



Service Definition Document for G-Cloud 15

Anima: The integrated care platform



About Anima	3
What the service is	5
Managing patient demand and triage	5
Automation and workflow efficiency	5
Appointment booking and rota integration	5
Patient communications and messaging	6
Document workflow and coding	6
Analytics and data-driven decision making	6
AI-powered clinical documentation (Scribe)	6
Configuration, control and scalability	7
Platform modules	7
Triage and Online Consultation	7
AI Receptionist	7
Appointment Booking and Rota Integration	7
Patient Messaging and Communications	8
Document Workflow and Coding	8
Automation and Workflow Engine	8
Analytics and Reporting	8
AI-powered Clinical Scribe (AVT)	8
Benefits	9
Benefits by Module	9
Patient Access and Triage	9
Document Workflow and Coding	10
Automation and Workflow Engine	10
Analytics and Reporting	11
AI-Powered Clinical Scribe (AVT)	11
Andi (AI Receptionist) — Benefits	12
Features	12
Features by Module	12
Patient Access and Triage	12
Document Workflow and Coding	13
Automation and Workflow Engine	14
Analytics and Reporting	15
AI-Powered Clinical Scribe	15
Platform-Wide Capabilities	17
Interoperability and integration	17
Patient experience and accessibility	17
Accessibility compliance	18

Design principles	18
Patient-facing design	18
Supporting diverse patient needs	18
Continuous improvement	19
Onboarding and offboarding support	19
Implementation, training and onboarding	20
After-sales support	20
Reporting and dashboards	21
User support, incident management and SLAs	22
Quality management systems	24
Clinical safety	25
Digital Technology Assessment Criteria (DTAC)	26
Technical requirements	27
Service constraints and considerations	28
Data security and information risk	29
Business continuity and disaster recovery	31
Appendix: Delivering Social Value	32

About Anima

Anima is a **Clinical Operations Platform** that helps primary and secondary care organisations to create, prioritise, manage, and perform clinical and administrative work across multiple care pathways.

Across both primary and secondary care, operational pressure arises from two factors: rising demand, and restrictions on how teams manage clinical and administrative work. Referrals, requests, documents, and follow-ups often arrive unstructured, requiring teams to manually interpret, triage, and progress them, creating queues, backlog, and avoidable administrative effort.

Existing solutions address this by focusing on individual elements of the workflow, such as triage, clinical correspondence, document processing, or task management. This leaves services to integrate and operate multiple point solutions, creating more fragmentation rather than improving flow.

Anima addresses this by managing workflows end-to-end within a single operational model. Using agentic automation, the platform structures, prioritises, and safely progresses work across care pathways, reducing unnecessary manual effort, protecting clinical capacity, and supporting more predictable delivery of care.

Anima delivers this through three core differentiators that define how Anima supports end-users to manage clinical work.

1. End-to-end Clinical Operations Platform - Anima manages work across the full clinical lifecycle, from referral or patient submission through triage, execution, and completion, within a single platform. Work remains structured, prioritised, and visible as it moves between clinical and administrative teams, enabling consistent operational control across services. By owning workflows end-to-end, Anima avoids the fragmentation, duplication, and operational inconsistency introduced by point solutions and local integrations, supporting more predictable flow through care pathways.

2. Agentic Workflow Orchestration - Agentic capabilities form a foundational layer of the platform, implemented through Anima's proprietary Agent Development Kit (ADK). AI agents apply defined clinical and operational rules to safely progress administratively and work with low clinical risk under human oversight, with escalation where judgement is required. This delivers more predictable flow through services, reduces manual workload, protects clinical time, and improves access to care without increasing capacity.

Anima's proprietary Agent Development Kit (ADK) - Anima's ADK provides the engineering framework used to build, evaluate, and scale agentic systems across the platform. The ADK enables incremental, governed deployment of automation, supports coordinated teams of agents operating across workflows, and ensures agentic capability can expand safely under consistent evaluation, auditability, and clinical governance. Key features include:

- Event-sourced architecture enabling complete audit trails of all AI decisions
- Built-in evaluation framework for testing AI safety before deployment
- Policy-driven action authorisation requiring clinical rules to be met before automation proceeds

3. Applied AI Engineering - Anima is built by an industry-leading applied AI engineering team that includes trained doctors, with proven experience designing, deploying, and operating AI systems in safety-critical clinical environments. This depth of in-house engineering capability ensures automation is introduced, evaluated, and scaled safely within live clinical services as needs, policies, and technology evolve.

