Primary care

accurx

ICB / Health Board / General practice Pricing Document for G-Cloud 15

Accurx: the integrated care communications platform



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About us

Accurx is on a mission to make patients healthier and healthcare professionals happier through seamless communication. We empower healthcare professionals across different settings to work better together as teams and support their patients' needs. Through a single, user-friendly platform, we help everyone involved in a patient's care to communicate and collaborate quickly and easily, unlocking time and reducing system costs.

With our intuitive software, healthcare staff can have two-way conversations, share guidance, send structured medical questionnaires and invite patients to book appointments. Our platform can also be used to hold consultations, manage patient inbound, share and access patient records, and communicate with others involved in a patient's care. With the Accurx Scribe, ambient voice technology module, clinicians can capture consultations in real-time, maintain patient focus during the appointment / assessment, and instantly create detailed clinical notes and documents for onward communication. All of this supports a host of improvements to patient care, and the productivity of providers delivering it.

Each week, nearly 180,000 healthcare professionals use Accurx to communicate with patients about their care. We support all communication channels including SMS, email and integration with the NHS App. Because of our adoption across the healthcare system and use of these multiple channels, healthcare professionals have used the platform to reach up to 60 million individual patients across the NHS. With message volumes that have peaked at 2 million a day, Accurx has become the biggest originator of messages into the NHS App. The impact of the platform and the way staff use it deliver significant productivity gains and patient experience improvements.



ICB / Health Board / General practice pricing

ICB / Health Board / General practice overview

Accurx is used by practices in Scotland and Wales Health Boards, and 98% of practices in England. Enabling ICBs, and general practices across the UK to deliver the NHS plan to meet Modern General Practice Access requirements and deliver the 3 shifts outlined in the 10 year plan.

We're providing simple, easy-to-use tech that helps you to:

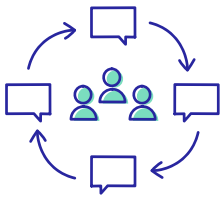
- message patients quickly and easily
- capture consultations in real-time and instantly create clinical notes and letters
- collect structured data from patients
- view and resolve inbound from patients, as a team
- collaborate with other clinicians involved in the patient's care

ICB / Health Board / General practice platform modules

Accurx for Health Boards, ICBs and general practice has the following modules available.

Module name	Functionality included
 **Accurx app**	• Users across secondary and primary care can access Accurx on the go through the app, which connects staff and patients. Patient messaging, Accurx Scribe, the Inbox and Message GP are all available through the app, as well as the comprehensive secondary care directory that helps connect staff in hospitals. It is the most widely adopted healthcare communication app in secondary care

 **Two-way patient messaging**	• Unlimited patient messaging • Request a text or photo response • Send a digital document • Schedule a message to be sent at a later date
 **Two-way clinician messaging**	Use our Accumail functionality to: • Access our NHS directory to find and contact other professionals across all care settings • Send and receive messages, such as patient referrals or guidance, saved to the record in one click • Attach and send documents directly from the record
 **Batch messaging and appointment reminders**	• Send messages and questionnaires in batch • Configure automated appointment reminders
 **Questionnaires**	• Send a broad range of clinically validated structured questionnaires to patients to maximise response rates • Save responses to the record in one click with relevant SNOMED codes attached • Create custom questionnaires and share across teams

 **Patient Triage - online consultation**	• Patient Triage - our online triage solution allows patients to submit online requests. Practices can triage, signpost and action requests in the Accurx inbox, consistent with other communications
 **Video consultation**	• Unlimited video consultations with individual patients or groups
 **Appointment self-book**	• Invite individual patients to self-book appointments • Invite a batch of patients to self-book a specific appointment type e.g. vaccination • Triage patient inbound with self-book invitations via the Accurx inbox following an online consultation request • Cross-organisation booking - enables users in primary care to send self-book invitations for patients for a different site within the hub or PCN
 **Record view**	• Instant read-only access to • a patient's GP record for 24 hours • Share record with other health professionals

 **Accurx Scribe**	• Accurx Scribe, powered by Tandem, transcribes audio from a patient contact (e.g. consultation) and supports digital dictation. Accurx Scribe uses AI to summarise them into structured form medical notes, and letters including any relevant coding • Clinicians can instantly modify notes and generate other documents, save these notes to the patient record and share documents with patients and other services • Accurx Scribe helps to cut admin time, improve patient and clinician experience during consultations and integrate care through enhanced patient data capture and sharing

ICB / Health Board / General practice pricing options

ICB / Health Board / General practice bundles

Our features have been grouped into three bundles that ensure practices, ICBs and health boards, can improve efficiencies - no matter their budgets. The table below shows a summary of which features are included with which bundle.

