anima

Pricing Document
for
G-Cloud 15

Anima: The integrated care platform



1. Pricing Overview

This document sets out the pricing for Anima's Clinical Workflow Platform, a cloud-based SaaS solution that helps healthcare organisations process patient communications, manage clinical workflows, and leverage AI-assisted automation with human-in-the-loop clinical oversight.

Anima operates a transparent, per-patient-per-year (PPPY) pricing model for primary care, and a per-user-per-month (PUPM) model for secondary care. This ensures Buyers can accurately forecast costs based on their organisation's size and anticipated usage. All prices quoted are exclusive of VAT.

Pricing Model Summary

Care Setting	Pricing Basis	Volume Tiers
Primary Care	Per patient per year (PPPY)	6 tiers by registered population
Secondary Care (AVT Scribe)	Per user per month (PUPM)	6 tiers by user count
Onboarding	Fixed fee per deployment	By organisation size
Training	Per session	Standard rates

2. Pricing Principles

- Transparency: All prices are published and available to all Buyers. This document provides all information needed to calculate total costs.
- Consistency: The same pricing applies to all public sector Buyers under this framework.
- No Hidden Costs: All mandatory components are included in the stated prices. Fair usage allowances are clearly defined. Optional services are clearly identified.
- Price Certainty: Prices are fixed for the framework term unless a price review mechanism is agreed at call-off.
- Flexibility: Volume-based tiers allow Buyers to benefit from scale as their deployment grows.

Note: Prices may be reduced at any time during the framework term, subject to Government Commercial Agency (GCA) approval. Any reductions will be published on the Digital Platform and made available to all Buyers. A Time Limited Discount currently applies (see Section 3.5).

3. Primary Care Pricing

Primary care pricing is based on registered patient population using a per-patient-per-year (PPPY) model. Pricing includes fair usage allowances for document processing and AI Receptionist calls where applicable.

3.1 Document Workflow

Anima Document Workflow enables practices to receive, process, and action patient correspondence with AI-assisted categorisation and workflow automation.

Tier	Population (Patients)	Price (PPPY, ex. VAT)
Tier 1	1 – 14,999	£1.50
Tier 2	15,000 – 39,999	£1.35
Tier 3 (PCN)	40,000 – 89,999	£1.25
Tier 4	90,000 – 299,999	£1.20
Tier 5	300,000 – 799,999	£1.15
Tier 6	800,000+	£1.10

Fair usage: 5.5 documents per 1,000 registered patients per year. Overages charged at £0.45 per document (see Section 5).

3.2 Triage (Anima Pro / Anima Complete)

Anima Pro provides AI-assisted triage capabilities with clinical decision support and workflow automation. Anima Complete includes the AI Receptionist for automated patient call handling.

Tier	Population (Patients)	Anima Pro (PPPY)	Anima Complete (PPPY)
Tier 1	1 – 14,999	£0.85	£2.94
Tier 2	15,000 – 39,999	£0.79	£2.80
Tier 3 (PCN)	40,000 – 89,999	£0.75	£2.69
Tier 4	90,000 – 299,999	£0.73	£2.59

Tier 5	300,000 – 799,999	£0.71	£2.49
Tier 6	800,000+	£0.69	£2.39

AI Receptionist fair usage (Anima Complete only): 0.29 call units per registered patient per month. Overage charges apply for additional call units (see Section 5).

Time Limited Discount: a discounted Anima Pro rate currently applies at Tier 6 until 30 November 2026. See Section 3.5.

3.3 AVT Scribe

For ICBs and commissioning organisations deploying AVT Scribe across multiple practices, enterprise pricing is available based on the number of participating practices:

Deployment Scale	Practices	Price (PPPY, ex. VAT)
Small	1 – 5 practices	£0.40
Medium	6 – 10 practices	£0.35
Multi-Practice	11 – 25 practices	£0.35
PCN	26 – 50 practices	£0.30
Whole ICB	51 – 100 practices	£0.28
Large ICB	100+ practices	£0.28

Enterprise pricing covers AVT Scribe platform access for coordination and oversight. If practices also deploy Document Workflow or Triage modules, standard module pricing applies separately.

3.4 SMS

All pricing excludes costs associated with SMS fragments sent by Service Recipients using the service. SMS costs are applicable for all SMS messages sent via the Anima platform.

If a third-party SMS gateway (such as an ICB gateway) fails to deliver an SMS message and Anima's gateway completes the delivery as a fallback, standard SMS costs apply.

SMS costs are charged at £0.02 per fragment from the effective date of the agreement.

