

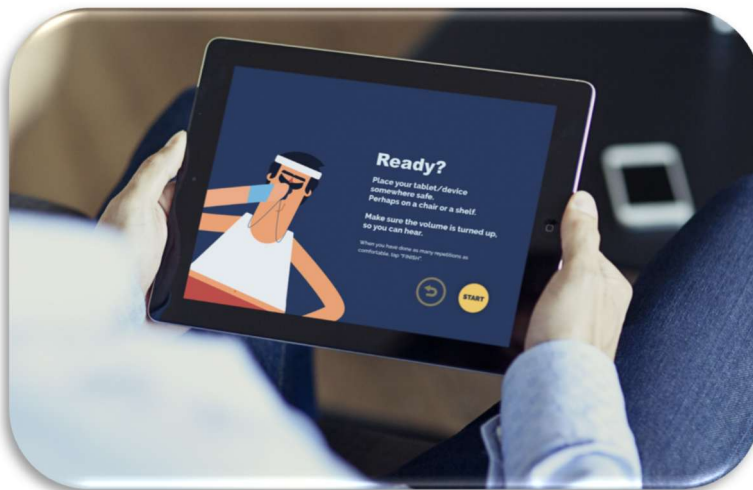
Service Definition

Service name: KOKU Health Digital Falls Prevention, Strength and Balance, Behaviour Change Platform

Supplier: KOKU Health Ltd <https://kokuhealth.com>

1. Service overview

KOKU is an NHS approved, personalised and progressive, digital strength and balance programme designed to prevent falls, frailty and functional decline in older adults. It promotes access to and engagement with **personalised strength and balance exercises based on evidence-based routines that are proven to reduce falls by between 33-42% (FaME/OTAGO exercise programme)**. It is suitable for use within NHS and Integrated Care System (ICS) pathways focused on prevention, self-management, and service improvement.



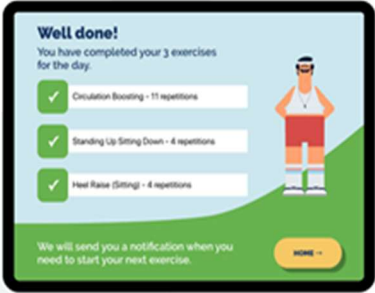
It also incorporates health literacy games to raise awareness of how to improve bone health, nutrition, hydration and enhance safety in the home. Older adults co-developed KOKU, helping to ensure that it is easy to use and engaging. Reducing functional decline and falls will keep older people out of hospital and more independent, saving costs for social and health care providers and saving pain and poor quality of life for older people.

KOKU draws on health behaviour change theory (e.g. gamification) to increase adherence to the evidence-based exercises. It **enables the user to undertake a personalised and progressive falls prevention programme and also incorporates health literacy games to improve awareness of activities to promote bone health for fracture reduction, diet, safety**

at home, and hydration.

KOKU

Is a Digital Strength & Balance Programme



Developed with older people for older people

- 1. Reduces falls**
by 1/3 through proven strength & balance exercises, home hazard, hydration and bone health awareness
- 2. Increases engagement**
through personalised & progressive exercise plan & gamification (feedback, progression, rewards); high usability & acceptability results from clinical trials
- 3. Advantages**
Self manageable; scalable, accessible, affordable and user friendly



The KOKU programme educates the users from the start and commences with a self-assessment of the users' level of ability and a falls risk self-assessment (repeated every 3 weeks which also incentivises continued use). The **validated data metrics include history of falls in the previous year; related injuries and effect on activities; fear of falling; health status and function (inc. quality of life, mobility, self-care) and weekly prospective follow up of falls. This enables 'real time' evaluation that can report changes in incidence of falls and related injuries, costs, progress and trends over time as well as behaviour analytics (frequency/duration of use).**

User friendly, simple on-boarding and step by step instructions, safety advice and personalised plans according to the user's ability mean that KOKU can be safely used independently by older adults, as demonstrated in current implementation work.

KOKU starts with simple exercises and progresses to more challenging strength and balance components. The programme provides visual (animation), audio and written instructions to enable those with sensory deficits to use independently by people with diverse accessibility needs. It is available in English, Urdu, Mandarin, German, Spanish, Danish and Norwegian languages to widen access.

The KOKU roadmap is informed by The National Institute of Health and Care Excellence (NICE) Digital Health Technology Evidence Standards Framework to demonstrate to commissioners' high value, trustworthiness and confidence in the impact of using KOKU. All features included in KOKU are based on best evidence and user/stakeholder informed needs rather than technical complexity or trends.

NHS Digital have rigorously assessed and approved KOKU as a low-risk device, compliant with clinical, regulatory safety standards DCB 0129 and DCB 0160. KOKU is General Data Protection Regulation or 'GDPR' compliant.

