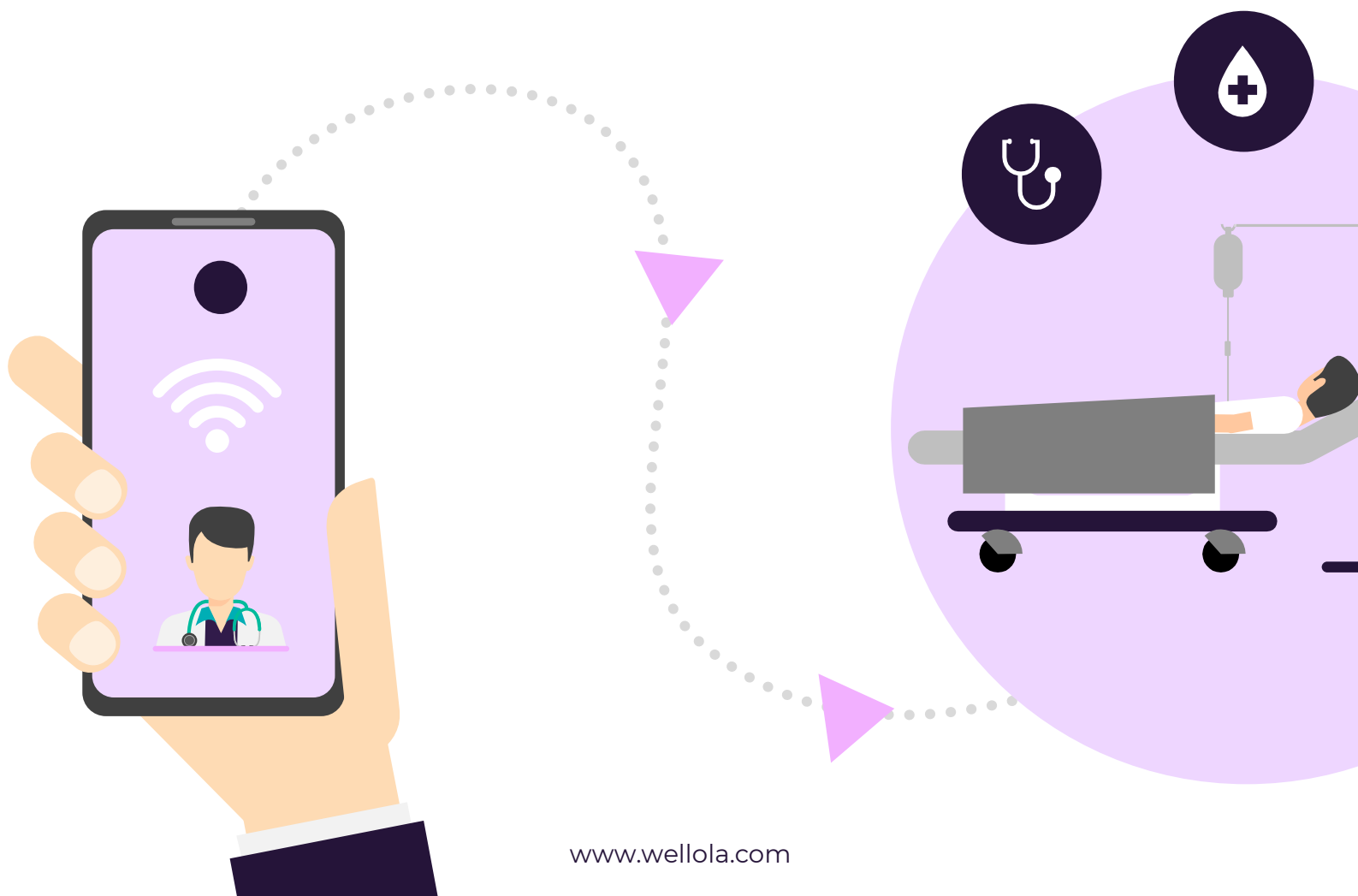




Pricing
2026

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1. About Wellola

1.1 Our Team

The Wellola team believes that the future of healthcare is preventative, community-based and supported by digital tools. Founded in Ireland in 2016, Wellola proudly established its UK subsidiary in 2019, based at the Nexus Leeds, working alongside the brightest minds from business, technology, and academia.

