



Service definition

G-Cloud 15 Service Definition
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Overview

Feedback Medical is the strategic partner to unlock productivity in health and care through digital connectivity and asynchronous collaboration. With proven expertise in system integration, we enable teams to work flexibly, share information securely, and deliver care more efficiently.

Bleepa® is an award-winning collaboration platform that improves the quality and productivity of patient pathways enabling health and care organisations to hit targets with their existing clinical workforce. We achieve this by connecting digital infrastructure across systems, enabling asynchronous working, reducing geographic barriers and removing unnecessary appointments.

Bleepa supports the shift from analogue to digital and from hospital to community-based care, by uniting essential data and teams to enhance clinical decision making and enable better coordinated care.

Bleepa is an easy-to-use platform for all patient referrals, diagnostic requests, clinical communication and patient pathways. It is a secure, fully compliant UKCA-marked medical device certified for review of medical grade images and capture of clinical photographs.

It integrates with both NHS England national systems (such as PDS, eRS and GP Connect), and local hospital systems (such as PAS, PACS and EPR).

Our services

Asynchronous outpatient care

Bleepa connects clinicians across care settings and enables them to review patients asynchronously individually or as a multi-disciplinary panel. It supports clinical teams to redesign services from analogue to efficient digital pathways, bringing the diagnostic information together with clinical communication for an enhanced view of the patient record.

Tests can be carried out sooner, if needed, to enable better and faster clinical decisions to be made on the basis of diagnostic evidence. The model optimises the use of clinical time and removes unnecessary outpatient appointments, also significantly reducing referral to treatment times.

Modules:

- Core
- Diagnostics

Additional modules:

- Photocapture
- Advanced radiology viewer

Neighbourhood health

Bleepa is designed to connect multi-disciplinary teams and enable efficient, integrated care delivery. In the context of evolving neighbourhood health services – which aims to shift from hospital-centric care to community-based, person-centred and proactive models – Bleepa plays a central role in facilitating collaboration and data sharing across health and care providers.

It provides the digital infrastructure to unite teams and individuals and ensure they can access the same information, collaborate in a shared digital platform and make and receive referrals across neighbourhood health services to improve care coordination.

Bleepa allows healthcare professionals to message individuals or teams securely and asynchronously. This supports more flexible collaboration, especially in multi-disciplinary settings with diverse schedules.

By enabling communication, data access, and decision-making across teams and services, it empowers frontline teams to deliver integrated, real-time, population-focused care, and offers scalable technology to underpin the broader transformation across local populations.

Modules:

- Core
- Photocapture

Additional modules:

- Diagnostics

Clinical communication

Bleepa is designed to streamline communication within and across healthcare settings, ensuring that all interactions are secure, efficient, and fully integrated into existing workflows. It empowers clinicians with seamless access to patient information, imaging, and collaborative tools, all within a single, compliant platform.

Bleepa's push notifications alert clinicians whenever new patient information becomes available, ensuring timely action. Diagnostic results are presented directly to the care team, prompting collaborative decision-making to develop a management plan that is then shared across all care settings.

Modules:

- Core
- Diagnostics

Additional modules:

- Photocapture
- Advanced radiology viewer

Asynchronous multi-disciplinary team working

Multi-disciplinary team meetings are still an essential part of managing care for patients with complex conditions. However, multi-disciplinary teams can be more efficient and effective with asynchronous working in Bleepa.

Less complex cases can be dealt with more rapidly outside of the traditional face-to-face or virtual meeting setting. With Bleepa's asynchronous communication, around 40% of cases could be handled outside of traditional multi-disciplinary team meetings with considerable time and cost savings.

Bleepa can help to reduce the burden of administrative resources, logistics management and record maintenance as all relevant data and clinical conversation is captured as part of the patient record, creating a fully auditable account of patient care.

Modules:

- Core
- Diagnostics

Additional modules:

- Photocapture
- Advanced radiology viewer

Benefits of Bleepa

1. Reduces referral to treatment times by 63% and diagnostic wait times by 45% compared to the national targets.
2. Reduces outpatient appointments by 90% driving cost savings.
3. 76% of users surveyed identified time savings.
4. 80% of staff identified an improvement in staff communication compared to previous referral methods.
5. Expedites and enhances collaboration and decision making across care settings supporting neighbourhood health delivery.
6. Unites essential data from existing systems.
7. Expedites patient care through more efficient digital pathways.
8. Delivers greater productivity to support elective care recovery.
9. Fully auditable, compliant and secure (UKCA, ISO 13485, ISO 27001).
10. Reduces travel and use of resources supporting carbon reduction plans.