3.5 Time Limited Discount: Anima Pro

Anima is offering the following Time Limited Discount on Anima Pro (Section 3.2). It is available to all Buyers under G-Cloud 15 that meet the tier criteria, and is in addition to the Framework Discount.

Tier	Population (Patients)	Standard Anima Pro (PPPY)	Discounted Anima Pro (PPPY)
Tier 6	800,000+	£0.69	**£0.55**

- **Offer period:** from the date this discount is published on the Digital Platform until 30 November 2026 inclusive.
- **Eligibility:** Call-Off Contracts for Anima Pro at Tier 6 (registered population of 800,000 patients or more) signed within the offer period.
- **Duration of discounted rate:** the discounted rate applies for the full initial term of any Call-Off Contract signed within the offer period. Call-Off Contracts signed after the offer period are priced at the standard rates in Section 3.2.
- **Scope:** the discount applies to Anima Pro only. It does not apply to Anima Complete, Document Workflow, AVT Scribe, SMS or overage charges. Fair usage terms are unchanged.

4. Secondary Care Pricing

Secondary care pricing utilises a platform fee and a usage pricing model.

Important: Secondary care deployments require a scoping engagement prior to call-off to determine integration requirements, clinical workflow mapping, and user role configuration. The scoping engagement is provided at no additional cost.

Platform Fee	List Price
Small	£50,000.00
Medium	£75,000.00
Large	£100,000.00
Platform packages are priced on a term basis, platform fee is subject to scoping and discovery.	

Usage	List Price
Usage Worth £1,000	£1,000.00
Usage Worth £10,101, Discounted 1%	£10,000.00
Usage Worth £25,510, Discounted 2%	£25,000.00
Usage Worth £51,546, Discounted 3%	£50,000.00
Usage Worth £106,383, Discounted 6%	£100,000.00
Usage Worth £271,739, Discounted 8%	£250,000.00
Usage Worth £555,556, Discounted 10%	£500,000.00
Usage Worth £1,176,471, Discounted 15%	£1,000,000.00
Platform usage is priced on a usage basis. Usage is subject to platform scoping and module fair usage terms agreed during the contracting process. Usage must be utilised within the contract term that it was purchased, with no rollover.	

5. Fair Usage & Overages

Subscription pricing includes fair usage allowances. Usage exceeding these allowances is charged at the overage rates specified below.

5.1 Document Workflow Fair Usage

Document Workflow subscriptions include processing of up to 5.5 documents per 1,000 registered patients per year. Documents exceeding this allowance are charged at £0.45 per document.

5.2 AI Receptionist Fair Usage

Anima Complete subscriptions (including AI Receptionist) include up to 0.29 call units per registered patient per month. Calls exceeding this allowance are charged at the following overage rates:

Tier	Population (Patients)	Overage per Call Unit (ex. VAT)
Tier 1	1 – 14,999	£1.35
Tier 2	15,000 – 39,999	£1.30
Tier 3 (PCN)	40,000 – 89,999	£1.25
Tier 4	90,000 – 299,999	£1.20
Tier 5	300,000 – 799,999	£1.18
Tier 6	800,000+	£1.15

5.3 Overage Billing

Overages are calculated monthly and invoiced quarterly in arrears. Buyers have access to real-time usage dashboards showing current consumption against fair usage allowances.

6. Onboarding & Implementation

There are no additional costs or fees associated with onboarding or implementation.

7. Price Adjustment Provisions

7.1 Framework Term Pricing

Prices are fixed for the duration of the G-Cloud 15 framework term unless:

- A price review mechanism is explicitly agreed at call-off, or
- Anima reduces prices (reductions may be made at any time subject to GCA approval and will be published on the Digital Platform), or
- Anima offers a Time Limited Discount, published on the Digital Platform (see Section 3.5).

7.2 Call-Off Price Review

For multi-year call-off contracts (2+ years), Buyers may agree a price review mechanism at the point of call-off. Where agreed, price adjustments will be linked to a published index as follows:

- Index: Consumer Price Index (CPI) as published by the Office for National Statistics
- Review frequency: Annual (on contract anniversary)
- Prices are fixed for the duration of the framework. For multi-year call-off contracts, a price review mechanism may be agreed between the parties at the point of call-off
- Floor: Prices will not decrease below the original call-off price

7.3 Framework Reopening

At the 18-month framework reopening (and subsequent reopenings), Anima may submit updated pricing. Any price changes will apply only to new call-offs made after the reopening date; existing call-off contracts are unaffected unless a price review mechanism was agreed.

8. Contact Information

For pricing queries, scoping engagements, or to discuss your requirements:

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