Founded by a team of clinical entrepreneurs, Wellola is very much aligned with the key deliverables of modern-day healthcare providers - to improve the flow of healthcare information between patients and their care-providers and to shift of care out of acute hospital setting into the community. Having worked closely with our customer base, our solution, Portasana®, is strongly user focused. Our emphasis is on simplicity, and our mission is to create easy-to-use, secure software, that maximises resources and reduces waste in our health systems



Sonia Neary

CEO and Co-founder

Chartered physiotherapist and experienced healthcare executive, Sonia drives the commercial success of Wellola



Dave Gill

Principle Engineer

Cloud-first technical leader with extensive experience across global enterprises. Dave drives the technical success of Wellola.



Dr Greg Martin

Chief Medical Officer

MPH and WHO consultant Greg is a global healthcare influencer with extensive clinical experience.



Stefan Focas

Chief Financial Officer

Experienced Chartered Accountant, including as CFO for Asia Pacific for the Healthcare, Intellectual Property and Science businesses of Thomson Reuters.



Dr Imran Khan

Clinical Safety Officer

Portfolio GP with roles at the RCGP and the BOB ICS, as well as Co-Deputy Chair of the Advisory Group for Data at NHS England.



Michael Bell

Data Security and Protection Advisor

Healthtech compliance expert, and an active EIT Health mentor. Focused on ensuring Wellola patient data is protected and secured.



Lisa Parkes

Client Enablement and Business Operations Lead

Passionate about driving operational excellence, client success, and strategic business growth.



Jen Malone

Senior Delivery & Compliance Manager

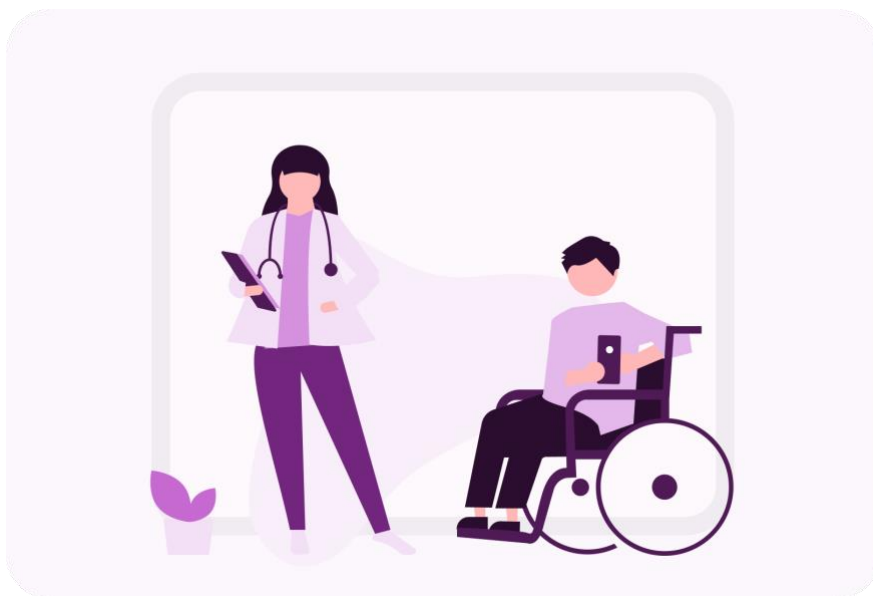
With 15+ years' NHS experience across digital, project management, data and operations, Jen works closely with healthcare organisations to lead the secure and successful rollout of Portasana.

