



getUBetter:
Digital self-management platform for
Musculoskeletal conditions and Womens
Pelvic Health

Pricing Document G-Cloud 15

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Version 1.0



Core Product 1 – Musculoskeletal (MSK)

getUBetter provides an evidence-based, CE marked, digital self-management platform for all common musculoskeletal injuries and conditions. Supporting the self-management of new, recurrent, and long-term MSK injuries and conditions across an entire care Integrated Care System (ICS) or Health Board (HB).

The platform supports recovery and prevention by following pathways defined by local healthcare providers. We support self-management for the following MSK injuries and conditions. It can support new, recurrent or long-term MSK conditions for the following.

- | | | |
|----------------|------------|---------------------------|
| • Back | • Neck | • Lower limb tendinopathy |
| • Back and leg | • Shoulder | • Upper limb tendinopathy |
| • Hip | • Elbow | • Sprains & Strains |
| • Knee | • Wrist | |
| • Ankle | • Hand | |
| • Foot | | |

Included are four additional, personalised support modules, all of which are locally configured:

1. **‘I’m on a waiting list’** – self-management support for 7 different MSK waiting lists.
2. **‘I have pain’** – management advice, mental health, mindfulness, and CBT.
3. **‘I’m struggling at work’** – support when off sick, returning and staying at work.
4. **‘I have Osteoarthritis’** – self-management advice for Osteoarthritis.

The following extra **‘add-on’** packages are available alongside the **‘Core’ MSK** product.

- **Perioperative & Safe Waiting** – supports patients on any waiting lists (7 across the entire MSK pathway), self-management whilst waiting for a first appointment, preparation for an operation and hospital to home (safety netting up to year one).
- **Living with Pain** - A comprehensive package that can be configured to the local care pathway, support self-management but safety net and navigate patients when needed.
- **Comorbidity** - Digital support for heart health and lung health alongside MSK.
- **Women’s Pelvic Health (WPH) Core Package** – details found on Page 3.

MSK & Orthopaedic Waiting List Package

A standalone and quick to deploy package to support MSK and orthopaedic waiting lists, and not the entire care pathway - it will not be embedded into GPs, FCP or MSK physiotherapy.

The package enables patients to self-progress and includes safety netting and patient initiated follow up. This is a scalable solution that can be made available to all patients on any ICS/physiotherapy waiting lists.

Core Product 2 – Women’s Pelvic Health (WPH)

The Women’s Pelvic Health self-management product can be provided as a standalone clinical package (without MSK) or provided alongside MSK across the entire ICS/Health Board care pathway. Typically, this includes GPs, Physiotherapy, Urogynaecology pathways and community / secondary care maternity services. This package can also support the services provided by women’s health hubs by providing a ‘digital health hub’ that is configured to the local health system and provided to all patients.

The Women’s Pelvic Health package can be configured to meet the needs of the ICS/Health Board across the entire care pathway. It includes the ability to safety netting, provide access to trusted expert advice, pelvic floor exercises, referral if needed, waiting list support, PIFU, prevention and women’s health hub support. It comprised of two elements: General Pelvic Health and Perinatal Pelvic Health. Both packages include unlimited use of getUBetter’s Pelvic Floor Trainer.

General Pelvic Health

General self-management with targeted support for prolapse, urinary stress incontinence, overactive bladder, and pelvic pain.

Perinatal Pelvic Health

During pregnancy and After birth self-management support.

The following extra ‘**add-on**’ packages can be provided alongside the ‘**Core**’ WPH product:

- **Living with Pain** - A comprehensive package that can be configured to the local care pathway, support self-management but safety net and navigate patients when needed.
- **Comorbidity** - Digital support for heart health and lung health alongside WPH
- **The MSK Core Package** (details found on Page 2)

Perinatal Pelvic Health Service (PPHS) Package

Digital self-management of perinatal pelvic health. A standalone, scalable and quick to deploy solution designed for PPHS. Includes light touch local configuration and digital self-management of perinatal pelvic health pregnancy and up to 1 year post-natal for all pregnancies. The package supports the following PPHS requirements:

1. Prevention and mitigation
2. Routine education
3. Early self-assessment
4. Equity of access
5. Standard of care across ICS
6. Conservative treatment
7. Single Point of Access (SPOA)
8. Integration with VCSE and mental health services
9. KPI Monitoring

getUBetter Digital Triage and Referral System (DTRS)

getUBetter is already designed to support safe and effective digital self-management of all common MSK injuries and conditions across an entire care pathway. This includes the capability to triage and provide ongoing “dynamic safety netting” to every patient - safety netting and navigation to NHS services which follows national guidelines and local protocols.

