



Health and Care Innovations Limited

HCI Health and Care Video Library

Video education and information for patients for multiple conditions, treatments and prevention.

Introduction

Purpose

The purpose of this document is to provide customers and potential customers with a description of functionality of the HCI Health and Care Video Library, what it does, and how it operates and the governance that wraps around it In order to support procurement processes, contracting and governance reviews.

Intended audience

Customers and potential customers

Document scope

A description of the software and its features related to business needs. It is not intended to be a full technical specification.

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1. Overview of HCI and the HCI Health and Care Video Library

The HCI Health and Care Video Library provides patients with education and support to enable them to better self-manage their care at home so they make less demand on your health system and you can reduce your waiting lists.

It comprises over 1,100 clinically approved videos across a wide range of specialties and conditions for primary, secondary and community care all delivered on our purpose built platform.

Company overview

HCI is an award-winning digital health innovator that enables the NHS to reduce demand, waiting lists and backlogs by giving patients the information and support they need to confidently manage their care at home.

We achieve this through our HCI Health and Care Video Library platform and our CONNECTPlus app.

We support:

- Self-management to improve and empower patients' self-management of their health condition for long-term conditions, for example:
 - Education and therapy support for chronic conditions such as Hypertension, HF, Diabetes, COPD.
- Neighbourhood Health and home management by moving care, diagnostics and/or treatment into the community, for example:
 - Medicines management and prescribing for newly diagnosed patients, patient education, PIFU, pulmonary rehab, surgical prehab and rehab, diabetic foot management, diabetes education.
- Elective recovery to improve system efficiency, operational performance, for example:
 - Surgical prehab and rehab, waiting well, pre-operative assessment, post-operative care and support.
- Preventative Health and Population Health Management through:
 - Moving care upstream, shifting from reactive crisis management to proactive prevention by combining our partners' real-time risk stratification with HCI's high-volume digital patient education platform to pinpoint patients at risk of deterioration early, instantly deploying targeted, low-cost interventions at scale.
- Virtual Outpatients and Virtual Hospitals by:
 - Working with our partners to provide full-pathway solutions that deliver a virtual specialist workforce, asynchronous MDT capabilities and the CONNECTPlus app, to reduce demand and backlogs.

- Virtual wards, clinics and remote monitoring following acute episodes and for long-term conditions, for example:
 - Remote monitoring of patients, pre-clinical intervention, monitoring deterioration, PIFU, virtual wards for HF/stroke/respiratory/frailty.
- Core20PLUS5
 - Providing information to people with low literacy skills and in deprived communities and supporting people from ethnic minority communities with information in their preferred language

As a result of the impact we have made we have won multiple awards:

- Building Better Healthcare Best Patient Centred Software
- HSJ Shortlisted with TSD Driving Efficiency through Technology
- Nursing Times Awards Shortlisted Managing Long term Conditions
- Digital Rheumatology Network New Digital Solutions
- Health Tech Digital Best Solution to Manage Chronic Disease and Best mHealth Application
- Patient Experience Network Runners Up Innovative use of Technology, Social and Digital Media
- HTN Health Tech Awards Digital Pathway and Workflow Optimisation
- Medilink South West Advances in Digital Healthcare

<https://hci.digital/impact/>

Value proposition of the HCI Health and Care Video Library

The NHS and other health systems can't cope with the demand they're facing and somehow they have to shift responsibility for the management of conditions and treatments across to their patients in the same way that so many industries have done already.

HCI exists to bring about this transition in health. We do that by providing patients with the information and education they need to manage their conditions and treatment pathways.

We have built the largest collection of patient facing healthcare videos in the UK with over 1,100 videos, all produced in partnership with NHS clinicians.

The Health and Care Video Library is a resource that enables your patients and wider community to self-manage their care at home using clear and concise online information in order to reduce demand.