Digital infrastructure

Bleepa's digital infrastructure is cloud hosted by Feedback Medical as standard. Customer hosted, if required, can be agreed on request (price on application).

Our patient-centric cloud architecture is secure, scalable and cost efficient. It supports Bleepa's functionality whilst simultaneously creating patient-specific records of care episodes. It enables unparalleled flexibility and security, storing data at an individual patient level. This means you can manage the cloud roll-out process patient-by-patient, without the stress of mass data migration.

This architecture enables tight access control to even a subset of a patient's data allowing access to be safely granted to a variety of stakeholders.

Bleepa modules

1) Core

- Patient-centred communication – single view of relevant clinical information for review and discussion.
- Integrates with both NHS England national systems (such as PDS, eRS and GP Connect), and local hospital systems (such as PAS, PACS and EHR)
- Fully auditable – clinical discussion becomes part of the patient record.
- Safe, secure, compliant – zero footprint with no data stored locally on any end user devices.
- Integrated with hospital systems to allow single-sign on.
- Ease of access – launch link from electronic patient record.
- Web application – accessible from any device for access on the go.

Chat

- Secure asynchronous clinical chat with colleagues that can fit around other clinical work.
- Tag individuals or clinical teams for quick sharing.
- Delivery and read notifications.

Patient management

- Rule based tagging to manage patient lists
- Structured referral forms that are fully configurable.
- Patient status can be updated to referred, accepted, reviewed and discharged.
- Patients can be tagged as urgent or breaching customer-defined targets.
- A dashboard view of patient status enabling clear monitoring against faster diagnosis and other national targets to prioritise patients and speed up care.

2) Bleepa Diagnostics

- DICOM/PACS view provides clinical grade imaging.
- Annotate images directly.
- Add clinical information including reports, results such as blood tests, and handwritten notes as part of the patient record.
- Deep dive into case notes and test results.

3) Bleepa Photocapture

- Full privacy compliant photo capture functionality with associated notes and sign off process.
- Add individual or multiple photos using any device with a camera.
- Take a series of images to show changes to a patient's condition over time.
- Record patient consent – or parent, legal guardian or clinician consent if a patient is unable to give it themselves – for any images taken.

Optional services

4) Advanced radiology imaging viewer

MedDream is an advanced diagnostics DICOM viewer which is integrated into Bleepa, including features such as multi-planar reconstruction. MedDream is intended for radiologists for primary diagnostic reporting services.

Safe, secure and compliant

Bleepa is a secure, encrypted, zero-footprint application. As well as displaying imaging directly from PACS, it allows clinicians to securely capture and share clinical photos. Because the app is linked directly with the network, no patient data or images are stored locally on any device, meaning reduced risk for you or your team.

Bleepa is the only UKCA accredited medical app of its type available and being used by the NHS. Its manufacturing processes adhere to the ISO 13485 Medical Device Quality standard as well as the ISO 27001 and the Cyber Essentials Plus security standards.

Systems integration

With our integration and interoperability capabilities and the unparalleled flexibility of our cloud architecture, we provide healthcare organisations with a comprehensive digital health and diagnostics record, which can support neighbourhood health working or patient pathways across care settings.

The record can supplement existing shared care records and electronic patient record systems by bringing together the relevant diagnostics and other data for clinicians to discuss with colleagues.

We collaborate with a number of healthcare organisations to integrate with document management, patient management and referral systems in primary and secondary care. We integrate with or connect to systems such as electronic patient records (EPR), referral management systems such as e-RS, PACS, radiology information systems, order comms, laboratory information systems, and patient administration systems.

We are able to interoperate with additional healthcare IT systems depending on customer needs.

Our healthcare integration engine manages incoming and outgoing messages and supports HL7, FHIR, direct SQL connection and web services.

Documents can be uploaded to Bleepa via HL7, file drops or image capture and can be sent from Bleepa to destinations such as document management systems, EPR or primary care via HL7, GP Connect / MESH or integration with trust document transfer systems.

Third party resources

Bleepa enables providers to build a team around a patient, including the ability to incorporate third party resources such as teleradiology providers, artificial intelligence (AI), patient engagement platforms and other resources.

We have real-world examples of working with AI partners deploying diagnostic support tools within Bleepa - the DICOM study is shared with the AI provider for processing and the report brought back into Bleepa for display to the clinicians. This is particularly beneficial where radiology reporting capacity is a concern and whereby clinical decisions may be needed ahead of formal radiology reporting in order to drive pathway efficiencies.

