

KOKU Health Commercial Pricing Document

1. Introduction

KOKU Health Ltd is pleased to present our commercial pricing document for the **KOKU Digital Strength & Balance, Falls Prevention Platform**. This document outlines the licensing structure, training, and helpdesk support provided. This is designed for NHS and ICS buyers who wish to implement our platform in their health pathways.

2. Pricing Overview

- **Licence Fee:** £36 per user, per year

The licence fee includes full access to the platform's core features, including the progressive strength and balance exercise programme, evidence-based health literacy content (nutrition, hydration, bone health, brain health and home safety) and self-management tools.

- **Training and Onboarding:** £ competitive - dependant on size of organisation and requirements.

KOKU Health provides comprehensive training for administrators, health and social care professionals and assistants, carers and users. Training sessions are tailored to the specific needs of the organisation and can be delivered remotely or in-person depending on the agreement. User documentation (including simple download guides and a step-by-step user guide) are available for KOKU programme users in both written and video form. Leaflets (in both electronic and written form) recommending the service for ICS/NHS system scale up (with accompanying QR codes to download the programme) can also be provided.

- **Additional Support can include:**

- **Helpdesk Support:** £ to be discussed

KOKU Health can provide a helpdesk support service during UK business hours. This includes email and phone support for troubleshooting, platform queries, and technical assistance.

- **Data Dashboard:** £ to be discussed

User analytics can be provided in the form of data visualisation summaries and descriptive summary statistics to on usage, engagement, adherence, falls and associated injuries, health outcomes (e.g. mobility, quality of life).

3. Inclusions

The licence fee includes:

- Access to the **KOKU Health Digital Platform** for each user.
- Online and offline use.
- Regular updates and enhancements to the platform's content and features.
- NHS Digital approval for clinical safety as compliant with regulatory data (GDPR) and safety standards.

Training includes:

- Onboarding for administrators, moderators, and users.
- Access to user manuals and self-help documentation.
- Best practices and guidance on using the platform effectively in healthcare environments.

Helpdesk Support includes:

- **Response times:** Initial response within same day during business hours.
- Support for:
 - Technical queries and troubleshooting
 - User support for common issues
 - Platform configuration questions

4. Pricing Structure

- **Per User Fee:** £36
This fee applies to each individual user who will access the platform on an annual basis. The total cost will depend on the number of users deployed within the organisation.
- **Discounts:**
Volume-based discounts are available for organisations with a large number of users. Contact KOKU Health directly to discuss specific pricing for your organisation.
- **Training and Support Package:**
KOKU provides built in onboarding, safety instructions and explains how to use. The programme progresses according to the user's ability from light seated exercises for those who are pre-frailty to moderately frail at the user pace to more challenging

strength and balance exercises. Additional training can be arranged according to the organisation's needs, this can be KOKU specific (research evidence, who it's for, digital literacy, implementation science informed scale up) included in the licence fee. Additional custom training packages or consulting services can be arranged at an additional cost.

5. Additional Costs

Any additional costs will be agreed upon with the buyer, depending on the scale of deployment and specific needs:

- Custom content development
- In-person training:
- Extended support packages: £ per user or fixed monthly fee.

6. Payment Terms

- Payment for licences will be due **annually in advance**.
- **Invoice issuance:** Upon signing of the contract.
- **Payment method:** BACS transfer.

7. Licensing Period

- The standard licensing period is **1 year** with automatic renewal unless cancelled by either party with 30 days' written notice before the renewal date.

8. Terms and Conditions

All pricing and terms are subject to the **KOKU Health Ltd Terms and Conditions**, which will be provided upon signing of the agreement. These terms include details about service availability, data protection, and exit management.

9. Accessibility and Compliance

KOKU Health's digital platform adheres to the following accessibility standards:

- WCAG 2.1 Level AA compliance.
- The platform is designed to be fully accessible for users with disabilities and meets the accessibility guidelines recommended by the UK Government and NHS Digital.

10. Contact Information

For any queries or to discuss your requirements in more detail, please contact:

KOKU Health Ltd

Email: info@kokuhealth.com

Website: <https://kokuhealth.com>

We are committed to providing a secure and effective solution for healthcare organisations. KOKU Health's platform is designed to improve patient engagement, support behaviour change, and empower users to manage their own health more effectively. If you would like further information or to request a tailored proposal, please do not hesitate to contact us.