



Pricing				
<i>Item</i>	<i>Pricing Structure</i>	<i>Number of units</i>	<i>Price per Unit</i>	<i>Max Annual price</i>
Bloom - AI women's health programme	Priced per unit	<1000	£350 - £500	£500k
		>1000	£300 - £350	TBC
Setup and configuration	One off fee that varies depending on the number and value of Sword solutions purchased and clients preferred set up and configuration.			

Bloom Digital Physiotherapy Programme

The Bloom digital physiotherapy programme is priced on a sliding scale, the maximum price for a programme is £500. The minimum price is £300.

Each programme entitles the end user or member to an unlimited number of physiotherapy sessions. A qualified physiotherapist designs a customised program based on the individual's needs and goals, providing ongoing guidance throughout the treatment journey. For this programme, members receive a Bloom pod, Members receive a Bloom Pod, a medical-grade intravaginal device that tracks pelvic floor muscle movements. The Pod connects to the Bloom mobile app, providing real-time feedback during exercises. This technology helps ensure proper form and technique, enhancing the effectiveness of each session.

Set up and configuration

A one-off implementation fee is charged to cover the full scope of setup, configuration, and deployment activities. The precise fee cannot be confirmed upfront as it is directly influenced by the number, complexity, and commercial value of the Sword solutions being implemented across the product suite. Given this variability, the fee is calculated on a project-specific basis.