KOKU Health provides a secure digital strength behaviour change platform designed to support adults in the self-management of bladder health. The service delivers structured, evidence-informed content and optional peer support within a time-limited programme, and

The service is designed to complement existing clinical care and does not provide diagnosis, treatment decisions, or emergency support.

- ORCHA 84% rating therefore top wellbeing and falls prevention for NHS approved applications.
- ROI for NHS, Local Authorities and other health providers - reducing falls, ambulance call outs, A&E assessments, hospital admissions & hip fracture surgery.

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

2. Service features

- Web-based digital intervention accessible via standard browsers
- Structured programme content delivered over a defined intervention period
- Optional moderated virtual community to support engagement and peer support
- Participant-facing dashboards to support reflection and self-monitoring
- Administrative dashboard for authorised organisational users
- Role-based access controls for participants, moderators, and administrators
- Secure data capture and reporting functionality to support service evaluation

3. Service benefits

- Supports self-management in line with Health and Social care prevention and personalised care priorities
- Enables remote engagement, reducing reliance on face-to-face services
- Can be deployed consistently across organisations or ICSs
- Supports evaluation, audit, and service improvement activity
- Designed with usability, accessibility, and data protection in mind

4. Who the service is for

The service is intended for use by:

- NHS Trusts
- Integrated Care Systems (ICSs)
- Social Care
- Care Homes
- Primary care and community health services
- Public health teams
- Research-active NHS organisations

5. Data protection and information governance (DTAC-aligned)

KOKU Health Ltd processes personal data in accordance with UK GDPR and the Data Protection Act 2018 and is designed to align with NHS information governance and DTAC requirements.

- Data controller and data processor responsibilities are defined contractually with the buyer
- Personal data processed is minimised and proportionate to service delivery
- Data is hosted within the UK or EEA
- Data in transit is encrypted using industry-standard protocols (TLS 1.2 or above)
- Data at rest is protected using appropriate technical and organisational security measures
- Access to data is restricted using secure authentication and role-based permissions
- Data retention periods are agreed with the buyer and documented
- Secure deletion of data is supported at contract end or on request
- KOKU Health supports buyers with Data Protection Impact Assessments (DPIAs) and information governance reviews

6. Clinical safety and risk management (DTAC-aligned)

The service is non-medical and does not provide clinical decision support. However, it is designed with consideration of potential user risks.

- Embedded safety instructions and clear statements set expectations about the scope and limitations of the service
- Content is evidence-informed through published clinical trials and reviewed to avoid misleading or harmful guidance
- Moderated environments such as hospital or care homes can be overseen by trained staff
- The service is designed to support, not replace, clinician-led care

7. Onboarding and implementation

KOKU Health provides onboarding support aligned with NHS operational needs.

This includes:

- Service configuration to meet buyer requirements
- Training and guidance for users (health and social care staff)
- Participant-facing guidance materials

Implementation timescales are agreed with the buyer based on scope and complexity.

8. Service management and support

The service is managed by KOKU Health Ltd throughout the contract period.

- Support is provided during standard UK business hours
- Support requests are handled via agreed support channels
- Planned maintenance is communicated in advance where possible

9. Service levels

Any formal service levels, including availability or response targets, are agreed contractually with the buyer in line with G-Cloud framework terms.

10. Pricing overview

Pricing is based on the scope, duration, and configuration of the service.

Pricing models may include:

- Per-organisation or per-programme licensing
- Time-limited intervention delivery
- Optional configuration or support services

More details on pricing are provided in the G-Cloud pricing document.

11. Contract length and termination

Contracts may be agreed for fixed-term or programme-specific durations.

- Contract length is agreed with the buyer
- Termination rights are in line with the G-Cloud framework
- Exit management is supported as described below

12. Exit management and data portability (DTAC-aligned)

At contract end:

- Buyers can request export of their data in a commonly used electronic format
- Data export timescales are agreed with the buyer
- Data is securely deleted following confirmation of successful transfer, unless retention is required by law
- Exit arrangements are designed to support continuity and information governance requirements

13. Accessibility, standards, and compliance

The service is designed to align with relevant public sector standards, including:

- UK GDPR and NHS information governance expectations
- DTAC principles for data protection, security, and clinical safety
- Accessibility good practice aligned with WCAG design principles
- Evidence-based behaviour change and user-centred design approaches

14. About the supplier

KOKU Health Ltd is a UK-based digital health company delivering evidence-informed digital interventions to support self-management and behaviour change. The company works with NHS, public sector, and research partners to deliver secure, ethically governed digital services aligned with NHS and ICS priorities.