This results in reduced demand and increased productivity for the hospitals and health systems we work with:

- Reducing the costs and demand on the health system
- Increasing productivity in clinical and admin teams

- Improving the quality of care
- Improving patients' quality of life
- Improving clinicians' work experience

What the HCI Health and Care Video Library does

The HCI Health and Care Video Library is a web based software as a service, that incorporates the following key features:

- Select from over 1,100 NHS clinically approved videos
- Multi-media patient education, guidance & information
- Videos covering multiple conditions, treatments and prevention
- Videos provided on our online health video library platform
- Add your own video content alongside our videos
- Add your branding, contact details and local resources
- All videos have subtitles - ability to add multilingual subtitles
- Ability to create multilingual versions of the videos
- New video production service available to meet local needs
- Over 5,000 video clips of health procedures to use
- <https://demo-secondary.healthandcarevideos.com/>

As a result we deliver the following benefits:

- Fewer appointments
 - Helps patients to manage their condition at home without a hospital intervention or visit
 - Reduced need for follow-up appointments
 - Reduce calls to department helplines
 - Helps patients to manage their condition at home without a hospital intervention or visit
 - Helping you to move to Patient Initiated Follow-up (PIFU)
 - Prepares patients for surgical and outpatient procedures
 - Supports rehabilitation after an injury or procedure
- Shorter appointments
 - Clear and consistent information helps patients to prepare and ask more focused questions
 - Patients are less anxious
 - Supports patients with low literacy levels or for whom English is a second language
 - Patients ask more focused questions
- Lower costs
 - Prevents unnecessary face to face appointments
 - Improves work flow and increases staff capacity

- Empowers patients to self-manage their own care
- Better use of staff resources and time
- Supports telephone or video consultations
- Core20PLUS5
 - Reaches hard to reach audiences and reduces translation costs
 - Providing information to people with low literacy skills and in deprived communities in a multimedia format to aid understanding
 - Supporting people from ethnic minority communities with information in their preferred language
 - Content available to address the 5 clinical areas of focus
 - Reduces inequalities

Contact details

Registered office

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Trading address

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<https://www.hci.digital/>

<https://www.linkedin.com/company/hcidigital/>

<https://twitter.com/hcidigital>

2. Functionality of the HCI Health and Care Video Library

The HCI Health and Care Video Library is a resource that enables your patients and wider community to self-manage their care at home using clear and concise online information <https://demo-secondary.healthandcarevideos.com/>.

Our pre-populated content and the ability to upload your own videos provides you with your very own 'YouTube' channel and can help reduce the need for face to face appointments and includes the following functionality:

Your own video channel

- The video library contains over 1,100 videos across multiple conditions and procedures, all produced in partnership with NHS clinicians
- Personalise the platform with your own branding, colours and contact details
- Add links to local resources such as support groups, charities or treatment information

Patient education, guidance and support

Assist self-management across by providing information and education about:

- The selected underlying disease
- Related medications
- Safety information, e.g. including blood test monitoring, vaccinations, what to do if develop an infection
- Help with condition specific symptoms
- Generic healthy living and mental wellbeing information
- Charitable and local resources

All content is approved by the Contracting Organisation before the Library goes live.

Easy to use

- 24/7 access via our web platform
- Easy to navigate with search functionality
- Users can create shortcuts to favourite videos within the Library

Online Local Resource Hub

- <https://resourcehub.hci.digital/login/>

- Adoption is a key element and to support this we provide advice, case studies, pre-designed templates and sample social media posts to help to utilise and promote the Video Library.
 - Guides to get you up and running using video: 'How to' Toolkits, Case Studies, Testimonials
 - Awareness raising resources to share with staff and patients:
 - Press releases to announce the new resources to your community
 - Social media post examples to copy and paste
 - Social media images to download and use
 - Posters, leaflets & QR cards to download and print
 - Pathway specific (eg. maternity, podiatry, physiotherapy) posters, leaflets & QR cards to print
 - These resources are branded with your logo and video library web address

Associated Services

Multilingual and cultural versions for Core20PLUS5

- The ability to convert any of our videos into other language and cultural formats using AI avatars and translation services and to add subtitles in multiple languages.
- This can be used to reach and support ethnic minority communities in languages and formats that resonate with them.
- Up to 140 languages are available.
- This is an add-on service subject to additional costs depending on your requirements (number of videos and number of language/cultural versions).

