

CareQ – Service Definition

Supplier: ORCHA Health Ltd

Service name: ORCHA Activate

Service type (G-Cloud Lot): Cloud Software (SaaS) – Digital Health Activation and Engagement

1. About the service – service description

CareQ is a plug-and-play digital health platform designed to improve patient engagement and streamline elective care pathways. It supports the end-to-end elective pathway including referral, triage, diagnostics, pre-habilitation, peri-operative care, discharge and recovery. CareQ delivers personalised, automated digital support to patients through optimised communication channels and tailored content based on pathway stage, risk profile and digital literacy.

1.1 Intended users

- NHS Trust elective care and peri-operative teams (clinical and operational).
- Waiting list management teams and service managers.
- Patients on elective pathways who receive pathway-specific digital support and signposting.

1.2 What CareQ provides

- Secure identification and contact of patients using integrated NHS specialty data and buyer-approved channels (e.g., SMS or RCS messaging, or an existing patient engagement portal).
- Structured patient questions to confirm care needs and direct patients to the most relevant digital support.
- 'Digital Support Units' (DSUs) mapped to elective care needs (e.g., pain management, alcohol reduction, smoking cessation, weight management).
- Curated digital health apps aligned to the selected DSU to support self-management while patients wait for treatment.
- Continuous collection of engagement data and Patient Reported Outcome Measures (PROMs) to inform pathway optimisation and service improvement.

2. Service features and benefits

2.1 Key features

- Pathway automation – configurable sequences of messages and questions aligned to pathway stages.
- Personalised patient engagement – content tailored to pathway stage, risk and accessibility needs.

- Multi-channel communications – supports SMS/RCS and/or integration with an existing engagement portal.
- Governed digital support – DSU libraries populated with assured digital tools and maintained through package change management.
- Insights and reporting – dashboards and exports for engagement metrics and PROMs.

2.2 Benefits

- Reduced wasted elective capacity by improving readiness and reducing avoidable cancellations.
- Improved patient experience through timely, consistent and relevant communications.
- Better outcomes by supporting patients to ‘wait well’ with evidence-based behaviour change and self-management support.
- Operational efficiency through automated triage-style questioning and standardised pathway communications.
- Data-driven improvement via continuous engagement and PROMs reporting.

3. Service scope – cloud deployment model

CareQ is delivered as a cloud software service accessed over the public internet and/or other UK government-approved networks. No additional buyer ICT infrastructure is required beyond typical end-user devices and network connectivity.

4. Using the service

4.1 Typical user journey

1. Buyer configures elective pathways and selects the Digital Support Units required for target cohorts.
2. CareQ receives buyer-approved specialty data (e.g., pathway, cohort identifiers) for secure patient identification and contact.
3. Patients receive a message (SMS/RCS/portal) and answer a short set of questions to confirm needs.
4. CareQ matches the patient to an appropriate DSU and provides curated app recommendations/links.
5. CareQ captures engagement and PROMs outcomes and provides reporting back to the buyer.

4.2 Configuration

Configuration covers pathway content, question sets, DSUs, communications templates, branding (as required), reporting outputs and buyer-specific governance controls.

5. User support

- Supplier provides onboarding, administrator training and service handover materials.
- Supplier provides support and maintenance, including incident management and service requests.
- Supplier provides release/change communications and planned maintenance notifications.

5.1 User support accessibility

Support materials can be provided in accessible formats on request (e.g., structured documents, readable PDF/DOCX). CareQ content and messaging templates are designed to support clear language and accessibility considerations.

5.2 Service interface accessibility

CareQ patient interactions use accessible, mobile-first messaging and question flows. Where CareQ presents web content (e.g., landing pages), accessibility expectations (e.g., WCAG-aligned design) are addressed during implementation.

6. Onboarding and offboarding

6.1 Onboarding (typical activities)

- Discovery and scope confirmation (pathways, cohorts, DSUs, communications channels).
- Information governance alignment (DPIA support, data flows, role definitions, buyer approvals).
- Configuration of pathways, messaging, question sets, DSU libraries and reporting outputs.
- Integration setup (specialty data feed and messaging channel/portal connection, subject to buyer environment).
- Admin training and go-live support.

6.2 Offboarding / exit management

- Service closure plan agreed with the buyer, including timelines and responsibilities.
- Export of agreed reporting outputs (e.g., engagement metrics and PROMs extracts) in a common format (e.g., CSV) where applicable.
- Revocation of access and secure deletion/retention of data in line with contractual and information governance requirements.

7. Data importing and exporting

7.1 Data import

- Import of buyer-provided cohort and pathway identifiers required to contact patients and personalise pathway flows.

- Integration approach is agreed during onboarding and aligned to buyer security and governance requirements.

7.2 Data export

- Engagement metrics and PROMs extracts can be provided to the buyer in agreed formats (e.g., CSV) to support pathway reporting and service evaluation.

8. Security and data protection

8.1 Data protection between buyer and supplier

Data sharing and processing is governed through the call-off contract, appropriate data processing terms, and buyer information governance processes. Data minimisation is applied – only data required to deliver configured CareQ pathways is processed.

8.2 Data storage and processing locations

CareQ data storage and processing locations are confirmed in the call-off documentation and supplier security pack, including any subcontracted hosting arrangements where applicable.

8.3 Datacentre security standards

Where CareQ is hosted by a third-party cloud provider, datacentre physical and environmental controls are managed by that provider. Supplier will provide evidence of relevant hosting security assurances on request.

8.4 Security governance standards and certifications

Supplier will provide relevant security and quality certifications and/or equivalent evidence as required by the framework and buyer. Evidence is provided on request and/or via the Digital Marketplace entry.

8.5 User authentication and management access authentication

- Role-based access for buyer administrators and supplier support users.
- Strong authentication options for administrative access (method confirmed during onboarding based on buyer needs).

8.6 Operational security and secure development

- Security controls for access, logging, vulnerability management and incident handling are maintained as part of service operations.
- Secure development practices are applied for platform updates and configuration changes.

8.7 Audit information for users

CareQ provides audit-relevant operational information (e.g., admin actions and key events) as agreed with the buyer and appropriate to the service configuration.

9. Availability and resilience

Availability targets, resilience approach, planned maintenance windows and incident response targets are confirmed in the call-off SLA. CareQ is designed to support scalable digital communications and reporting for large elective waiting list cohorts.

10. Pricing options

Pricing is based on the size of the elective waiting list (using published national RTT data where applicable) and includes: setup/configuration/integration, ongoing support and maintenance, ongoing assurance of digital tools within pathways/DSUs, package change management, and data/PROMs reporting.

11. Service constraints

- CareQ requires buyer-approved access to patient cohort/specialty data sufficient to identify and contact patients for the configured pathways.
- Choice of messaging channel (SMS/RCS/portal) is dependent on buyer preference and technical feasibility within the buyer environment.
- CareQ provides governed signposting to curated digital tools; clinical decision-making remains with the responsible care team.

12. Terms and conditions

CareQ is provided under the G-Cloud 15 call-off terms. Service-specific SLAs, data processing terms, and implementation details are confirmed in the buyer's call-off contract documentation.

13. References

1) ORCHA – “Care Q Draft proposal”, dated 25 September 2025.

2) Crown Commercial Service – G-Cloud 15 RM1557.15 Framework Schedule 1 (Specification), v2.0.