Training and support

Bleepa is developed following modern agile practices, which means we continuously solicit feedback from end users, and improve the product with each and every update. This ensures that our products are simple, user-friendly, self-explanatory and necessitate minimal training. Furthermore, as part of the UKCA accreditation process, we validate the usability and safety of the device by confirming with users that Bleepa allows them to perform the basic tasks with minimal inputs from the manufacturer.

We provide a range of training materials for users to ensure that they are able to use the product fully and as intended. These training materials have all been road tested with service users and accommodate a range of learning styles and technical competencies and include:

- Bleepa user manual – a detailed description of the medical device outlining functional and technical specifications in full accordance with UK Medical Device regulation.
- Bleepa administrator guide – a specific focus on the local system administrator and their access rights, role(s), and responsibilities
- Step-by-step user guide – a screen-by-screen explanation of how users activate their Bleepa account and use Bleepa functionality.
- Bleepa training videos – general and bespoke videos that demonstrate Bleepa and its functionality as an accompaniment to the Bleepa user manual and step-by-step guides.
- Frequently asked questions (FAQs) – a collection of standardised questions and answers to help troubleshoot frequently occurring issues or topics.
- Poster campaigns – raise awareness of Bleepa and alert users to any news, updates, or changes.

During the initial implementation period, we can host drop-in (virtual or in-person) training sessions for users to ask questions, troubleshoot issues or provide feedback.

Clinical and user champions are identified to provide train-the-trainer level support to colleagues and promote adoption.

In addition, ongoing support can be accessed through our customer support channels including the Bleepa help desk. This includes access to:

- A dedicated Bleepa support email.
- Telephone support.

Bleepa is available 24 hours a day, 7 days a week during the contract term except for periods of planned maintenance. Our team will provide telephone and email support during normal business hours. Where further or enhanced support levels are required (including web chat or onsite support), we would be happy to discuss additional charges depending on the specific requirements.

How our pricing works

We work with clients to ensure they have the most cost-effective package for their needs.

Bleepa - Asynchronous outpatient care solution

Our asynchronous outpatient care solution includes Bleepa Core and Bleepa Diagnostics as standard modules. Bleepa is licensed on a tiered fee basis depending on the number of patient episodes per year. A patient episode is defined as each attendance by a patient for a customer's healthcare services, such that a patient record is generated and stored in the cloud.

Discounted pricing tiers are available for increasing numbers of patient episodes, as detailed in the associated G-Cloud 15 pricing document.

Standard services included in the above license fee:

- 1 year of data storage per patient episode, cloud-hosted.
 - Extended periods of data storage can be purchased for an additional fee, depending on the specific requirements.
- Bleepa modules: Bleepa Core and Bleepa Diagnostics
 - Up to 2,000 Bleepa users. Additional Bleepa users can be purchased in increments of 50 users.
- Onboarding and training of users.
- Support & maintenance over contract term.
 - Bleepa is available 24 hours a day, 7 days a week, during the contract term except for periods of planned maintenance. Our team will provide telephone and email support during normal business hours. Where further or enhanced support levels are required (including Web Chat or onsite support), an additional charge would be applied depending on the specific requirements.

Bleepa – Neighbourhood health solution

Our neighbourhood health solution comprises Bleepa Core with Bleepa Photocapture as standard instead of Bleepa Diagnostics. The core offering is priced with a 15% discount on list price.

Standard services included in the license fee:

- Bleepa Core and Bleepa Photocapture
- Up to 1,000 Bleepa users.
 - additional Bleepa users can be purchased in increments of 50 users
- Onboarding and training of users.
- Support & maintenance over contract term

- Bleepa is available 24 hours a day, 7 days a week, during the contract term except for periods of planned maintenance. Our team will provide telephone and email support during normal business hours.
- Where further or enhanced support levels are required (including web chat or onsite support), an additional charge would be applied depending on the specific requirements.

Additional modules can be purchased as required (Bleepa Diagnostics) or the Enterprise version can be purchased at a discount.

Bleepa – Trust asynchronous communication solutions

The Bleepa trust level asynchronous communication solutions cover clinical communication and asynchronous multi-disciplinary team working. The solutions include Bleepa Core and Bleepa Diagnostics as standard. Discounted pricing is available for package purchases.

Standard services included in the license fee:

- 1 year of data storage per patient episode, cloud-hosted (extended periods of data storage can be purchased for an additional fee, depending on the specific requirements).
- Up to 2,000 Bleepa users (users can be added at an additional cost).
- Onboarding and training of users.
- Support & maintenance over contract term.
- All maintenance releases as may be released during the licence term. New feature releases may be subject to additional fees.

Installation and integration fees

Integration cost for each Bleepa offering depends on the size and complexity of the organisation and its systems. Guidance is provided in the G-Cloud 15 pricing document.