- **Communication bundle:** provides the core package for patient messaging, questionnaires and booking
- **Demand Management & Access bundle:** provides the easy-to-use online consultation and messaging tools needed for effective digital-first primary care
- **Productivity bundle:** is the GP's preferred, all-in-one toolkit for delivering Modern General Practice Access and Accurx Scribe

	Communication	Demand Management & Access	Productivity
Accurx app	✓	✓	✓
Two-way clinician messaging	✓	✓	✓
Record view	✓	✓	✓
Two-way patient messaging	✓	✓	✓
Batch messaging and appointment reminders	✓	✓	✓

Questionnaires	✓	✓	✓
Appointment self-book	✓	✓	✓
Patient Triage - online consultation	✗	✓	✓
Video consultation	✗	✓	✓
Accurx Scribe	✗	✗	✓

Modules can be purchased individually or a part of a bundle to achieve a discount. The total cost for each module or bundle is based on patient list size (source: NHS Digital - patients registered at a GP practice). As the list size gets larger, the unit price decreases.

Module example: two-way patient messaging module option (£0.23) is selected and ICB or general practice has a total population list size of 900,000 and therefore falls into Tier 4 pricing. Total annual cost = £0.23 x 900,000 = £207,000 (excluding VAT and SMS / RCS costs).

Bundle example: Demand Management & Access bundle option is selected and ICB or GP practice has a total population list size of 900,000 and therefore falls into Tier 4 pricing. Total annual cost = £1.01 x 900,000 = £909,000 (excluding VAT and SMS / RCS costs).

Bundle pricing for ICB / Health Board / General practice

Bundle	Tier 1	Tier 2	Tier 3	Tier 4
	Annual price per patient by total patient population size*^			
	1-14,999	15,000-89,999	90,000-799,999	≥ 800,000
Communication bundle	£0.72	£0.60	£0.53	£0.48
Demand Management & Access bundle	£0.97	£0.80	£0.72	£0.65
Productivity bundle	£1.47	£1.27	£1.15	£1.05

* All prices exclude SMS or RCS costs & VAT
^ Flash sale pricing beginning 1 November to 15 November 2026 (for original pricing, please refer to Appendix 1)

Individual module pricing for ICB / Health Board / General practice

Module	Tier 1	Tier 2	Tier 3	Tier 4
	Annual price per patient by total patient population size*^			
	1-14,999	15,000-89,999	90,000-799,999	≥ 800,000
Two-way patient messaging	£0.22	£0.17	£0.14	£0.13
Batch messaging and appointment reminders	£0.16	£0.12	£0.09	£0.08
Questionnaires	£0.16	£0.12	£0.09	£0.08
Patient Triage - online consultation	£0.25	£0.25	£0.19	£0.16
Video consultation	£0.15	£0.11	£0.10	£0.08
Appointment self book	£0.29	£0.28	£0.26	£0.24
Accurx Scribe	£0.50	£0.47	£0.43	£0.40

* All prices exclude SMS or RCS costs & VAT
^ Flash sale pricing beginning 1 November to 15 November 2026 (for original pricing, please refer to Appendix 1)

SMS and RCS costs

All pricing provided excludes costs associated with the SMS fragments or RCS messages sent by Service Recipients using the service. SMS or RCS fragments are only incurred when a message is sent as a text using the Accurx platform. Email or NHS App messages sent using the Accurx platform do not incur SMS or RCS costs.

- RCS (Rich Communication Services): An enhanced communication protocol intended to replace SMS, providing a richer, app-like experience including branding, read receipts and interactive elements.
  - Basic RCS messages: messages <160 characters in length with no rich content (being images, buttons, link previews etc.)
  - Single RCS messages: messages up to 3,072 characters in length. Can include rich content.
- SMS (Short Message Service): Standard text messaging.

SMS and RCS costs are outlined below and charged from the effective date.

SMS fragment cost *^	£0.0235 per fragment
RCS Basic fragment cost *^	£0.03 per fragment
RCS Single fragment cost *^	£0.06 per fragment

* All prices exclude VAT
^ Flash sale pricing beginning 1 November to 15 November 2026 (for original pricing, please refer to Appendix 1)

Further details

Where RCS capabilities have been enabled for the Service Recipient, the service will employ a “Primary-First” delivery logic:

• Primary Attempt: All messages will initially be attempted via the NHS App (where integrated), followed by the RCS gateway and then SMS.

• Secondary Fallback: If the RCS message fails to deliver (e.g. due to handset incompatibility or data connectivity issues), the system will automatically fallback to SMS. In these instances, SMS fragment costs will apply.

RCS availability is determined by Accurx on a customer-by-customer basis and cannot be self-enabled.

All other customers: all messages will initially be attempted via the NHS App (where integrated) followed by SMS only, with no RCS attempts made.

SMS and RCS costs are applicable for all fragments/messages sent via an Accurx SMS/RCS gateway. These costs remain payable for Service Recipients using a non-Accurx SMS/RCS gateway (e.g. ICB gateway) if that gateway was unable to successfully deliver the SMS fragment(s) or RCS messages and the Accurx’s SMS/RCS gateway is used as a backstop to ensure successful delivery.

