



Pricing				
Item	Two Pricing Structures Available	Number of units / lives covered	Price per Unit	Max Annual price
Move - digital lifestyle programme	Priced per unit	<1000	£200 - £350	£350k
		>1000	£150 - 200	TBC
	Population health, priced per patient per month (annual billing can be facilitated)	1000 - 10,000	£10 - £12.50 pmpm	£1.5M
		>10,000	£7.50 - £10 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.			

Move Digital Lifestyle Programme

The Move digital lifestyle programme offers two alternative pricing structures. The solution can be procured per unit, the maximum price is £350 per programme. The minimum price is £150.

Where a population health approach is preferred, the solution is priced per covered life per month, based on the total eligible population rather than active usage or enrollment. Billing can be arranged on an annual or monthly basis. Pricing ranges from a minimum of £7.50 to a maximum of £12.50 per covered life per month.

Each programme entitles the end user or member to a digital programme to help build lasting movement habits with the support of dedicated qualified physiotherapists who provide tailored, weekly movement plans. Using wearable technology and real-time insights, Move addresses low pain, reduces injury risk, and increases activity levels, helping to avoid the costly consequences of physical inactivity and chronic conditions linked to sedentarism.

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.