1.2 Clients and Accolades:

Wellola currently serves a variety of public and private healthcare organisations in Ireland and the UK. Customers include Leeds Teaching Hospital NHS Trust, Black Country Healthcare NHS Foundation Trust, Berkshire Healthcare NHS Foundation Trust, Northeast London Foundation Trust and private sector providers such as Nutricia Danone (making our solution available to 170 Nursing Homes in Ireland). Wellola also collaborated with the Irish Health Service Executive' Digital Transformation Team during the onset of COVID-19, to offer our platform to all Irish GPs (2,500).

Recent Accolades Include:

- Secured £4M in VC/ Private investment
- Secured a position on the Sparks DPS and G-Cloud 14 Frameworks
- Secured ISO27001:13, Cyber Essentials & Cyber Essentials Plus certification
- Compliance affirmed with DTAC, DSPT, DCB0129 and DCB3051
- Recommended at HSJ Awards (2023)
- Winner of Health Innovation Hub Ireland call (2020)
- Winner of the IMSTA "Integrated Care" Award (2019)
- Runner-up at Irish MedTech "eHealth Innovation of the Year" Award (2019)



1.3 Your Portasana® | Your Way

Our secure patient-facing platform 'Portasana®', accessible via browser-based desktop or mobile app, revolutionises the way hospitals & clinics care for and communicate with their patients, facilitating a **new model of supported self-management** in care delivery.

Portasana® (e.g. from the Latin '*Porta*'-meaning '*Gateway*' and '*Sana*'-meaning '*Healthy*') differs from other patient-facing software providers in that it is rich in care-pathway functionality, is highly modularized & fully interoperable.

Ours is a platform rather than point solution, incorporating eleven core modules that cover both administrative and clinical data sharing, all feeding into a staff station and/or your Electronic Patient Record (EPR). Not only that, Portasana® offers multi-EPR integration and can act as an 'aggregator' for the patient-facing applications in your organisation's ecosystem.

These modules support our clients as their patient care and communication needs grow, complimenting existing systems to offer everything from appointment management to remote care delivery via our symptom tracking and remote device connectivity modules, all fully integrated and interoperable with the key incumbent technologies in each healthcare ecosystem. Each of the available modules in Wellola's platform is described in more depth in the following chapters, from the perspective of the patient and personnel (admin/ clinical end-users) at the buying healthcare organisation.

Supported Self-Management for Chronic and Acute Disease Management

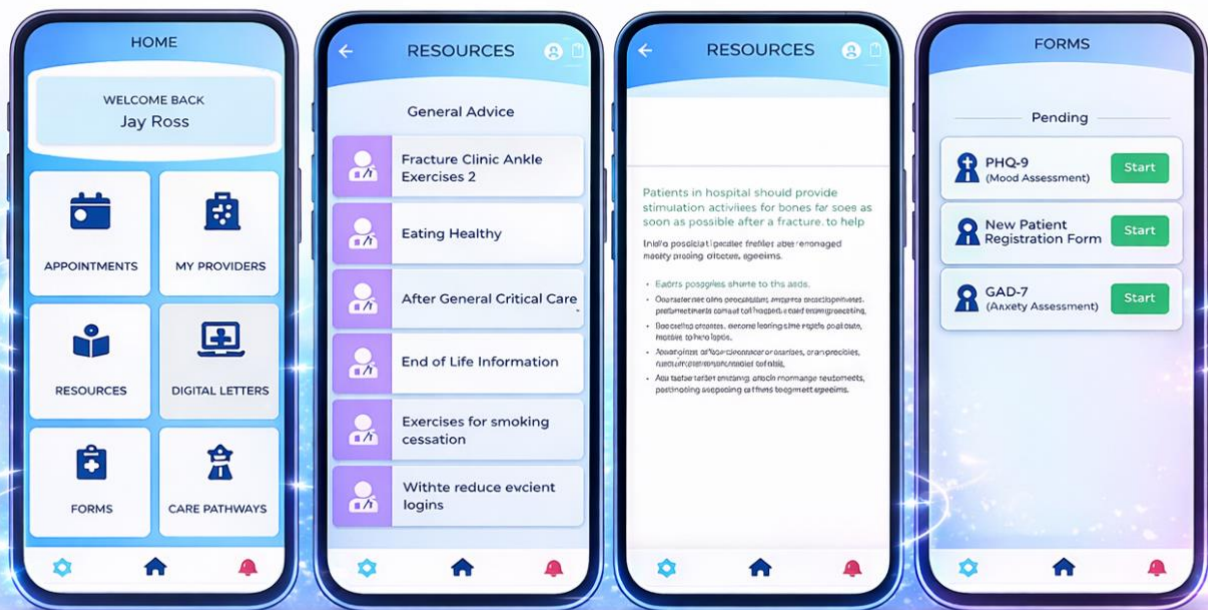
Portasana®'s clinical modules significantly enhances the ability of organisations to provide supported self-management for patients with chronic and acute diseases. By providing a comprehensive platform for patients to receive education, monitor and manage their conditions, Portasana® empowers individuals to take an active role in their health care. The availability of tools such as care journey planner, symptom tracker and patient-reported outcome measures (PROMS) facilitates a more personalised approach to disease management, ensuring that patients receive care tailored to their specific needs.

