



SilverCloud by Amwell

Digital Mental Health Platform

Offered by American Well Corporation UK Limited

Pricing

Pricing Introduction

The SilverCloud® by Amwell® platform (the “Platform”) offered by American Well Corporation UK Limited is delivered as *Software-as-a-Service* under a fixed annual subscription fee (‘Platform Licence’).

For NHS Talking Therapies services, the Platform Licence fee is calculated on a per-capita basis, determined by the total population covered. For the purposes of this agreement, the total population covered is defined as the number of patient referrals, as listed in Table 1.

Table 1: Pricing Based on Referral Numbers

Lower	Upper	Price Per Capita	Top of Tier
1	7,500	£6.25	£46,875
7,501	17,500	£5.75	£100,625
17,501	25,000	£4.50	£112,500
25,001	50,000	£4.00	£200,000
50,001	100,000	£3.75	£375,000
100,001	onwards	£POA	£POA

For other services (Non-NHS Talking Therapies), the Platform Licence fee is calculated based on the number of user licences provided, as listed in Table 2.

Table 2: Pricing Based on Licence numbers

Programme Bundle	User Licence Cost	Minimum Initial Licence	Total Initial Bundle Cost
Talking Therapies	£90.00	500	£45,000.00
Children & Young People (CYP)	£50.00	500	£25,000.00
Mental Health	£150.00	500	£75,000.00
Neurodiversity - Adult	£60.00	500	£30,000.00
Neurodiversity - CYP	£30.00	500	£15,000.00
Chronic Conditions	£60.00	500	£30,000.00
Addictive Behaviours	£40.00	500	£20,000.00
Family	£75.00	500	£37,500.00
Wellbeing	£30.00	500	£15,000.00
Higher Education	£25.00	500	£12,500.00

Bundle Descriptions

The SilverCloud by Amwell programmes are grouped into bundles designed to address specific mental health conditions within the categories outlined below. Bundles are sold as access to the Platform's program library rather than to specific, permanent programs, enabling the Platform to evolve in line with clinical guidance, regulatory requirements, and best practice. Programs within a bundle may be added, updated, replaced, or removed from time to time.

Talking Therapies

This programme bundle is designed for individuals with mild to moderate mental health conditions. These programmes follow the NICE Guidance covering depression and anxiety protocols. They are ideal for use with the NHS Talking Therapies services and are applicable to organisations wishing to offer clinically robust services delivering Talking Therapies or other psychological services.

Children & Young People (CYP)

This programme bundle is designed for children and young people with mild to moderate mental health conditions. Programmes follow NICE Guidance covering depression and anxiety protocols. They are ideal for use in the NHS commissioned CAMHS and CYP services and are applicable to organisations wishing to offer clinical robust treatments

Mental Health

This programme bundle supports individuals with more severe mental health conditions. The programmes address issues such as emotional regulation, risky behaviours, and other more specialist presentations. Where applicable, the programmes adhere to NICE guidance and are aligned with current published clinical practice.

Neurodiversity – Adults

This programme bundle supports neurodivergent adults, their family, and carers to support, identify, understand, and develop strategies to help with the challenges of day-to-day life. The programmes include, but are not restricted to, presentations such as ASD and ADHD; they will support those with a formal diagnosis but could be used to support those waiting for a formal diagnosis.

Neurodiversity – CYP

This programme bundle supports neurodivergent children, their family, and carers to support, identify, understand, and develop strategies to help with the challenges of day-to-day life. The programmes include, but are not restricted to, presentations such as ASD and ADHD; they will support those with a formal diagnosis but could be used to support those waiting for a formal diagnosis.

Chronic Conditions

This programme bundle is designed for individuals presenting long-term or chronic physical health conditions with mild to moderate mental health symptoms. Programmes follow NICE Guidance covering depression and anxiety for people with chronic conditions where applicable. They are ideal for use in the NHS Talking Therapies services and are applicable to organisations wishing to offer clinically robust treatment or other psychological services.

Addictive Behaviours

This programme bundle supports individuals with the impact of addictive type behaviours. This is not for individuals who have long-term or physical addiction but those who would benefit from recognising these behaviours and implementing changes. This includes, but is not restricted to, issues with alcohol, drug, smoking, or gambling.

Family

This programme bundle supports families or carers. This would include, but are not restricted to, programmes ranging from perinatal support to adolescence with anxiety to offering strategies for individuals with neurodiversity. The programmes are intended to support the complexities of family life and to help carers or supporters to be empowered to help.

Wellbeing

This programme bundle supports individuals who are below clinical cutoffs for structured therapy but would benefit from receiving support regarding their mental health or need support while waiting for treatment to commence. This includes, but is not restricted to, presentations of self-management, sleep issues, resilience, and financial difficulties.

Higher Education

This programme bundle is designed to be used with individuals who are within higher education and who are not in need of more structured mental health treatment. Students will benefit from receiving support regarding their mental health that is tailored to their experience and are more engaging.

Platform Licence Pricing and Scope Notes

Pricing Notes

1. Prices exclude VAT.
2. Talking Therapies services use a Per Capita pricing model
 - a) Population is defined as the number of published referral numbers to the Talking Therapies service in any single year. The greater of the preceding year's referral numbers or, if known, the anticipated forthcoming year's referral numbers will be used, to determine the applicable population base, and will be set forth in the Call Off Contract.
 - b) The Platform Licence will cover a defined population as set forth in the Call Off Contract and includes for a 5% buffer over the defined population for the applicable 12-month contract period. Should the total defined population increase by more than 5% during the applicable contract period then a new subscription fee will be negotiated at similar per capita rate based for the remaining term. Further details to be set forth in Call Off Contract.
3. Other Non-Talking Therapies services use a user pricing model
 - a) The minimum initial user licence purchase volume is 500 user licences.
 - b) Further user licence bundles are available, minimum purchase volume is 250 user licences.
 - c) Volume discounts are available, pricing on request.