The CONNECTPlus App

- CONNECTPlus is a single platform that supports and guides patients to manage all their conditions and treatments at home so they make less demand on your health system. It is tailored to your care pathways for patient education, remote monitoring in virtual wards, long term conditions, PIFU, waiting well, procedures, surgery, rehab.
- It comprises a patient facing app and clinician facing dashboard.

Video Production

- We produce videos for our clients, mainly in our Standard format (actor to camera) to maximise speed and to reduce costs.
- We also produce other bespoke styles as required, e.g: podiatry apprenticeships, MREW, learning disabilities, care certificate, multiple languages and animations.
- We also have a clip library of over 5,000 health related clips that can be used within the videos on a licence basis.

3. Social benefits of the HCI Health and Care Video Library

The carbon footprint of health systems is significant and is affecting our planet; the NHS has committed to reaching carbon net zero by 2040.

Alongside, the NHS and other health systems can't cope with the demand they're facing and as a result: inequalities are exposed; people miss out on the support they need and; health and wellbeing suffers.

We believe that as a company we have the responsibility to help to address these issues and this page outlines our plans in all these areas.

This section and this [page](#) on our website states how we address these key issues.

Equal opportunity and Core20PLUS5

Health inequalities are avoidable, unfair, and systematic differences in health between different groups of people. Our work supports 'Core20PLUS5' and the 'NHS long term plan' in tackling inequalities and improving health outcomes for our population.

- Greater access to high-quality care by offering it to a wider population and reaching patients in remote areas.
- Our aim is to enable you to provide the same overall service independent of background potential inequalities/barriers and to support hard to reach audiences.
- Reduces translation costs and enables you to deploy valuable clinical time to other areas of care.
- Provides information to people with low literacy skills and in deprived communities in a multimedia format to aid understanding.
- Supports people from ethnic minority communities with information in their preferred language.
- Content available to address the 5 clinical areas of focus.

Fighting climate change

- Our intervention contributes to the NHS Net Zero carbon reduction programme through reduction in emissions:
 - Reducing the number of in person visits
 - Reduction in staff travel to appointments
 - Improved business processes through pathway redesign
 - Reduction in the use of medicines as a result of more precise interventions and fewer complications
 - Reductions in in-patient hospital visitor numbers
 - Care being delivered closer to home

- We are working with the University of Exeter and others to determine how our tracking tools can be used to measure the savings made.

Tackling economic inequality

Traditional diagnosis pathways are slow and require multiple visits to hospital. This requires time off work which has an impact on patients and carers.

- We reduce the demands on patients and their carers to reduce the number of visits required.
- The cost of living crisis also impacts the cost of fuel which can be avoided with this technology.

Wellbeing

- We believe that an educated patient is a better patient who makes less demand on their health system, and one who is more independent and more confident in managing their conditions and treatments.
- We deliver well-being through education and information and by enabling patients to be supported remotely at times when they are in greatest need.

4. Governance and Data Protection

Information assurance

HCI has the following accreditations:

- DSPT (Ref: 8KF58)
- ICO (Ref: ZA281329)
- Cyber Essentials Plus (last certification July 2025. Certificate provided on request)
- IASME (last certification June 2025. Certificate provided on request)
- NHS England Technology Assessment Criteria (DTAC) Compliant
- Annual Penetration Test (Report available on request)

In addition HCI will work with the Information Governance team at the Contracting Organisation to maintain a Data Protection Impact Assessment (DPIA) to reflect the functionality that organisation is using.

