



Pricing				
Item	Pricing Structure		Price per Unit	
Thrive - AI MSK Programme	Priced per unit *Varies depending on the hardware & units.		£180 - £500	
Item	Pricing Structure	Units	Price per covered life	Max Annual Price
Thrive - AI Self Management Programme	Population health, priced per patient per month (annual billing can be facilitated)	<1M	£0.30 - £1.00 pmpm	£12M
		>1M	£0.20 - £0.30 pmpm	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.			

Thrive Physiotherapy

The Thrive physiotherapy programme is priced on a sliding scale, the maximum price for a programme is £500 which comes with proprietary hardware (the Thrive Pad which contains built-in computer vision technology that tracks movements during exercises, providing immediate form correction and guidance). The minimum price is £180 (which comes without hardware and is accessed via smartphone).

Both programmes entitle the end user to an unlimited number of physiotherapy sessions annually. A qualified physiotherapist designs a customised programme based on the individual's needs and goals, providing ongoing guidance throughout the treatment journey.

Thrive AI Self Management

Thrive - AI self management programme is a population health solution and is priced on a per patient per month basis (prices start at £1.00 per patient per month and can decrease to £0.20 depending on the number of lives covered). This solution comes without access hardware and is accessed via the patient's own smartphone. Unlike the other Thrive solutions, there is no synchronous clinical oversight.

**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.