Keywords: *Digital Triage, Online Consultation, Total Triage, Workflow Automation, Documentation, AVT Clinical Scribe, Patient Messaging, Task Management, Appointment Booking, NHS App integration, EMIS integration, SystmOne Integration, DCB0129 clinical safety, Referral Management.*

The Result

More than 600 GP practices currently use Anima to support care provision for more than 4 million patients. The platform has delivered for care providers seeking to operate more efficiently, provide faster and more effective care for their patients, and achieve better outcomes.

In 2025, Anima received **5.7 million patient requests** with a median **clinician response time of 1.2 hours** and **95 per cent of requests resolved in the same day**, compared to the NHS average of 30 per cent. Documents are processed **4.8x faster than average** using our AI-assisted workflow, **delivering a time saving equivalent to 1,380 full-time employees** and enabling care providers to clear document backlogs and ensure same-day response times.

As a result, care providers are adopting Anima at an increasing rate, **with 69 per cent of GP practices in the South East using Anima for triage & online consultation, and 47 per cent adoption for document processing**. Anima is the number 1 provider in both categories, and the only supplier leading 2 of the 4 AI adoption categories.

Our commitment to our customers, the patients they serve, and the NHS as a whole will continue to drive innovation, progress, and value to the system.

What the service is

Anima is a clinical operations platform designed to help healthcare teams manage patient demand more efficiently by combining online consultation, triage, automation, appointment management, document processing, analytics and clinical documentation in a single system that is built for agentic automation.

The service provides a single source of truth for patient requests and activity, improving speed, accuracy and patient outcomes while reducing administrative burden across clinical and non-clinical teams.

Managing patient demand and triage

Anima's online consultation and triage capability enables patients to submit structured requests that gather information—complete clinical histories tailored to their presenting problem. Questionnaires are highly contextual, linked to clinical guidelines, and designed to capture key red flags upfront, reducing unnecessary back-and-forth communication and supporting safe clinical decision-making.

A central dashboard surfaces patient requests, where teams can prioritise work based on urgency and risk. Teams can sort requests by risk score, assign them to the appropriate clinical or administrative team member, and manage requests collaboratively, ensuring that the most urgent cases are handled first.

Automation and workflow efficiency

Anima automates a wide range of routine clinical and administrative tasks. The platform can automatically generate patient communications, clinical notes, administrative requests and supporting paperwork based on submitted information and workflow rules. These outputs provide a configurable foundation that users can edit, customise or extend, ensuring full clinical and operational control is retained.

Automated workflows can be created to support a wide range of processes, including abnormal results handling, document filing, task allocation and appointment booking, saving clinical time and allowing staff to focus on patient care.

Appointment booking and rota integration

Anima provides a full range of appointment booking options integrated directly with EHR rotas. Healthcare teams can invite patients to self-book appointments or book appointments on behalf of patients without switching systems.

Appointments can be booked automatically into the rota of the appropriate clinician or team, ensuring that the right patients are seen at the right time and reducing manual scheduling effort. Using the Anima toolbar, users can send appointment invitations directly from the patient record in EMIS or SystmOne with a single click.

Patient communications and messaging

Anima supports individual and batch patient communications via SMS and email. Users can access patient contact details directly from the record, attach files, schedule messages and send appointment invitations from a single interface.

Messaging templates can be used or customised to support consistent communication across teams, with templates easily shared to maintain standardised patient messaging.

Document workflow and coding

Anima provides end-to-end document workflow automation to significantly reduce the time required to process incoming documents. The service supports automatic patient matching, summarisation, clinical code suggestions and task generation, reducing document processing time by more than half.