<https://hci.digital/connectplus-ig/>

G-Cloud

HCI is a registered supplier on G-Cloud (Lot 2: Cloud software) for both CONNECTPlus and our HCI Health and Care Video Library. You can find our services by searching on

<https://www.applytosupply.digitalmarketplace.service.gov.uk/> for:

- Patient education multiple conditions treatment pathways
- Patient education multiple conditions procedures
- Patient education multiple conditions surgical
- Patient education multiple conditions PIFU
- Patient education multiple conditions rehab
- Patient education multiple conditions community
- Patient education multiple conditions primary
- Multiple conditions PIFU
- Multiple conditions primary
- Multiple conditions rehab
- NHS education multiple conditions
- NHS patient education multiple conditions
- NHS patient education multiple treatment pathways
- NHS patient education multiple treatments
- NHS patient education multiple treatments primary
- NHS patient education multiple treatments community
- Care at home multiple conditions PIFU
- Care at home multiple conditions procedures
- Care at home multiple conditions rehab
- Care at home multiple conditions surgical
- Care at home multiple conditions procedures

- Care at home multiple conditions primary
- Remote care women's health hub

Data Protection

HCI is registered with the Information Commissioner's Office and has its own DPO:

- David Birkinshaw
- Kaleidoscope Consultants Limited, East Side, Kings Cross, London N1C 4AX
- Email: dpo.hci-digital@kdpc.uk
- <https://kaleidoscopeconsultants.com/>

Clinical Safety

The HCI Health and Care Video Library is subject to the HCI Clinical Safety arrangements reported through the Clinical Safety Report and Hazard Log as part of the Clinical Risk Management System DCB0129.

HCI has a registered CSO:

- Patrick Lester
- Ethos Digital Health Limited
- Email: Patrick.Lester@ethos.co.im
- <https://ethos.co.im/service/clinical-safety/>

Data storage, backup and restoration

- No personal data is collected from patients in the operation of the HCI Health and Care Video Library
- All HCI Health and Care Video Library data is located on servers based in the UK (including back-ups)

Business continuity statement

- Overview
 - Business Continuity Tests take place annually.
 - The tests are completed on our critical systems each year to ensure that we are prepared for when we would have to recover from an incident that impacts our staff and customers.
- Scope
 - HCI infrastructure that is used to provide the HCI Health and Care Video Library.

Privacy by design

- HCI Health and Care Video Library has been reviewed by an external DPO with a full report in the product DPIA which can be provided upon request.

User roles and rights for the HCI Health and Care Video Library

Super Admin

- HCI authorised staff only
- Full system and database management and control
- Authorised to create new admin/staff accounts

Patients/Users

- Users can use the data for information purposes only. No personal data is captured about them.

User roles and rights for the HCI Health and Care Video Library CMS

Content Management System (CMS) access

- Staff accounts are created by HCI staff

Contracting Organisation Admin

- Contracting Organisation authorised staff only
- Selection of content from our 1,100 videos
- Addition of your own videos
- Addition of links to local resources and charities
- Addition of PDF documents
- Setting of local contact details

Patients/Users

- Patients do not have access to the Content Management System

User documents for the HCI Health and Care Video Library

When using the Library users are asked to accept:

- A Cookie Policy
- Terms and Conditions
- A Privacy Notice

5. Operational Service Provision

Outcomes and Deliverables

There is increasing demand on health systems (ageing population, less healthy population, increasing number of patients with multiple morbidities) and insufficient health care professionals to cope with growing demand. Optimising the use of digital healthcare technologies is seen as one of the keys to addressing this imbalance by:

- Providing information to support patients to self-manage at home, aid engagement, and reduce anxiety
- Supporting patients to adopt and maximise the benefits of their medications
- Empowering patients to access the support services available to them, nationally and locally
- Operating remote care to reduce appointments, and to maximise the number being cared for at home
- Enabling HCPs to better support patients and operate at the top of their licences

The aim is to care for as many patients as possible as close to home as possible in order to improve:

- Better care/outcomes
- Lower cost/better value
- Better patient/clinician quality of life
- Better patient/clinician experience

By implementing our services we enable our clients to:

- Reduce their waiting lists
- Reduce the number of avoidable appointments with clear signals of where patients are in need.
- Reduce the number of outpatient visits
- Help reduce admissions
- Reduce the number of overnight stays per year.
- Reduce the number of helpline phones calls
- Carry out follow up appointments virtually.

