

ORCHA Activate – Service Definition (G-Cloud)

Supplier: ORCHA Health Ltd

Service name: ORCHA Activate

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

1. Service overview

ORCHA Activate is a Software-as-a-Service (SaaS) offering that supports NHS organisations to **drive safe adoption and sustained use of digitally enabled self-care**. It complements digital health libraries and formularies by enabling structured population activation, targeted campaigns, professional engagement, and outcome reporting.

The service focuses on **engagement and activation**, not clinical delivery. It enables organisations to promote independently assessed digital health tools to defined populations and professional groups, supporting access, self-management and service transformation objectives.

The service is delivered as a secure, multi-tenant SaaS platform, configured for each customer.

2. What the service does (and does not do)

2.1 What the service does

- Supports population and workforce engagement with digitally enabled self-care
- Enables targeted activation initiatives aligned to local priorities (e.g. long-term conditions, waiting list management, Core20PLUS5 cohorts)
- Provides structured campaigns using approved digital health content
- Supplies reporting to evidence reach, engagement and activation
- Operates within established clinical safety, information governance and assurance frameworks

2.2 What the service does not do

- Does not provide clinical diagnosis, treatment or clinical decision-making
 - Does not replace professional judgement or local clinical governance
 - Does not certify clinical effectiveness of digital products
 - Does not deliver direct patient care or clinical monitoring
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3. Service components

ORCHA Activate is made up of the following core components.

3.1 Activation initiatives

- Design and delivery of structured activation initiatives to promote safe digital self-care
- Alignment to local pathways, priorities and population needs
- Support for both public-facing and professional-led activation

3.2 Campaign management

- Configuration of campaign schedules and messaging templates
- Targeting of defined cohorts (e.g. condition-based or population groups)
- Use of approved digital health content only

3.3 Professional engagement

- Enablement of professional users to support activation activities
- Training and enablement resources for staff
- Support for consistent, governed messaging

3.4 Reporting and insight

- Dashboards and reports showing engagement and activation activity
- Evidence to support service improvement and transformation objectives
- Outputs suitable for local reporting and assurance

4. Service delivery model

4.1 Delivery approach

The service is delivered using a **light-touch, iterative approach**, typically comprising: 1. Discovery and alignment to local objectives 2. Configuration of activation initiatives and content 3. Launch of initial campaigns 4. Ongoing optimisation based on performance and feedback

Typical onboarding timelines are short and are confirmed at call-off.

4.2 Service availability

- Cloud-hosted SaaS platform
- Designed for high availability and scalability
- Planned maintenance is communicated in advance

4.3 Support model

- Online support service for users and administrators
 - Business-hours support (UK)
 - Incident prioritisation and response processes aligned to service criticality
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5. Security, privacy and information governance

- Delivered in accordance with UK GDPR and Data Protection Act 2018
 - The customer acts as Data Controller for any personal data processed
 - ORCHA acts as Data Processor
 - Data minimisation principles are applied; activation can be delivered with minimal personal data
 - Data is hosted in UK/EEA environments
 - Role-based access controls, audit logging and encryption in transit and at rest
 - DPIA templates and guidance are provided to support local governance
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6. Accessibility and inclusion

- Designed to align with WCAG 2.1 AA accessibility principles
 - Supports inclusive engagement approaches, including non-digital alternatives where appropriate
 - Enables targeting of health inequality priorities and underserved populations
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7. Interoperability and integration

- Delivered as a standalone SaaS service
 - Uses simple web-based access (URLs, QR codes, links)
 - Optional data exports and integrations may be scoped at call-off where required
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8. Business continuity and exit

- Cloud-hosted with backup and disaster recovery controls
 - Business continuity arrangements are tested regularly
 - On exit, customer data can be exported in standard formats
 - Verified deletion of customer data can be provided following contract end
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9. Customer responsibilities

To enable effective delivery of the service, customers are responsible for: - Appointing appropriate operational, clinical safety and IG leads - Providing timely approvals for content and campaigns - Ensuring lawful basis for any messaging or contact activity - Promoting activation initiatives through agreed local channels

10. Pricing and commercial model (summary)

- Provided on a subscription basis
 - Pricing reflects scope of activation initiatives and supported population
 - Full pricing details are published separately in the G-Cloud pricing document
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11. Standards and compliance

The service aligns with relevant UK government and NHS standards, including: - Cyber Essentials (as applicable to SaaS) - NHS clinical safety and digital assurance expectations (where relevant) - Government Technology Code of Practice - Information governance and accessibility requirements

12. Service outcomes

ORCHA Activate supports organisations to: - Increase safe uptake of digital self-care - Reduce avoidable demand on services - Improve consistency and governance of digital engagement - Evidence the impact of digital activation initiatives