Anima stores documents securely, and documents can be saved back to the EHR with a single click. Automated code identification supports consistent and accurate coding, helping care providers maximise Quality and Outcomes Framework (QOF) attainment and improve data quality.

Analytics and data-driven decision making

Anima includes advanced analytics tools that allow healthcare teams to analyse workload, demand patterns and performance without requiring technical expertise. Users can build queries, create cohorts and segment data to support operational planning and service improvement.

Analytics support organisations to monitor key performance indicators, demonstrate improvements to PCNs and ICBs, identify capacity pressures and proactively address staffing requirements.

AI-powered clinical documentation (Scribe)

Anima includes an AI-powered instant clinical scribe built specifically for NHS care and is fully integrated with EMIS and SystmOne. The scribe brings relevant patient context into one place,

supports risk stratification, generates structured clinical notes and suggests relevant codes, allowing clinicians to save directly to the record without copying and pasting.

The scribe can also generate referral letters, follow-up communications and booking invitations without requiring users to switch systems. The service meets recognised security and compliance standards, including MHRA Class I Medical Device registration, DCB0129, GDPR, DTAC and Cyber Essentials Plus certification.

Configuration, control and scalability

Anima offers extensive configuration options, including patient request limits, access times, working hours, assignment limits and request-level availability controls. This allows organisations to align digital access with local capacity while maintaining safe and equitable access for patients.

The service is designed to scale across practices, PCNs and Trusts, supporting consistent ways of working while enabling local flexibility.

Platform modules

Anima is a single, integrated platform that supports digital access, triage, clinical documentation and operational workflows across NHS care settings. Modules are outlined below. Products may be purchased individually, with the exception of **Triage and AI Receptionist**, which are delivered together.

Triage and Online Consultation

Provides a single point of entry for patient requests. Patients submit structured, contextual questionnaires that capture information-complete histories aligned to clinical guidance and key red flags. Requests are managed through a central dashboard where teams can prioritise by urgency, assign work and collaborate efficiently.

AI Receptionist

Supports the automated handling and routing of patient requests at the front door. The AI Receptionist reduces administrative burden and phone demand by directing requests to the appropriate pathway while working alongside triage workflows.

Appointment Booking and Rota Integration

Enables care providers to send self-book appointment invitations, book appointments on behalf of patients, or automatically book patients into the rota of the appropriate clinician or

team. This module is fully integrated with EMIS and SystmOne rotas, with appointment actions available directly from the patient record via the Anima toolbar.

Patient Messaging and Communications

Supports individual and batch messaging with patients via SMS and email. Users can send messages, attach files, schedule communications and issue appointment invitations from a single interface. Messaging templates can be created and shared across teams.

Document Workflow and Coding

Automates end-to-end document processing, including patient matching, summarisation, clinical code suggestions and task generation. Documents are stored securely within Anima and can be saved back to the EHR with a single click, supporting consistent coding and QOF activity.

Automation and Workflow Engine

Provides configurable automation for clinical and administrative workflows, including document handling, task allocation, processing and appointment booking, reducing manual workload and saving clinical time.

Analytics and Reporting

Delivers insight into demand, workload and performance through configurable analytics. Users can create queries, cohorts and reports without technical expertise to support operational planning and system-level reporting.

AI-powered Clinical Scribe (AVT)

This module provides an AI-powered instant clinical scribe, fully integrated with EMIS and SystmOne. Generates structured clinical notes, supports risk stratification, suggests relevant codes and enables one-click saving to the patient record. Anima's Scribe module can also generate referral letters and follow-up communications, and meets recognised NHS clinical safety and security standards.

Benefits

Operational efficiency and clinical capacity release

Anima reduces manual clinical and administrative workload by structuring, prioritising, and automating how requests, documents, results, and follow-ups are managed. This enables care providers to handle higher volumes of activity without increasing staffing levels, freeing clinical capacity and reducing overall cost per interaction.

Safer, faster, and more consistent care delivery

Information-complete submissions, structured triage, risk-based prioritisation, and automated coding reduce errors, missed information, and delays. This supports faster responses, more consistent decision-making, and improved patient outcomes while maintaining equitable access to care.