We always target 10:10:10 and a 6x payback:

- 10% reduction in appointment numbers
- 10% reduction in call numbers
- 10% Reduction in waiting lists

But we often achieve more, for example:

- Reduced waiting times from 3 weeks to 1 week to start medication.
- Helpline calls down by 42.8%
- 87.5% reduction in weekly medication clinics (from 4 hours to 30 minutes)

- 62% of new start patients educated remotely through the Library, and only 8% needed a phone call
- 75% reduction in rheumatology medication appointments
- £110,000 of savings in a colonoscopy unit undertaking 5000 procedures a year.

HCI Health and Care Video Library Set-up and Support

HCI will provide the following core services as part of set-up and support (additional support services are available for a fee):

- Helping the Contracting Organisation to identify the best content and the best structure for the content within the Library
- Loading the content approved by the Contracting Organisation onto the Library
- Making the Library live
- Maintaining the Library to ensure that it meets the operational performance measures
- Providing a hub of resources to enable the Contracting Organisation to promote the Library to staff, patients and the community
- Reporting key performance measures monthly
- The number of frequency meetings will be determined by the scale and scope of your project.
- Development and implementation operate under an Agile project management methodology. All project managers hold relevant qualifications to deliver Agile projects. HCI Project Managers also PRINCE2 qualified.

On boarding, off-boarding, service migration, scope etc

- Patients access the Library which is easily done from a shared URL or QR code
- We will create a Resource Hub for you with assets such as QR codes, social media posts, posters, business cards et cetera that can be used to explain the service to users.

Training

During the set-up your staff will become very familiar with the operation and use of HCI Health and Care Video Library. This period will also allow them to see the opportunities for system transformation.

The Resource Hub that we will create for your site will provide tools and videos explaining the use of the Library.

It is our experience that patients do not need training on the Library because the user interface is very simple.

Our experience is that the use of the in-house digital coordinator to support patients and staff in the transition to digital care is an incredibly powerful and worthwhile investment. We have found that local voluntary sector players are keen to provide services like this and are particularly effective in supporting the role-out. You may already have arrangements in place to this effect.

We are not a digital change consultancy and project management and transformation management resides with your organisation. However, we will bring to bear our experience of transforming pathways of care which we have achieved in multiple sites and will guide you on the approaches that can be adopted.

Customer Responsibilities

We ask for the following:

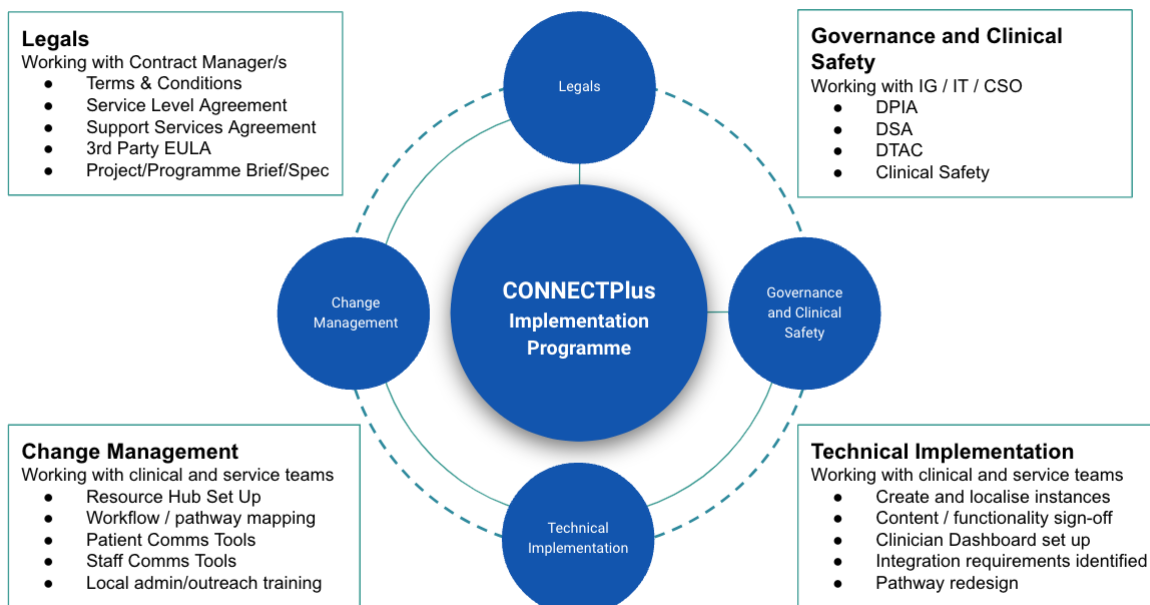
- A nominated project manager to lead the project on your side and to liaise with your operational and clinical teams in order to deliver the project and results
- For each Library we asked for a subject matter expert to be allocated who will be responsible for coordinating agreement amongst clinicians and healthcare professionals about the content to be included in the Library, and Library content sign-off
- We want to prove the value of the service and the impact that is made. Therefore, we want to work with your business intelligence department to gather baseline data and review progress against the objectives set for the project at three or six monthly intervals
- We also wish to work with your communications team to produce reports and case studies to evidence the value to your organisation.

In terms of the set-up of a condition, this is likely to demand the following from your staff:

- Clinical content - Up to 8 hours of clinical time to support and sign-off the condition content, but that can be split across several clinicians (GP / consultant / nurse specialists) and will be spread over a 2 to 3 month rollout period
- Project management – running the project, coordinating meetings and people on your side over that time period, chasing materials and responses etc and input to progress reviews - say 1 to 2 weeks in total over the 2 to 3 month roll-out period
- Promotion to patients - The time and energy for awareness raising and promotion is a bit open ended – the more that is done the better it will be and that depends how much your project manager can piggyback on existing communications channels and campaigns etc

Implementation plan

A standard implementation programme looks like the following but we will tailor this to your specific requirements and needs depending on your objectives and the scale of your programme.



HCI Health and Care Video Library - Implementation

Stage	Scope	Content	Build	Video	Test	Add/Edit	Sign Off
Who	HCI Clinical Project Team	HCI HCI Scriptwriters Clinical Team	HCI	HCI Production Clinical Team	Clinical Team PPIE	HCI	HCI Clinical Team
Action	Timeframes Stakeholders Content plan Aims identified	Content written Content reviewed Edits completed Signed off	Videos built into test Library	Script creation Filming Review Embedding	Review Focus groups Feedback sessions	All edits made Further work identified	Final review Library signed off Live Library created
Resource	Set Up and Implementation Project Specification Pathway Toolkit			Script template Review link Embed codes/links	Feedback Survey / Document Patient Recruitment Tools		
Success	Agreed plan of action	Content signed off	Demo Library available	New videos	All feedback received	Updated demo Library created	Live Library ready!

Service management

Once live, we will continue with monthly meetings to

- Support rollout, take up and impact

- Review progress
- Identify successes that need to be replicated and issues to address
- Alongside the project team meetings, we recommend regular account management meetings between one of our directors and your account manager.