Aligns with Net Zero Goals and Reduces Follow-Up Appointments

Portasana®'s administrative modules align with NHS and other organisational goals to achieve net-zero emissions by reducing the need for physical appointments and follow-up visits. By facilitating digital communication, our platform decreases the necessity for patients to travel, for paper-use, postage etc., thus lowering the carbon footprint associated with healthcare. Additionally, the efficient management of follow-up appointments through personalised, stratified strategies—utilizing PSFU, PROMS and two-way messaging, intelligent dashboards etc.—ensures that only necessary follow-ups are scheduled. This not only optimises resource utilisation but also improves patient convenience and satisfaction.

Current modules include: -

- Customisable Virtual Care Journeys
- Educational Resource Library (incl. 11 out-of-the-box programmes)
- Online Forms & Assessments (FHIR form-builder or EPR forms)
- Symptom Tracker
- Wearables Connectivity (150 consumer devices)
- Medical Grade Device Connectivity (via Withings)
- Messaging (1:1, Group, single or bi-directional, with/without attachments)
- e-Discharge
- View Patient Record: Integrated with EPR via FHIR APIs
- Appointment management (View, Cancel, Reschedule)
- Digital Letters
- NHS App Integration



2. Pricing Structure

2.1 Indicative Mobilisation, Integration & Implementation (ex VAT)

Our pricing model ensures that all critical aspects of implementation are covered under a transparent and straightforward cost structure for our customers. Pricing encompasses mobilization, integration and implementation phases.

The mobilisation phase covers essential professional services (e.g. Contracting, Compliance, Project Management, Clinical Safety, Data Protection, Quality Assurance and Training) to set up and prepare the project for successful execution.

The product can work as a standalone, but where integration is required, the implementation phase includes deployment of patient engagement features, integrated where needed with the Electronic Patient Record (EPR) or other essential systems. This could be as light touch as Single Sign On (SSO) for staff to full synchronous read/write to Patient Administration System (PAS) diary. Integration allows for Wellola IT (including Product, Development, QA, Architecture and Integration Specialists) teams to facilitate integrations. This phase includes interface configuration through to Go-Live and hypercare. Integration is dependent on the collaboration of the customer and partner IT Team.

Indicative integration prices are per instance of PAS/EPR. Implementation requiring significant bespoke development may require changes to the pricing indicated depending on precise functional requirements. This is based on Time & Materials as per our SFIA Rate Card.

