Enabling earlier and faster cancer diagnosis across the NHS

C the Signs

Screening & Case Finding Pricing Document

C the Signs

Platform Overview

C the Signs is an AI-driven cancer detection and population health platform designed to support the NHS ambition to diagnose cancer earlier, reduce variation, and improve outcomes through prevention and early intervention. The platform enables end-to-end cancer detection, surveillance, and pathway management across primary and secondary care, aligning with the 10-Year Health Plan's focus on shifting care upstream and using data and technology to deliver more proactive, sustainable services.

C the Signs Cancer Screening & Case Finding provides a proactive, population-based approach to identifying patients who are overdue for cancer screening and supporting timely re-engagement and education. By continuously analysing population-level data, the platform enables health systems to move away from reactive, manual recall processes towards systematic, automated screening and case-finding outreach. This approach directly supports national priorities to increase screening uptake, target non-responders, reduce health inequalities, and improve early diagnosis.

The capability integrates directly with electronic health records and uses AI and natural language processing to analyse both structured and unstructured data, identifying patients who are eligible for screening but have not attended or completed it. This approach ensures accurate identification of eligible and higher-risk patients, including those missed due to inconsistent coding, fragmented records, or non-engagement, and supports targeted cancer case-finding beyond national screening programmes.

Once eligible or high-risk patients are identified, the platform applies configurable clinical and operational rules aligned to national guidance and local commissioning requirements. Intervals, inclusion and exclusion criteria, and prioritisation logic can be adapted to local population needs and available diagnostic capacity. This enables agile delivery and scalable deployment across individual practices, PCNs, Integrated Care Systems (ICBs), or regions, in line with the 10-Year Health Plan's system-based approach.

For patients identified as overdue or at risk, C the Signs can automatically trigger screening invitations or enable test kits to be sent directly to patients' homes. Invitations can be delivered via SMS, email, or NHS Notify, with personalised messaging, educational content, and clear calls to action. Communication workflows are fully auditable and can be flexed, paused, or prioritised to align with service capacity, supporting productivity and preventing system overload.

All patient responses and outcomes are tracked in real time, including attendance, non-attendance, declines, and completion of screening. This closed-loop approach provides automated follow-up and safety-netting, alongside real-time dashboards that give clinicians, commissioners, and system leaders clear visibility of screening uptake, variation, and impact—supporting continuous improvement and delivery of the NHS early diagnosis ambition.

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Screening & Case finding

Cancer Screening & Case finding capabilities

Population-wide screening eligibility identification: Continuously identifies patients overdue for screening and improving screening coverage. Supports earlier diagnosis.

EHR-integrated data analysis: Enables digitally enabled population health management. Analyses structured and unstructured data directly from the EHR, ensuring accuracy of cohort identification.

AI and NLP-driven patient identification: Reduces variation and inequality by identifying eligible and high-risk patients despite inconsistent or incomplete records.

Targeted high-risk cohort identification: Supports prevention and early intervention beyond national screening programmes. Identifies patients at increased cancer risk for targeted case-finding beyond national screening programmes.

Configurable clinical and operational rules: Aligns screening outreach to national guidance, local protocols, and available system capacity.

Automated screening invitations and test kit distribution: Improves productivity and access by automating outreach and reducing reliance on manual recall. Triggers personalised invitations or home test kits, removing administrative workload and improving uptake.

Multi-channel patient communication & education: Uses SMS, email, or NHS App to maximise reach and support equitable patient engagement and deliver education at the point of invitation.

Surveillance and safety-netting: Monitors attendance, non-attendance, declines, and completions, ensuring effective follow-up and safety-netting. Supporting high adherence, safer pathways and improved outcomes.

Real-time screening performance dashboards: Provides visibility of screening uptake and Provides system-level insight to support accountability, continuous improvement, and reduced unwarranted variation.

Scalable deployment across health systems: Enables agile rollout from single practices to whole ICBs or region, adapting activity to diagnostic and screening capacity.

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Training and Education Support

C the Signs provides continuous training and education to support implementation and sustain high engagement, includes:

- Attendance at PCN and practice meetings, local cancer events, and secondary care educational sessions
- Dedicated Training webinars
- Workshops to interpret performance metrics and identify areas for improvement.