Development life cycle of the solution

Our experience is as follows:

- Within 3 months
 - You will be live with your Library and will have test patients using it.
- Within 6 months
 - Large volumes of patients will be using your Library.
 - Usage will be greater if supported by the digital coordinator to help patients onboard and to help HCPs to recommend the Library as part of their service.
 - By this time clinical teams will be identifying the way the Library can change demand and the relationship with patients meaning that pathway transformation activities can commence to drive out the biggest gains.
- By 9 months
 - You will be starting to obtain evaluation data to evidence the impact that's being delivered which will then accelerate usage in other conditions and specialties.
 - Review and redesign of pathways will start to be undertaken enabling you to consider options for reconfiguring services to maximise the opportunity to care for patients closer to home.
- By 18 months
 - The service has now been fully operating for a year and opportunities for transformation are being realised and multiplied.
- By 2 years
 - You will be considering the options for whole system roll-out and transformation rather than focusing on individual conditions/specialties.

6. Technical Service Provision

Technical requirements and client side requirements

HCI Health and Care Video Library is a web based platform.

- It delivers on phones and tablets, computers, laptops, desktops
- Coding skills are not needed to use the Content Management System (the “CMS”)
- HCI does not provide devices for users to use

External interfaces

There are no external interfaces relevant to the use of the HCI Health and Care Video Library.

Termination process

Following notice of termination we will offer all reasonable assistance required in relation to:

- The orderly wind down of the Services
- The implementation of an exit plan
- We shall continue to provide some or all of the services for up to nine months beyond the date that they would have otherwise ceased, at charges equivalent to those prevailing in the three months prior to termination

Our Exit Plan normally includes:

- Nominating an exit manager
- Meeting with you within 1 month of termination to agree a programme of specific actions up to and after termination including issues such as communications to users, press and PR messaging, user help desk support and resources, data protection issues (if any), return of any confidential information and intellectual property
- Cooperating in the closure of the services to minimise the impact on users
- Agreeing the dates of review meetings leading up to termination
- Continuing to provide some or all of the services for up to 9 months beyond the date that they would have otherwise ceased
- Cooperating in the handover of the services to ensure no interruption in the services
- Provide up to date management information

Service levels

Key performance measures that we report are:

- Users
 - Daily/weekly/monthly usage

- Device
- Conditions
- Popular videos
- Percentage watched
- Top pages
- Service availability
- Complaints

Back-up

- Backups are not applicable because no patient data is collected.

HCI Health and Care Video Library availability

- 99.9% measured monthly

Support

We will provide technical support limited to the following:

- The provision of all bug fixes and patches and updates as released by us to our customers
- Provision of a single point of contact, answering all calls in a courteous and timely manner from you
- Provision of a specific email address for support
- Monitoring of the e-mail address at regular times during normal working hours
- Logging essential and necessary information from the emails
- Sending confirmation of receipt by email
- Identifying and clarifying any missing or unclear information
- Fault diagnosis, analysis, classification and where possible recommendations for correction following a report of a problem

Service constraints

We will not carry out Support Services outside of our normal business hours (9 a.m. to 5.00 p.m., Mondays to Fridays, excluding public holidays) unless otherwise agreed.

Defect Response and Resolution Times

Defect Severity:

Major: A Defect that results in a direct business or user impact and no bypass or alternative is available. The problem has resulted in the failure of business critical activities e.g. the patient or customer live site is unavailable.

Medium: A Defect that results in an indirect business impact. E.g. An Editing or Administration or other application interface is unavailable.

Minor: A Defect that results in limited business impact. E.g. a component, minor application procedure is unavailable or difficult to use, where there is some operational impact, but no immediate impact on service delivery. In addition, problems that would be considered Defect Severity Level 1 or Level 2 that have an acceptable (from an objective business viewpoint) alternative or bypass available will be assigned.

Cosmetic: A Defect that has minimal business impact. E.g. a component, minor application or procedure is unavailable or difficult to use but is not critical to service delivery or there is a Workaround. Minor “quirks” in the system.

Severity - Major

Response Time - Within 2 working hours

Resolution Time - 1 working day

Severity - Medium

Response Time - Within 4 working hours

Resolution Time - 2 working days

Severity - Minor

Response Time - Within 8 working hours

Resolution Time - Within 10 working days

Severity - Cosmetic

Response Time - Within 2 working days

Resolution Time - Not specified