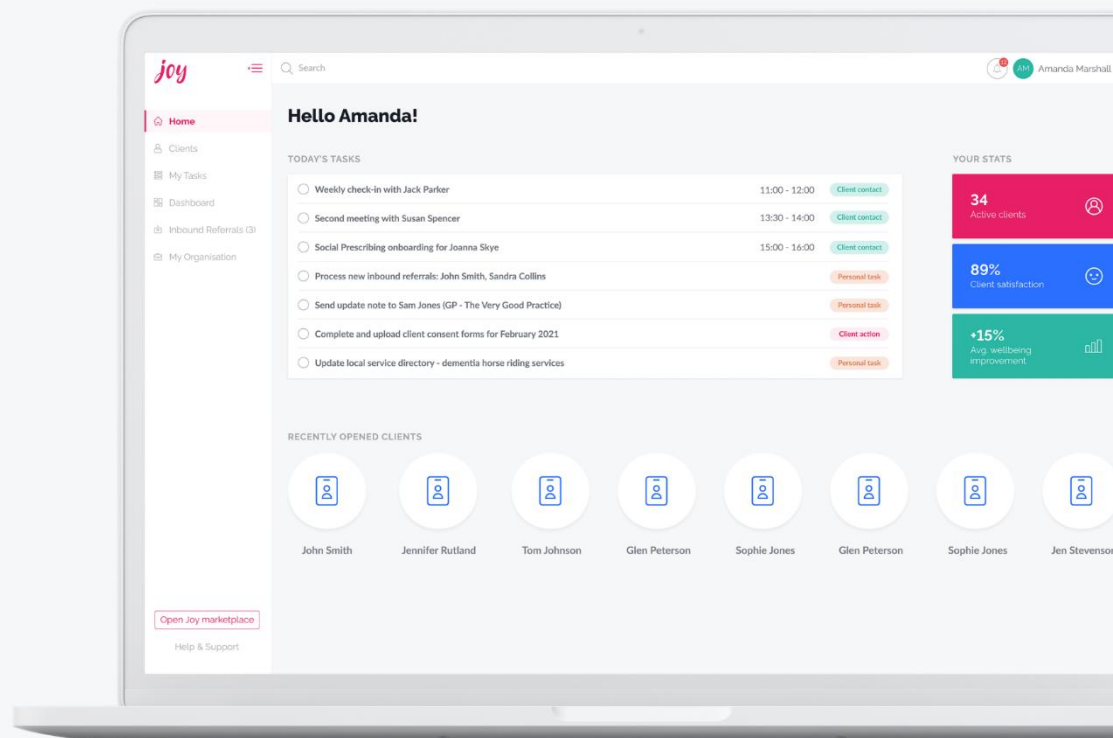




G Cloud 15 Service Definition Document

Joy - the Operating System for Preventative and Proactive Healthcare





What is the Joy solution?

Joy creates a digital operating system for proactive and preventative healthcare. It enables health and care systems to move from reactive treatment to earlier intervention by embedding prevention into everyday workflows.

The platform:

1. **Identifies** patients who would benefit from proactive care using real-time risk stratification and clinical context.
2. **Connects** patients to local services – automatically matching individuals to appropriate local and national interventions from a marketplace of 30,000+ services, and supporting behaviour change so patients follow through, attend, and engage.
3. **Measures** impact using system-wide analytics, including service performance, outcomes, and reductions in demand.

Joy is modular and used by different stakeholders across the community. When we refer to Joy, we mean the following modules.

1. JoyConnect

JoyConnect is a desktop tool that integrates seamlessly into GP clinical systems (EMIS and SystmOne). It provides proactive, real-time alerts when a patient may benefit from a non-clinical intervention, using risk stratification and cohort logic, such as CORE20PLUS5, to identify high-risk patients.

JoyConnect automatically matches patients to relevant services based on clinical context, needs, and eligibility, enabling referrals or signposting to be completed in a few clicks. Referral forms are auto-completed from the patient's medical record to save time, reduce administrative burden, and improve data quality.

2. JoyConnect Lite

JoyConnect Lite is a clinical-system-agnostic version of JoyConnect designed for use outside primary care. It sits on top of existing health and social care systems used in secondary care, local authorities, and community settings.



By entering a patient's NHS number, staff can view relevant local and national services, including digital therapeutics, that support wider determinants of health. This enables consistent referral and signposting across the wider workforce.

3. JoyMarketplace

JoyMarketplace is a directory of services that enables professional referral and self-referral into community and voluntary sector services. It is mobile-optimised and can be accessed via practice websites, SMS links, or QR codes displayed in community settings.

The marketplace uses AI to keep service information up to date and integrates with other directories via the Open Referral UK API standard and the LGA taxonomy.

4. JoyChat – “Pebble”, the AI Link Worker (Medical device)

JoyChat is a patient-facing AI Link Worker that guides individuals to appropriate support through conversational interactions. Pebble helps patients understand their options, find suitable local services, and complete self-referral and next steps, improving engagement and attendance.

It provides scalable, consistent support that complements human teams and helps systems reach larger populations without proportional increases in workforce.

5. JoyNotes (Medical device)

JoyNotes is an AI medical scribe that supports consultations by generating structured clinical notes and surfacing preventative opportunities based on the conversation.

It is designed to reduce documentation burden, support accurate coding, and make it easier for clinicians to take proactive action during appointments.

6. Joy Case Management System

The Joy Case Management System is a web application that enables teams to triage and manage caseloads, coordinate care, track patient progress, and report on outcomes.

It supports compliant recording and operational delivery, and enables relevant information to be added back to the patient's medical record. The system includes appointment reminders, email and SMS messaging, batch



communications, task management, and configurable wellbeing frameworks such as ONS4 and social prescribing templates.

7. JoyWorkWell

JoyWorkWell is delivered within the Joy Case Management System to support teams delivering the WorkWell programme. It enables referrals to be received from GP practices, supports structured case management, records outcomes in a compliant way, and supports adding relevant information back onto the patient's medical record.

8. JoyHealthChecks

JoyHealthChecks is delivered within JoyConnect and enables NHS Health Checks to be used as a trigger for proactive care.

Health checks are completed and filed into the medical record in a compliant way, then generate recommended interventions for patients to access based on the results. JoyHealthChecks also provides reporting for local authorities and programme teams to support delivery assurance and improvement.

9. Joy Insights Dashboard

The Joy Insights Dashboard uses anonymised, aggregated data to provide a whole-system view of social prescribing and preventative activity.

Capabilities include:

- Identifying gaps in service provision and unmet need
- Service-by-service analysis of activity, attendance, and outcomes
- Measuring reductions in GP appointment demand
- Tracking VCSE impact on community health and wellbeing
- Understanding referral patterns and where drop-off occurs

Concrete example

JoyConnect surfaces a proactive alert for a rising-risk patient and automatically presents matched local services. The patient is then engaged through JoyChat to explore options and self-refer to a suitable local service. Referral activity, engagement, and outcomes are captured and made visible through the Joy Insights Dashboard.