



SMART: FRONT DOOR – HEALTHCARE

SERVICE DEFINITION DOCUMENT

G-Cloud 15 Framework | Lot 2b: Cloud Software

SERVICE OVERVIEW

SMART: Front Door for Health & Care provides AI-powered digital access for patients, carers, and the public to safely self-serve health and care enquiries 24/7. Built on ICS.AI's SMART: Platform, the service delivers accurate, consistent answers grounded in approved NHS and care-provider knowledge, with governed escalation to staff and full audit trails.

The service supports common health and care access journeys including appointments, referrals, service eligibility, waiting times, prescriptions, and administrative enquiries. It reduces avoidable demand on call centres and clinical teams while maintaining the governance, safety, and accountability standards required for health and care environments.

SERVICE TIERS

Tier	Description
Foundation	AI-powered patient and public engagement via web. OLM delivers multi-turn conversational support using approved organisational knowledge with citations. Intelligent triage and governed handover to staff with transcript and structured summary.
Premium	Foundation plus personalised experience using conversation history and transaction memory. Priority routing for vulnerable or urgent cases, proactive updates, and enhanced analytics for demand and service performance.
Specialist	Premium plus dedicated domain agents for primary care access, outpatient services, community care, mental health, and social prescribing. Extended workflows, eligibility prompts, and safeguarding-aware journeys.
Ultra	Complete bundle: all channels (Web, Phone, SMS, Email, Mobile, Live Chat), all specialist domains, surge handling, continuous optimisation, cross-service reporting, managed updates, and priority support.

KEY FEATURES

- Multi-turn conversational AI with context retained across interactions
- OLM answers grounded in approved health and care knowledge with citations
- Intelligent triage and routing across services and care pathways
- Governed handover to staff with transcript and structured summaries
- Safeguarding-aware prompts and sensitive topic handling
- Accessibility features including plain language and translation
- Analytics covering containment, escalation, and demand patterns
- Role-based administration for content, journeys, and governance
- Audit-ready transcripts for compliance and assurance

KEY BENEFITS

- Reduces avoidable demand on contact centres and frontline teams
- Improves first-contact resolution for non-clinical enquiries
- Provides consistent, governed information across services
- Supports equitable access through accessible, 24/7 self-service
- Frees staff capacity for complex, clinical, or sensitive cases
- Reveals demand patterns and access bottlenecks
- Maintains safety and compliance through full auditability

TECHNICAL ARCHITECTURE

- Built on SMART: Platform Core, providing:
- Microsoft Azure deployment with UK data residency
- Multi-LLM orchestration with model routing and cost controls
- Retrieval-augmented generation (RAG) over approved knowledge sources
- Identity integration via Microsoft Entra ID with RBAC
- Connector framework for Microsoft 365 and care systems
- Web chat widget and embedded experience options
- Optional adapters for telephony, SMS, email, and mobile
- Integration with CRM, PAS, and case management systems

HEALTH & CARE SYSTEM INTEGRATIONS

The connector framework supports integration with common health and care platforms, including:

- Patient Administration Systems (PAS)
- CRM and contact centre platforms
- Appointment and referral systems
- Microsoft 365 (SharePoint, Teams, Outlook)
- Knowledge bases and intranet platforms
- Integrations are configured according to local governance and data-sharing policies.

GOVERNANCE, SECURITY & COMPLIANCE

- Role-based access control for users, journeys, and knowledge sources
- Policy controls for prompts, outputs, and escalation thresholds
- Approved knowledge sources with review and version control
- Full audit logging for prompts, responses, routing, and handovers
- Sensitive data handling with redaction and minimisation
- Human-in-the-loop controls for high-risk or safeguarding scenarios
- WCAG 2.2 AA compliant interfaces
- GDPR compliant with UK data residency
- Agentic Dome security layer for controlled AI behaviour

IMPLEMENTATION APPROACH

- **Discover & scope** – priority journeys, user groups, success metrics
- **Configure governance** – policies, roles, safeguarding thresholds
- **Build & ground** – connect knowledge sources and service content
- **Integrate** – identity, CRM, PAS, and operational systems
- **Test & assure** – evaluation, safety review, accessibility testing
- **Pilot & iterate** – controlled rollout with monitoring and tuning
- **Scale & operate** – lifecycle management, optimisation, reporting

SUCCESS MEASURES

- Containment and deflection rates
- First-contact resolution
- Escalation accuracy and misroute rate
- Average handling time reduction
- Demand insight and repeat contact analysis
- Patient/public satisfaction indicators

CHANNEL ADD-ONS

Web channel included as default. Additional channels available:

Product	Description
Phone	Call transcription, intent detection, after-call summaries, warm transfer
SMS	Two-way messaging with opt-in/out handling
Email	Enquiry classification, draft replies, thread summarisation
Mobile	In-app assistant, notifications, secure sessions
Live Chat	Real-time agent-assisted chat with AI escalation, co-browsing, and queue management

These are available via SMART: Front Door – Channel Add-ons.

DEPENDENCIES & PREREQUISITES

- SMART Platform Core (included with any SMART product)
- Microsoft Azure subscription (UK or EU hosted)
- Microsoft Entra ID for identity management

USER SUPPORT

The response time is 24 hours, depending on the contract signed by the client and applies during working hours from Monday to Friday. The Support levels are as follows:

Level	Description	Response
Level 1: Urgent	System not responding or critical function loss that affects all users.	24hr fix/workaround
Level 2: High	A function loss that causes significant disruption to business and users.	Priority response
Level 3: Normal	Function loss that affects some users but will not stop them from being able to do other tasks.	Standard response
Level 4: Low	A cosmetic issue or a minor function loss that affects some users.	Scheduled response

This service, up to an agreed number of hours per month, is included in the cost of the Licence for the SMART: Front Door. Additional support hours can be purchased if required.

DISCLAIMER

This service description was prepared for G-Cloud 15 and will remain on the Digital Marketplace for the duration of the framework period (up to 24 months). As AI technology and our platform capabilities evolve rapidly, specific features, integrations, or functionality described in this document may have changed since publication.

Before purchase, we recommend contacting ICS.AI to confirm current capabilities and any new features that may have been added since this description was published.

CONTACT



VISIT OUR WEBSITE

Learn more about ICS.AI, our services, and how we support the UK public sector with responsible AI

<https://www.ics.ai/>



EMAIL US

Contact our team with questions about our services, G-Cloud offerings, or to start a conversation

info@ics.ai



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