Improved data quality, visibility, and scalability

Structured workflows and automation improve data quality, reporting, and QOF performance, while analytics provide visibility into demand and workload. Anima deploys quickly and scales across practices, PCNs, and Trusts, supporting continuous improvement without operational disruption.

Benefits by Module

Patient Access and Triage

Benefit	Evidence
95% Same-Day Resolution	Compared to 30% NHS average, structured triage ensures rapid response
1.2 Hour Median Response	Clinician response time significantly faster than traditional models
Reduced Phone Demand	AI Receptionist handles telephone triage, cutting queue times and reception workload
Safer Triage	Automatic emergency screening and red-flag detection with escalation pathways

Digital Inclusion	Multiple access channels ensure all patients can access care equally
Consistent Prioritisation	Risk scoring ensures urgent and vulnerable patients are seen first

Document Workflow and Coding

Benefit	Evidence
4.8x Faster Processing	AI-assisted workflow processes documents nearly five times faster than manual methods
1,380 FTE Equivalent Savings	Time savings equivalent to over a thousand full-time staff across Anima practices
Backlog Clearance	Practices clear document backlogs and maintain same-day processing
Improved QOF Attainment	AI highlights QOF codes ensuring consistent capture for funding
Reduced Coding Errors	AI suggestions with source linking improve accuracy and completeness
Complete Audit Trail	Full traceability of document handling for governance and safety

Automation and Workflow Engine

Benefit	Evidence
Reduced Manual Workload	Automation handles routine tasks, freeing staff for higher-value work
Consistent Processes	Standardised workflows ensure reliable, auditable outcomes
Faster Pathway Completion	Auto-routing and task automation accelerate patient journeys
Fewer Missed Actions	Escalation rules ensure pending items are followed up appropriately

Scalable Operations	Workflows scale across practices and PCNs without additional headcount
----------------------------	--

Analytics and Reporting

Benefit	Evidence
Data-Driven Planning	Demand insights support workforce planning and capacity management
Performance Visibility	Real-time monitoring against operational targets
Governance Support	Audit trails and reporting support quality assurance and compliance
PCN/ICB Reporting	Ready-made reports demonstrate value and outcomes to commissioners

AI-Powered Clinical Scribe (AVT)

Benefit	Evidence
Reduced Documentation Time	AI generates notes instantly, reducing clinician admin burden
Improved Note Quality	Structured notes with consistent formatting and coding
Better Patient Engagement	Clinicians focus on the patient rather than typing
Faster Letters	Referral and follow-up letters generated automatically from consultations
Clinical Safety	MHRA registered device with human-in-the-loop review before saving

Andi (AI Receptionist) — Benefits

Benefit	Evidence
Reduced Reception Workload	Reception staff spend 60% less time on phone-based data entry (via clinical proxy submissions), freeing them up for more complex enquiries
Increased Capacity	Practices handle 20% more patient requests per week, without additional headcount
Zero Queue Wait Times	The system handles multiple calls simultaneously, eliminating peak-hour bottlenecks
Extended Access Hours	Option to extend patient access outside core reception hours at no additional staffing cost
Safer Triage	Automatic emergency screening identifies red flags and escalates immediately to 999/A&E
Digital Inclusion	Phone access ensures patients who cannot use online forms still receive structured triage
Consistent Data Capture	Phone submissions capture the same structured data as web forms, enabling unified clinical workflows

Features

Features by Module

Features are organised below by product module. Products may be purchased individually, with the exception of Triage and AI Receptionist, which are delivered together.

Patient Access and Triage

A comprehensive patient access solution combining online consultation, triage, AI-powered telephone handling, appointment booking and patient messaging.

Feature	Description
Online Consultation	Structured questionnaires capture information-complete clinical histories with red-flag detection and automatic emergency screening
AI Receptionist	AI-powered telephone triage captures structured requests over the phone, reducing reception workload and phone queue times
Triage Dashboard	Central view of all requests with risk scoring, priority filtering, team assignment and multi-stage clinical review
Appointment Booking	Self-book invitations, staff booking and automatic rota integration with EMIS and SystmOne
Patient Messaging	SMS and email communications with templates, scheduling and automated appointment notifications
Proxy Submission	Reception staff submit requests on behalf of patients without digital access, ensuring inclusive care
Vulnerability Flagging	Automatic identification of vulnerable patients for prioritisation and appropriate care pathways

Document Workflow and Coding

End-to-end document processing with AI-powered coding, automatic patient matching and one-click save to patient record.

