

The logo for Aide Health, featuring a stylized lowercase 'a' in blue and purple, followed by the word 'aide' in a bold, black, sans-serif font.

aide

Aide Health G-Cloud 15: Pricing Document

Introduction

Aide is a digital chronic disease management platform that uses conversational AI to help patients self-manage their conditions. Through short, daily conversations, Aide supports medication adherence, symptom monitoring, and health literacy.

Aide supports the NHS 10 Year Plan's three shifts: from hospital to community, from analogue to digital, and from sickness to prevention. The platform is designed to support Integrated Neighbourhood Teams and Neighbourhood Health initiatives.

This document outlines pricing for two service lines: Aide for Long-Term Conditions (primary care) and Aide for Blood Cancers (secondary care).

Section 1: Aide for Long-Term Conditions

Overview

Aide for Long-Term Conditions is designed for primary care deployment through Primary Care Networks (PCNs), Integrated Neighbourhood Teams, and place-based partnerships. Pricing is based on the total registered patient population.

Conditions Supported

Condition	Status
Asthma	Live
Type 2 Diabetes	Live
Hypertension	Live
COPD	Live
Obesity	Live
Chronic Kidney Disease (CKD)	Live

New conditions added during the licence term are included at no additional cost.

Pricing Structure

Aide for Long-Term Conditions is charged on an annual licence fee based on the total registered patient population. The price per patient is determined by the tier that the total population falls within.

Patient Population	Price per Registered Patient/Year
Tier 1: 0 - 50,000	£0.45
Tier 2: 50,001 - 100,000	£0.40
Tier 3: 100,001 - 1,000,000	£0.35
Tier 4: 1,000,001+	£0.30

Example A: 25,500 patients

Tier	Calculation	Annual Cost
Tier 1	$25,500 \times £0.45$	£11,475/year

Example B: 70,000 patients

Tier	Calculation	Annual Cost
Tier 2	$70,000 \times \text{£}0.40$	£28,000/year

Example C: 275,000 patients

Tier	Calculation	Annual Cost
Tier 3	$275,000 \times \text{£}0.35$	£96,250/year

Quick reference table

Patient Population	Tier	Annual License
10,000	Tier 1	£4,500
25,000	Tier 1	£11,250
50,000	Tier 1	£22,500
70,000	Tier 2	£28,000
100,000	Tier 2	£40,000
250,000	Tier 3	£87,500
500,000	Tier 3	£175,000
1,000,000	Tier 3	£350,000

What's Included

- Patient mobile app (iOS and Android)
- Clinician web dashboard
- Daily conversational AI check-ins with patients
- Medication reminders and polypharmacy support
- Symptom and health metric tracking
- Condition-specific educational content
- Configuration workshop and staff training (online)
- Ongoing support and platform updates
- Patient engagement materials
- New conditions added during the licence term at no extra cost

Section 2: Aide for Blood Cancers

Overview

Aide for Blood Cancers is designed for secondary care deployment through NHS Trusts and specialist haematology services. The platform supports patients on oral therapies, including tyrosine kinase inhibitors (TKIs), helping them adhere to treatment and manage side effects. Pricing is based on the eligible patient population: the total number of patients with covered blood cancers who could benefit from the service.

Conditions Supported

Condition	Status
Chronic Myeloid Leukaemia (CML)	Live
Chronic Lymphocytic Leukaemia (CLL)	Live
Multiple Myeloma	Live

New conditions added during the licence term are included at no additional cost.

Pricing Structure

Aide for Blood Cancers is charged on an annual licence fee based on the eligible patient population. As the population size increases, patients are charged at the appropriate rate for each tier (cumulative pricing).

Patient Population	Price per Registered Patient/Year
Tier 1: 1 - 100	£100
Tier 2: 101 - 200	£90
Tier 3: 201 - 350	£80
Tier 4: 351+	£70

Example A: 80 patients

Tier	Calculation	Annual Cost
Tier 1	$80 \times £100$	£8,000
Total	80	£8,000/year

Example B: 150 patients

Tier	Calculation	Annual Cost
Tier 1	First 100 × £100	£10,000
Tier 2	Next 50 × £90	£4,500
Total	150	£14,500/year

Example C: 280 patients

Tier	Calculation	Annual Cost
Tier 1	First 100 × £100	£10,000
Tier 2	Next 100 × £90	£9,000
Tier 3	Next 80 × £80	£6,400
Total	280	£25,400/year

Example D: 500 patients

Tier	Calculation	Annual Cost
Tier 1	First 100 × £100	£10,000
Tier 2	Next 100 × £90	£9,000
Tier 3	Next 150 × £80	£12,000
Tier 4	Next 150 × £70	£10,500
Total	500	£41,500/year

Quick reference table

Patient Population	Annual Licence
50	£5,000
75	£7,500
100	£10,000
150	£14,500
200	£19,000
250	£23,000
300	£27,000
350	£31,000
500	£41,500

What's Included

- Patient mobile app (iOS and Android)
- Clinician web dashboard
- Daily conversational AI check-ins with patients
- TKI medication reminders and adherence tracking
- Side effect monitoring and escalation prompts
- Blood cancer-specific educational content
- Configuration workshop and staff training (online)
- Ongoing support and platform updates
- Patient engagement materials
- New conditions added during the licence term at no extra cost

Section 3: Alternative Pricing Models

Aide Health is open to discussing alternative pricing arrangements to meet specific organisational requirements. These may include:

- Outcomes-based or risk-share models linked to agreed clinical or operational metrics
- Multi-year contracts with volume commitments

Please contact Aide Health to discuss requirements.

Section 4: Optional Services

The following optional services are available for organisations requiring bespoke integration, custom content, or additional training beyond the standard offering.

Service	Day Rate
Custom content development	£750/day
Additional on-site training	£750/day
Project management (complex deployments)	£850/day

Section 5: Compliance and Accreditations

Aide is ready for deployment across NHS organisations with all required standards and accreditations in place.

Standard	Status
DSPT (Data Security and Protection Toolkit)	Standards Exceeded
Cyber Essentials Plus	Certified
DCB0129 Clinical Safety	Compliant
DTAC (Digital Technology Assessment Criteria)	Assessed
UK MDR Medical Device Registration	Registered (MHRA)
ICO Registration	ZB415310
ISO 27001	Certified

The buying organisation acts as the Data Controller. Aide Health acts as a Data Processor under UK GDPR Article 28. Full compliance documentation is available on request.

Section 6: General Terms

- All prices exclude VAT
- Prices are valid for 12 months from the date of this document
- Licence fees are charged annually in advance
- Patient population figures are agreed upon during scoping and reviewed annually
- Standard contract terms apply per the G-Cloud framework

Contact

If you have any questions about these terms, please contact us:

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