data availability, data quality and feasibility. Any significant modifications accepted by **OBH** are 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, unless otherwise agreed in the Call-Off Contract. This will need 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: any 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 Licence Fee: unless otherwise agreed in the terms of the Call-Off Contract, invoices for annual licence fees for year one will be issued as the Initial Term commences as defined above. Subsequent annual 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.