



Service Definition Document

Best-You
Integrated
lifestyles
platform, Stop
for Life (quit
smoking) and
CRM

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ice

1. Purpose

This document provides details of the Best-You ecosystem including the stop for life quit smoking app and CRM / Case Management solution and describes the services that a customer and client receives.

2. Overview

ICE Creates — What We Do

ICE Creates is a human-centred behaviour-change agency working across public services, health and care, and place-based systems to improve health, wellbeing and systems performance. We blend **insight, co-creation, behavioural science and creative delivery** to design services, campaigns, digital tools and integrated programmes that help people and systems achieve lasting change. www.icecreates.com

Population Health Digital Offer — *Best-You*

<https://apps.apple.com/gb/app/best-you/id1009203133>

Best-You is ICE's flagship **population health management platform** designed to support communities and systems to improve health and wellbeing while reducing demand on reactive services. It's a **digital companion** that helps individuals track goals across lifestyle habits (activity, healthy eating, weight, alcohol, smoking cessation, sleep, mental wellbeing, etc.) and supports **self-care and behaviour change** through personalised recommendations and tracking. It also includes a **CRM/back-end system** for services to manage relationships, measure outcomes and connect users to the right support at the right time. (info.best-you.org)

Key points:

- A single digital front door for health, wellbeing and social prescribing, replacing siloed systems. (info.best-you.org)
- Integrated **Best-You CRM** that provides actionable population insight and coordinated wellbeing case management across providers. (info.best-you.org)
- Helps systems personalise engagement, track progress, and reduce service demand through preventative support. (info.best-you.org)

StopforLife CRM & Quit Smoking/Vaping Support

<https://apps.apple.com/gb/app/stop-smoking-stop-for-life/id6746129332>

StopforLife is a behaviour-change digital platform and app focused on **smoking cessation**, designed for UK users and organisations. It combines evidence-based tools, tailored quit plans, progress tracking, motivational content, and behavioural science to help people **quit smoking for good**. (ICE Creates)

What it offers:

- Personalised quitting journey, cravings tracker, coping strategies and milestone feedback. (ICE Creates)
- Behavioural nudges, visual progress and motivation to support quitting success. (ICE Creates)
- Scalable digital support, suitable for individuals and organisational commissioning into larger services. (ICE Creates)
- While ICE's primary StopforLife focus is smoking cessation, ICE also engages in **supporting young people to stop vaping safely**, combining harm-reduction principles with education and behaviour-change approaches. (ICE Creates)

ASAP Urgent Care Behaviour-Change Campaign

<https://apps.apple.com/gb/app/asap-glos-nhs/id975841248>

The **Advice ASAP** campaign is ICE's behavioural-insight-led **urgent care support programme** designed to reduce **inappropriate A&E attendances**. Co-created with partners (e.g., NHS Gloucestershire CCG), it combines **behavioural insight, strategic communications, digital tools (including an app/website)** and clear guidance on where to go for care when someone is ill or injured. This approach has been shown to drive meaningful change, including reductions in emergency department demand and increases in use of community services. (ICE Creates)

Key elements:

- Digital service finder with guidance and real-time info on urgent care options. (ICE Creates)
- Multi-channel behaviour change messages that equip people to choose appropriate care pathways. (ICE Creates)
- Shift in attendances that supports system efficiency and resource redirection back into frontline and community care. (ICE Creates)

AI-Powered Coaching and the NUHJ Engine

ICE is also pioneering the next generation of population health support through cutting-edge AI. At the heart of this is the NUHJ engine, our intelligent behaviour-change and coaching infrastructure that powers personalised, responsive digital health journeys at scale. Building on this capability, Jules is our fully developed health coaching chatbot, designed to provide always-on support across wellbeing, lifestyle change, quitting smoking or vaping, and long-term condition self-management. Together, NUHJ and Jules enable a new kind of digital coaching experience: human-centred, evidence-based, and available anytime, helping people act earlier while reducing pressure on frontline services.

In a Nutshell

ICE sits at the intersection of behavioural science, human-centred design and digital innovation to help populations and systems act in ways that improve health, prevent harm and reduce pressure on reactive services. Its digital products and campaigns (Best-You, StopforLife and ASAP behaviour-change tools) serve **prevention, wellbeing, self-management, and smarter urgent-care decisions**, combining personalised support with system-level insights. (ICE Creates).

If you'd like, I can turn this into a **snappy slide deck or executive paragraph** tailored for your new website or a funding/tender submission.

3. The Service

3.1 Self-Care Health & Wellbeing Platforms

Our NHS is free at a point of need, the jewel in the UK Crown and the envy of the world.

We created Best-You and stop for life to be free at the point of need, to accelerate prevention and give everyone regardless of age, gender, place or beliefs the opportunity to take control of their health and lifestyles, and to use the anonymous data to inform and develop services and experience that will build a confident and resilient society and public sector.

Best-You and Stop for life guides you through every step of your health, wellbeing and care journey, helping you to understand the benefits, find and plan the right things to do, and to help you and your individual, family and community goals.

As a free to use digital companion across web and app focused on improving population health and wellbeing.

Features:

- All in one place Lifestyle Management and Individual health tracking across multiple health journeys Alcohol consumption, weight management, smoking cessation, activity, healthy eating.
- Detailed information packs and tailored content to support people on their health journeys
- Goal setting and tracking
- Diary to help users set reminders for appointments, medication
- Best Days Reminders and notifications to support weekly health activity
- Service Locator linked to NHS Choices
- Groups & Friends features enabling peer support and group collaboration
- NHS Choices heart age checker
- AI support both in nudges and Coaching.

3.2 CRM & Case Management

This is a paid for feature and brings the Best-You ecosystem together to enable assisted and face to face self-care and hybrid coach and digital support to truly drive better health outcomes across your population.

The Best-You and stop for life CRM system enables integrated case management and means you no longer need multiple systems to manage all of your healthy lifestyle services. Best-You and stop for life CRM is a fully functioning service management tool for multi-provider public health systems.

The CRM & Case Management can be enabled to support your organisations own healthy lifestyle coaches to deliver hybrid coach and digital support which is proven to be up to 30% more successful than a purely digital experience.

The CRM also enables reporting at your population level to evidence outcomes and provide rich data to support your organisations health and wellbeing strategy.

Features:

- Best-You and stop for life CRM & Case Management solution accessed through web browser. Health coaches are able to access client tracking details to support them on health journeys.
- Referral and caseload management:
 - Virtual chat through the chat app and Chat bot between coach, Ai coach and client
 - Single Front door enabling your population and lifestyle teams to access health and wellbeing services in one place.
 - Visibility across other client health journeys
 - Access to outcome reporting and management information.

4. Pricing

All our prices are subject to VAT at the prevailing rate. Please see Best-You Pricing Schedule.

5. Additional Items

All data is backed up daily and retained for a minimum of 7 days Training, user manuals and access to support team can be provided.

Service is broadly 'off the shelf' however some level of customisation is expected across most implementations.

Maintenance is usually performed out of hours and clients will be notified in advance of any scheduled downtime.

Technical support and access to helpdesk is available as part of the contract.