Pricing Document – Digital Mental Health Platform and Services

This pricing document sets out standard catalogue pricing for the Digital Mental Health Platform and associated clinical services. Prices represent standard G-Cloud list pricing and are exclusive of VAT. Buyers select applicable platform usage tiers and service units based on expected requirements.

1. Platform (SaaS) Pricing – Usage Based

Pricing is based on expected monthly appointment volumes. A minimum monthly platform charge applies based on the lowest usage tier.

Appointments per month	Cost per appointment	Total monthly cost
Up to 2,000	£1.50	£3,000
2,001 – 4,000	£1.31	£4,520
4,001 – 6,000	£0.90	£5,400
6,001 – 8,000	£0.71	£5,680
8,001 – 10,000	£0.60	£6,000
10,001 – 12,000	£0.56	£6,720
12,001+	£0.50	Calculated based on usage

2. SMS Messaging (Usage Based)

Monthly SMS volume	Cost per message
1 – 25,000 messages	£0.0397
25,001 – 90,000 messages	£0.0389
90,001 – 185,000 messages	£0.0373
185,001+ messages	£0.0364

3. Clinical Service Pricing

Service	Price per unit
Step 2 intervention (30 minutes)	£40
Preceptorship counselling (1 hour)	£45

Step 3 therapy – CBT / EMDR (1 hour)	£75
Step 3 counselling – CfD / IPT / DBT (1 hour)	
Step 4 / specialist services (1 hour)	£90–£100
ADHD pre-screen (1 hour)	£150
ADHD full assessment	£1,200

4. Additional Information

Prices shown are standard catalogue prices for procurement through the G-Cloud framework. They do not include bespoke service elements, enhanced governance, or contractual variations which may be agreed separately under applicable procurement routes. All pricing is subject to the applicable G-Cloud framework terms and conditions.

The platform may be procured as a standalone digital resource library without clinical service delivery. In such cases, buyers select the applicable platform licence and usage components relevant to their deployment.