Mobilisation, Integration & Implementation (One-Off Fee- ex VAT)	
Item	
Indicative Professional Services Fees (Allowing for 16-week programme of work)	£24,000
Patient Demographic Validation via NHS Login & Staff Authentication (e.g. via NHS Smartcard/ Active Directory)	£ 5,000
Appointment -View & Remind (SMS/ Email/ Push Notify)	£ 7,500
Appointment- Cancel/ Confirm (Asynchronous)	£ 5,000
Appointment- Cancel/ Confirm (Synchronous)	£ 5,000
Appointment- Reschedule/ Book (Asynchronous)	£ 5,000
Appointment- Reschedule/ Book (Synchronous)	£ 5,000
Digital Letters- Integration with Hybrid Mail Provider	£ 7,500
NHS App Integration	£ 5,000
Total ex VAT	£69,000
Additional Integration (per API) of Portasana® into systems other than the Hospital PAS/EPR	£ 5,000

2.2 Indicative Hosting and Licence Fees (Annual) ex VAT

The most significant commercial benefit of our hosting and license fee structure is the decreasing per-patient cost as the number of patients increases, offering greater value at higher volumes. This tiered pricing approach ensures that as your patient numbers grow, the cost per patient decreases, making the investment increasingly economical, providing a predictable and transparent financial commitment.

Core Administrative Platform includes the following per EPR instance.

- Patient Authentication
- Staff Authentication
- Single Sign on in Patient Context (Depending on capabilities of PAS/EPR provider)
- Appointment Management – View
- Appointment Management – Confirm
- Appointment Management – Cancel
- Appointment Management – Reschedule
- Task List (e.g. allows for Asynchronous Appointment Change Requests)
- Digital Letters Module (also requires Hybrid Mail partner- quoted for separately)

Core Admin Platform (Annual Fee, ex VAT)					
Hospital Size (Population Size)	Very Small	Small	Medium	Large	Very Large
	0 to 100,000	100,001 to 250,000	250,001 to 500,000	500,001 to 750,000	750,001 to 1,500,000
Core Admin Platform	£49,995	£69,995	£99,995	£135,000	£225,000
Hosting	£17,000	£17,000	£17,000	£25,000	£30,000
IT Support & Maintenance	£ 9,000	£ 9,000	£ 9,000	£ 9,000	£ 9,000
Total	£75,995	£95,995	£125,995	£169,000	£264,000

Licensing is based on the total population served, as outlined in the License Fee Table. Population is defined as the number of individuals within the agreed eligible cohort (e.g. patients with access to the platform). Pricing is structured in population tiers, with each tier corresponding to a defined population size. Should the eligible population exceed the current tier, fees will adjust to the applicable higher tier in line with Wellola's Standard Pricing Schedule. Wellola offers regular reviews—quarterly or bi-annually—to support the customer in monitoring population coverage and ensuring alignment with the appropriate licensing tier.

2.3 Optional Modules

Optional Modules (Annual Fee, ex VAT)					
Hospital Size (Population Size)	Very Small	Small	Medium	Large	Very Large
	0 to 100,000	100,001 to 250,000	250,001 to 500,00	500,001 to 750,000	750,001 to 1,500,000
2- Way Messaging	£7,000	£15,000	£20,000	£35,000	£55,000
Appointment Booking	£7,000	£9,000	£12,000	£15,000	£25,000
Symptom Tracker	£7,000	£9,000	£12,000	£15,000	£25,000
Educational Resources	£7,000	£10,000	£15,000	£25,000	£40,000
Virtual Care Pathways	£7,000	£10,000	£15,000	£25,000	£40,000
View Patient Record**	£7,000	£9,000	£12,000	£15,000	£25,000

** Wellola will collaborate with the buying Organisation to call out which aspect of the Care record to surface within the portal. Additional licence fees may be required depending on the complexity of the task.

2.4 Consumables

Consumables (Priced at cost, ex VAT)	
Item	
SMS	Firetext- £0.0237 per SMS or Buyer's provider of choice
Hybrid Mail set-up and ongoing costs	Partner charge direct to Buyer as standard.

Wellola can support the buyer's choice of Hybrid Mail and SMS provider as required. Should the buyer choose to avail of our SMS partner model, the above SMS consumable costs are at cost and accurate as of June 2025. Wellola will bill SMS usage monthly, retrospectively to the customer, unless agreed otherwise at contracting.

Partners (Including EPR/PAS, Hybrid Mail Partner etc.) will separately invoice the Buying Organisation for their Set-up and Integration Costs.