The DTRS is a fully configurable; Digital Triage and Referral System that can automate, triage, categorise, summarise and compete referrals to **any** services across and Integrated Care System (e.g., Physiotherapy providers, SPOA, community or neighbourhood services). It can support multiple ICS providers simultaneously including bespoke logic to each referral route to enable enhanced categorisation, triage and stratification as well as supporting a referral process that is based providers requirements. The getUBetter team build the bespoke referral forms for each qualified provider (AQP) or service as part of our Rapid Deployment Model (RDM). During times of organisational change, the DTRS is quick to reconfigure and update to support any organisation, pathway or service transition. It is scalable and can be deployed at either; Organisation level (MSK Physiotherapy provider), ICS wide (pace by place) or even support the NEW larger clustered or merged ICBs.

When a referral is received the providers receive a referral that includes triage, categorisation and summarisation for quick review that is based upon agreed protocol.

In summary, the DTRS:

1. Applies bespoke logic based on patient responses, automatically assigning urgency - this can be configured to each AQP or service.
2. Can escalate red flags or serious symptoms from within the referral (triage and dynamic safety netting already in place during self-management)
3. Produces clear, complete and categorised patients based on each service needs in referral form and email title.
4. Reduces the time clinicians need to manually review every referral.
5. Ensures the right patients get help quickly and safely.

Pricing for an Integrated Care System (ICS) or Health Board (HB)

ICS wide (entire care pathway)	Annual License per 10,000 adult population	Deployment Cost
Core product - MSK	£2,000	£5,000 one-off configuration fee + £1,200 per site
Core product - WPH	£1000	£5,000 one-off configuration fee + £1,200 per site

Pricing for a Musculoskeletal or Woman's Pelvic Health Service Provider

MSK or WPH Service Provider / Trust Deployment	Annual License per 10,000 adult population	Deployment Cost
Core Product - MSK	£2,000	£10,000 one-off configuration fee + £1,200 per site
Core Product – WPH	£1000	£10,000 one-off configuration fee + £1,200 per site

Pricing for specialist standalone support packages

Standalone Support Packages	Annual License	Deployment Cost
Perinatal Pelvic Health Service (PPHS) Package	£35,000	£5,000 one-off configuration fee + £1,200 per site
MSK & Orthopaedic Waiting List Support Package	£35,000	£5,000 one-off configuration fee + £1,200 per site

Pricing for 'Add-on' Packages that can be provided alongside MSK or WPH

Add-on Packages	Annual License per 10,000 adult population	Deployment Cost
Orthopaedic Perioperative & Safe Wating	£1000	Free to existing sites, £1,200 per additional site
Living with Pain	£1000	Free to existing sites, £1,200 per additional site
Comorbidity (heart health, lung health and diabetes)	£1000	Free to existing sites, £1,200 per additional site

Triage and referral

Digital Triage and Referral System (DTRS)

ICS Adult Population	Cost Per Year
Small ICS (< 500,000)	£30,000
Medium ICS (500-750,000)	£40,000
Large ICS (> 750,001)	£60,000
Clustered or Merged ICS (>1.5m)	£80,000

Integration

Annual Integration Costs into primary care – EMIS and/or System One

ICS Adult Population	Cost Per Year
Small ICS (< 500,000)	£30,000
Medium ICS (500-750,000)	£40,000
Large ICS (> 750,001)	£60,000
Clustered or Merged ICS (>1.5m)	£80,000

Evidence collection

Systematically collect PROMs / PREMS (Available May 2026)

Systematically collect and analyse your organisational PROMs / PREMS. We can localise, white label, bespoke and automated evidence collection and evaluation of PROMs / PREM in addition to routine in-app data. Includes set up (capture, build, validate and deployment). There is an upper limit of instances of complete data collection per ICS / Organisation.