Technical Support and Maintenance

Helpdesk available 9am–5pm, Monday to Friday (excluding Bank Holidays):

- Remote deployment and maintenance across all practices
- Security and compliance managed in line with NHS Digital and IG requirements
- Continuous updates to align with evolving NICE guidelines and national policies.

Supporting Local Cancer Teams and Pathways

C the Signs collaborates with local cancer teams to:

- Attend alliance and ICB cancer meetings
- Provide routine data reports aligned with local KPIs
- Support pathway redesign and the adoption of new diagnostic services
  Facilitate local implementation

Deployment and Governance

Each deployment follows a robust implementation plan, including:

- Information Governance approvals (DPIA & DPA)
- Local configuration of pathways and resources
- Comprehensive communication and engagement plan
- Webinars and live training prior to go-live
- Steering Group oversight with agreed KPIs and data monitoring

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Licensing Model

C the Signs Cancer screening & Case finding is commissioned as an annual licensing model, based on the registered patient population within a defined area. All prices below exclude VAT:

Cancer Screening & Case Finding Licence cost:

Length of Licence	Per Patient Cost (£)
1 year	0.36p
2 Year	0.32p
3 Year	0.30p

The licence covers all configuration, deployment, and ongoing support, including:

- Configuration of regional cancer pathways and access to services
- Onboarding of clinical and admin staff
- Training and education support for all practices and PCNs throughout the licence period
- Technical support and system maintenance, with a dedicated helpdesk

Customers already using the C the Signs Clinical Decision Support platform can add the Cancer Screening & Case Finding service at a discounted rate, reflecting reduced deployment and maintenance costs and the use of existing technical infrastructure.

Licence cost for Clinical Decision Support customers:

Length of Licence	Per Patient Cost (£)
1 year	0.16p
2 Year	0.12p
3 Year	0.10p

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Alignment with Fit for the Future: 10-Year Health Plan for England

Earlier diagnosis, prevention, population health management, and digitally enabled care, with a strong focus on reducing variation, tackling health inequalities, and using data and technology to improve outcomes. C the Signs Cancer Screening & Case Finding is directly aligned to these priorities and provides a practical, scalable capability to support delivery at pace.

Early cancer diagnosis and screening uptake, particularly among underserved populations and those least likely to engage with traditional recall processes. C the Signs supports this by using AI-driven case finding to systematically identify patients who are overdue for screening, have not responded to previous invitations, or meet high-risk criteria based on clinical history and risk factors. This enables health systems to move from reactive, manual recall to proactive, population-based screening outreach.

Reducing health inequalities and unwarranted variation in access to care. By analysing both structured and unstructured primary care data, including free-text records, correspondence, and historical entries, C the Signs ensures eligible patients are identified even where data quality is inconsistent. This supports targeted outreach to priority groups, aligning with national ambitions to improve equity in screening and early diagnosis.

Digital transformation and automation to reduce administrative burden and improve productivity. C the Signs automates key components of screening and case-finding pathways, including patient identification, invitation, follow-up, and outcome tracking. Automated, auditable communication workflows—delivered via SMS, email, or NHS Notify—support timely engagement while allowing activity to be flexed in line with diagnostic and screening capacity.

System-level oversight and population health intelligence. C the Signs provides real-time dashboards showing screening uptake, non-attendance, outcomes, and variation across practices, PCNs, ICBs, and regions. This enables commissioners, Cancer Alliances, and providers to monitor performance, target interventions, and continuously improve screening programmes.

Scalable, flexible solutions that can be deployed locally and expanded system-wide. C the Signs Cancer Screening & Case Finding can be implemented at practice level and scaled rapidly across PCNs, ICBs, or regions, adapting outreach volume and prioritisation to available capacity.

In summary, C the Signs directly supports the *Fit for the Future* vision by enabling earlier diagnosis, improving screening uptake, reducing inequalities, automating pathways, and providing the data-driven insight required to deliver sustainable, population-based cancer prevention and detection across the NHS.

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