2. 5 Indicative Support & Maintenance

Support and maintenance alongside initial deployment of the Portasana® platform, consists of several components- these include technical platform monitoring, maintenance, support for Trust IT staff and separately, though interlinked, a service desk for clinical/ admin staff and patients. These areas are broken down below: -

Support & Maintenance- Detail			
Option	Inclusions	Description	Annual Fee
Option 1: Technical Support Only	Essential Maintenance + 24/7/365 Support (Major Incident Response) - Security patching, updates, and release management - Regression testing, coordination with Trust change control 24/7/365 monitoring and P1 incident response - SLA-based escalation and resolution management	Covers all activities required to maintain the platform's stability, security, and compliance. Includes continuous AWS environment monitoring, incident management, and proactive patching. With this option any patient queries would be handled by the Trust.	£9,000 ex VAT
OR			
Option 2: Full Support Package incl of Patient Service Desk	All of Option 1 plus: - Patient query triage and redirection - Management of support tickets (incl. up to 150 per year). Above would be as per our SFIA rates. - Joint process for query escalation to Trust - Reporting and analytics on patient support activity	Extends Option 1 to include patient-facing support services (Mon-Fri 9.00-17.00), reducing Trust administrative overhead.	£18,000 ex VAT

Option 1: Technical Support

- Wellola 24/7/365 Technical Support**

Wellola provides continuous monitoring and a 24/7/365 incident response service to ensure system resilience. In the event of a major incident, our support team follows a defined escalation process with clear response and resolution targets. The broad-strokes fee for this service ensures round-the-clock availability of skilled personnel to maintain service continuity and patient safety.

- Essential Maintenance**

This covers the ongoing technical work required to ensure the platform remains secure, stable, and compliant. Activities include proactive planning, application of ad-hoc security updates, patching, regression testing, release note preparation, and coordination around release scheduling. It also accounts for

the cost and resource impact of holding back items to align with Trust change-control windows or internal release cycles.

Option 2: Patient Facing Services

- **Patient Queries (Handled by Trust or Wellola)**

Patient support queries can be received and triaged by Wellola's support team. Options available are (1) buyer triages these queries or (2) Wellola offers a patient-facing service desk here (phone, email and ticket desk Monday-Friday 9.00-17.00)

Add Ons

- **Add-On: Development Requests (On Time & Materials Basis)**

This relates to Trust-driven technical changes that fall outside core maintenance—such as new development, updates from the EPR that affect system integrations, or endpoint and certificate renewals. These activities are variable in nature and are billed transparently on a time-and-materials basis according to Wellola's SFIA rate card, ensuring flexibility and alignment with evolving Trust requirements.

- **Add-On: Staff Training/ Digital Enablement Support (On Time & Materials Basis)**

Currently, Wellola offers an online learning management portal. We also offer dedicated 1:1, group training and enablement to support clinical services to on-board, set-up in the Portasana® platform in the deployment phase included in set-up costs. Should additional training be required, this can be provided, at additional cost via our SFIA rate, on an ad-hoc basis for the Trust.

3. Assumptions:

Authentication

- Patient Authentication mechanism to be agreed with the Buyer (e.g. agreed metadata plus MFA).
- Staff Authentication to be agreed with the Buyer (e.g. Active Directory or other).

Training

- 5 days of training per deployment is included in implementation (via online training portal, train the trainer, team training).
- Training includes support collateral (manuals, videos, customer support line, email, chat).
- Additional support beyond the standard offering will be charged on a time and material basis.

Invoicing Structure

Payment milestones for implementation and licencing are typically as follows, unless otherwise directed by the customer:

- On Contracting: 50%
- On Completion of UAT: 25%
- Go-Live: 25%

Not Included in Quote

Wellola is not positioned to quote for or cover the costs of third-party providers (e.g. development costs of other ISVs etc.) or consumables related to deployment (e.g. Hybrid Mail Provider/ Postal fees etc.). Portasana® includes other features and functions other than those deemed to be in scope. Should the client wish to add additional functionality, this would be quoted as an additional body of work.



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