ICS Adult Population	Cost Per Year
Small ICS (< 500,000)	£30,000
Medium ICS (500-750,000)	£50,000
Large ICS (> 750,000)	£75,000
Clustered or Merged ICS (>1.5m)	£100,000

Important information

1. All prices are excluding VAT.
2. We reserve the right to increase costs in line with CPI, subject to agreement at call-off.
3. A site is any location that requires getUBetter to be made available to patients across the entire care pathway e.g., GP practice, booking office, physiotherapy location, Minor Injury Unit (MIU), an orthopaedic clinic, pharmacies, or community services.

getUBetter for Occupational Health

getUBetter for NHS Occupational Health is a full deployment across an NHS organisation enabling prescription of getUBetter in partnership with the Occupational Health team anywhere across the organisation.

The platform is configured to the local Occupational Health clinical pathways and links employees to local treatments and services. getUBetter can then be embedded across the organisation as required.

NHS Occupational Health pricing is based on a deployment charge and annual recurring licence fee based on the number of staff and the sites getUBetter is needed to be deployed into

Deployment costs

There is a minimum one-off deployment cost to support set up, capture, build, validate the pathways and install getUBetter across the entire organisation. The deployment cost varies depending on the size and number of sites within an organisation. A site might be two different hospitals; an area might be different employee sectors.

<10,000 employees	£5,000 + £1,200 per site / area
>10,000 employees	£10,000 + £1,200 per site / area
>25,000 employees	£20,000 + £1,200 per site / area

Annual recurring licence

£1.00 per employee / year (minimum £5,000)

Minor adjustments or pathway reconfigurations are covered in routine project work on the annual licence price up to a maximum of 2 days per pathway per year. Any additional work required will be charged at our standard day rate which can be found in the SFIA Definitions Rates card.

Additional work

Should the customer request additional services we have a standard daily rate of £800.

Additional services may include:

- Solution development and implementation
- Service management, and Business change consultancy

For example, this may include:

- Technical support
- Production/customisation of new pathways
- Deployment and integration support or other related service

Bespoke onboarding of new conditions (including co-design and co-production of new conditions)

getUBetter can produce new condition pathways to provide to patients. This is scoped and priced at £800/day.

Topology: Musculoskeletal (MSK) and Women's Pelvic Health:

The diagram below shows the topology of the MSK product, including all available support modules and add-ons. As a customer, you can choose any combination of pathways, support modules and add-ons.

Women's Pelvic Health has a different topology to MSK in the fact that it has three distinct Standard Condition Pathways with their own distinct support modules. There are only two add-on packages available.

getUBetter: product topology

Core Products	MSK	Women's Pelvic Health	
Condition Pathways	Wrist Hand Foot Ankle Shoulder Hip Strains & Sprains Neck Back & Leg Elbow Tendinopathy Lower Limb Back Knee Tendinopathy Upper Limb	General Pelvic Health	Perinatal pelvic health Pregnancy After Birth
Support Modules	I'm on a waiting list I have pain I'm struggling to work I have Osteoarthritis	Stress Urinary Incontinence Overactive Bladder Menstruation Menopause Pelvic Pain Prolapse	1st/2nd/3rd Trimesters Leakage & Urgency Pain Bladder & Bowel Return to Sport 0-3 months Aches & Pains Diastasis Constipation Diastasis 3+ months
Add-on Packages	Orthopaedic Perioperative & Safe Waiting (Available for MSK only)	Living with Pain (pain management)	Comorbidity Heart Health Lung Health
Modules within each add-on package	I am on a waiting list I am waiting for an operation date I have an operation date I have had an operation	12 pain management modules	Hypertension Asthma High cholesterol COPD Type 2 Diabetes Breathing in Winter