Services included as standard in all paid contracts

Security, interoperability and integration

- NHS App integration for general practice: provided as standard where the following modules are purchased
  - Patient Triage - online consultation
  - Batch messaging and appointment reminders
  - Appointment self-book
- EPR integration: EMIS, SystmOne, Vision
- NHS Login integration
- NHSmail integration

Standard implementation, training and offboarding services

After-sales support

- Account and contract management
- User support and incident management
- Reporting and dashboards

Free trials / pilot

Patient Triage

Accurx will provide a free of charge three month pilot for Patient Triage for ICBs, Health Boards and practices.

The pilot period will include provision of software, onboarding support including 1-2-1 call and webinars for training users. Accurx helpdesk / user support Monday to Sunday.

Enhanced service offerings

See additional services and pricing section for further details of enhanced offerings available for general practice.

Additional services and pricing

Accurx provides some additional services to those detailed in the pricing sections for general practice. These additional services and pricing are detailed in this section.

Integrations

Integrations with EMIS, SystmOne, and Vision are provided free of charge. Integrations with other EPRs, PAS and Active Directory systems (or any other bespoke integrations and/or iterations of existing integrations) will be chargeable at a rate of £1,500 per day once work required has been scoped.

Implementation and transformation

All contracts will receive standard implementation, training and support to enable their organisation to get immediate value out of the Accurx platform. All written training materials and online content, as well as a standard package of personalised implementation support is provided.
In addition to this, an enhanced implementation support package is available for ICBs and general practice contracts.

Enhanced implementation for primary care

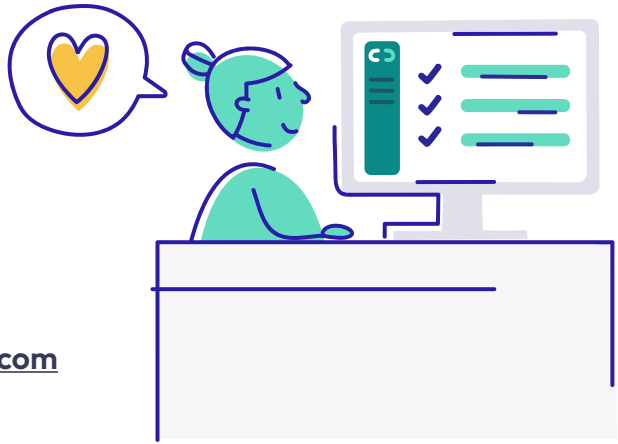
Enhanced implementation provides a 12-week implementation programme when procuring the Accurx Demand Management and Access or Productivity bundles for primary care, with approximately 42 hours of specialised support per practice provided by the Accurx Implementation Team.



A typical programme structure is shown in this table:

Distinct phasing	Offering	Resource
1. Discovery (weeks 1-2)	Pre-assessment to understand practices' needs and challenges	6 hours
2. Design (weeks 3-4)	Curation of bespoke training plan for practices in line with their assessment of need	6 hours
3. Implementation (week 5-12)	Delivery of comprehensive training program for all practice staff	30 hours

Price: £1,000 per practice.



Appendix 1

We are running a flash sale from 1 November to 15 November 2026 for pricing in general practice and community and mental health. Flash sale prices are outlined in the main document and show the current prices available to buyers.

Prices that apply outside of the sale period are outlined below.

ICB / Health Board / General practice

Bundle pricing for ICB / Health Board / General Practice outside of flash sale period

This table outlines the bundle pricing for ICB / Health Board / General Practice outside of the flash sale period running from 1 November to 15 November 2026.

Bundle	Tier 1	Tier 2	Tier 3	Tier 4
	Annual price per patient by total patient population size*			
	1-14,999	15,000-89,999	90,000-799,999	≥ 800,000
Communication bundle	£1.14	£0.96	£0.86	£0.78
Demand Management & Access bundle	£1.50	£1.23	£1.10	£1.01
Productivity bundle	£2.18	£1.88	£1.65	£1.50

* All prices exclude SMS or RCS costs & VAT

Individual module pricing for ICB / Health Board / General Practice outside of flash sale period

This table outlines the individual module pricing for ICB / Health Board / General Practice outside of the flash sale period running from 1 November to 15 November 2026.

Module	Tier 1	Tier 2	Tier 3	Tier 4
	Annual price per patient by total patient population size*			
	1-14,999	15,000-89,999	90,000-799,999	≥ 800,000
Two-way patient messaging	£0.38	£0.29	£0.26	£0.23
Batch messaging and appointment reminders	£0.27	£0.21	£0.18	£0.17
Questionnaires	£0.27	£0.21	£0.18	£0.17
Patient Triage - online consultation	£0.38	£0.38	£0.29	£0.24
Video consultation	£0.23	£0.17	£0.15	£0.12
Appointment self book	£0.51	£0.50	£0.45	£0.42
Accurx Scribe	£0.75	£0.71	£0.65	£0.60

* All prices exclude SMS or RCS costs & VAT

SMS and RCS costs

This table outlines the pricing for SMS and RCS costs outside of the flash sale period running from 1 November to 15 November 2026.

SMS fragment cost *	£0.03 per fragment
RCS Basic fragment cost *	£0.03 per fragment
RCS Single fragment cost *	£0.06 per fragment

* All prices exclude VAT