Platform Licence

The Platform Licence includes the following, as further detailed in the Call Off Contract where applicable:

- a) The Platform Licence includes access, for the duration of the applicable Call Off Contract, to the Bundle(s) selected and purchased by the Customer.
- b) Current available programmes within each bundle are listed below (current January 2026).
- c) The specific Bundle(s) purchased, and the programmes included shall be set out in the Call Off Contract.

Bundles with programme listing (as of January 2026)

Talking Therapies

- Space from Depression
- Space from Anxiety
- Space from Depression & Anxiety
- Space from GAD
- Space from OCD
- Space from Social Anxiety

- Space from Panic
- Space from Health Anxiety
- Space from Phobia
- Employment Support
- Space for Sleep
- Space for Perinatal Wellbeing
- Self-Management Toolkit
- Space from Challenging Times

Programmes Requiring Tools for Therapy functionality

- First Steps in Trauma Recovery
- OCD Toolbox (enhanced)
- Space from Social Anxiety (Enhanced)

Children and Young People

- Supporting An Anxious Child
- Supporting An Anxious Teen
- Space from Anxiety CYP
- Space from Low Mood & Anxiety
- Space from Low Mood

Mental Health

- Bipolar Toolkit
- Space for Recovery
- Self-Management Toolkit
- First Steps in Trauma Recovery
- Space From Strong Emotions
- My Eating Disorder Recovery

Neurodiversity

Adult Programmes

- Living Well with ADHD
- Living well as an Autistic Person

Children and Young People and their Carers Programmes

- Supporting a child with ADHD
- Living Well as an Autistic Teen

Chronic Conditions

- Space in MS from Depression
- Space in RA from Depression
- Space in CHD from Depression & Anxiety
- Space in Diabetes from Depression & Anxiety
- Space in Chronic Pain from Depression & Anxiety
- Space in Lung Conditions from Depression & Anxiety
- Space in Breast Cancer from Depression & Anxiety

Programmes Requiring Tools for Therapy functionality

- Space from Chronic Pain
- Space from Chronic Heart Conditions

Addictive Behaviours

- Space from Alcohol
- Space from Drug Use
- Space from Gambling

Family

- Supporting a child with ADHD
- Space for Perinatal Wellbeing
- Supporting An Anxious Child
- Supporting An Anxious Teen
- Space from Anxiety CYP
- Space from Low Mood & Anxiety
- Space from Low Mood

Wellbeing

- Space from Stress
- Space for Mindfulness
- Space from Money Worries
- Space for Sleep
- Space from Challenging Times
- Self-Management Toolkit

Higher Education

- Space for Positive Body Image (Student)
- Space from Stress (Student)
- Space for Resilience (Student)
- Space from Depression (Student)
- Space from Anxiety (Student)

Bundle Notes

1. Additional programmes not included in the list above are chargeable. Pricing available on request.
2. Access to both a patient and professional (“Supporter”) Platform.
3. Implementation of the Platform for all services covered by the Call Off Contract.
4. Training for staff in the use of the Platform, includes one ‘virtual’ session per quarter and unlimited eLearning Platform access.
5. Set-up and configuration of the Platform for each service covered in the Call Off contract as per our standard deployment model

Standard Deployment Model	QTY	Notes
Customised Platform: URL, customer logo, self-sign-up page, pin/email domain access, standard questionnaires, risk alerts and pathway, demographics capture, Teams	1	All customisations are optional
Integration: PCMIS, iaptus		Manual integration only
Training: Live, virtual and eLearning		Live (virtual): One session per quarter eLearning: Unlimited platform access

Additional charges will apply for services required outside of our standard deployment model; examples are set forth below. Pricing is available on request.

Additional Chargeable Services	Notes
Onsite Training	Training at the customer’s site or other preferred location (price provided upon request)
Service Design	Support from subject matter expert(s)
Additional Platform Implementations	>1 new platform instance

Additional Chargeable Services	Notes
Non-Standard Questionnaires	Any questionnaires not already existing on the platform
System Integration	Self-referral integration for iaptus or PCMIS (Standard, may not incur additional cost) ACCESS RIO integration (price on request)
Other Software Integration	Any other case management system not mentioned in the system integration
Single Sign-On	Dependent on the API availability of the customer's system
Custom Data Extract	Where data extracts are required to enable specific MI requirements
Platform Migration	Migration of existing platform data to new platform during contract period
Bespoke Marketing/Promotional Materials	Anything outside of our standard marketing templates

1. Technical support and helpdesk as set forth and detailed in the applicable support services and hosting schedule in the Call Off Contract.
2. All hosting and infrastructure requirements for delivery of a cloud-based solution as set forth and detailed in the applicable support services and hosting schedule in the Call Off Contract.
3. Project management support via a named Implementation Manager for the implementation period.
4. Access to the Platform Implementation Playbook, which guides users how to optimise for a successful digital platform adoption.
5. Ongoing support provided by Amwell; includes access to the Amwell Community and Support Portal, which serves as a centralized resource for release notes, product information, system and network requirements, and self-serve support.
6. Access to webinars and training.
7. Access to the reporting dashboard that covers usage, engagement, supporter and outcome metrics, and standard data exports.
8. Access to standard marketing templates for localisation by the services covered in the Call Off Contract.

Contact us

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