Feature	Description
Multi-Channel Ingestion	Documents received via email, MESH, local folder scanning or manual upload
Automatic Patient Matching	AI matches documents to patient records using NHS Number and PDS lookup
AI Summarisation	Intelligent extraction of key findings, clinical information and GP actions required

Clinical Code Suggestions	AI suggests Read and SNOMED codes with QOF codes highlighted for register maintenance
Task Generation	Automatic creation of follow-up tasks based on document content
Document Management	Split, merge, annotate and organise documents within a central dashboard
One-Click Save	Save coded documents directly to EMIS or SystmOne with full audit trail

Automation and Workflow Engine

Configurable automation for clinical and administrative workflows, reducing manual workload and ensuring consistent processes.

Feature	Description
Auto-Routing	Automatic assignment of requests to appropriate teams and pathways based on content
Special Request Streams	Pre-built workflows for CPCS/Pharmacy First, simple prescriptions, fit notes and recalls
Task Automation	Automated task creation, assignment and escalation based on configurable rules
Workflow Templates	Reusable templates for common clinical and administrative processes
Escalation Rules	Configurable escalation pathways for pending requests and non-responders
Team Handover	Structured handover between teams with full visibility and audit trail

Analytics and Reporting

Operational insight into demand, workload and performance to support planning and governance.

Feature	Description
Demand Analytics	Analysis of request volumes, patterns and trends by time, type and clinical area
Performance Monitoring	Track response times, resolution rates and team workload against targets
Custom Reporting	Generate reports for PCN, ICB and internal governance requirements
Cohort Analysis	Build patient cohorts for targeted analysis and outreach
Audit Trail	Complete user and timestamp tracking for all platform actions

AI-Powered Clinical Scribe

AI clinical documentation fully integrated with EMIS and SystmOne, generating structured notes and supporting clinical workflows.

Feature	Description
Real-Time Documentation	AI captures consultations and generates structured clinical notes instantly
Patient Context	Brings relevant history, medications and conditions into a single view
Code Suggestions	Suggests appropriate clinical codes based on consultation content
Letter Generation	Automatic drafting of referral letters and patient communications
One-Click Save	Save notes directly to patient record without copy/paste
Clinical Safety	MHRA Class I registered medical device meeting NHS safety standards

Andi (AI Receptionist) — Features

Feature	Description
Telephone Triage	Patients submit structured clinical requests via phone call, capturing the same information as online forms
Zero Queue Time	Handles multiple calls simultaneously, eliminating wait times during peak periods
Emergency Detection	Built-in screening for red flags (chest pain, stroke signs, breathing difficulty) with immediate escalation to 999/A&E
Patient Verification	PDS integration automatically matches callers to patient records using name, DOB and postcode
Proxy Caller Support	Handles calls from parents, carers and representatives calling on behalf of patients
Human Handoff	Transfers seamlessly to reception when needed, including for safety concerns, language barriers, or at patient request
Capacity Management	Routine mode continues accepting non-urgent calls when practice reaches its daily limit
Unified Output	Creates digital requests identical to web submissions, enabling a unified workflow in the triage dashboard
Feedback Collection	Captures patient experience and likelihood-to-return metrics at end of each call

Full Audit Trail	Records call summary, duration, transfer status, and emergency escalations for governance
-------------------------	---

Platform-Wide Capabilities

Core capabilities available across all modules.

Feature	Description
EHR Integration	Full bi-directional integration with EMIS Web and SystemOne including EHR-verified patient context via the Anima toolbar. Anima supports deferred save-to-record for reliability during network interruptions.
NHS App Integration	Full integration with NHS App for patient access
Multi-Site Support	Operate across multiple sites with appropriate configuration and data management
Team Management	Role-based access, team assignment and user permissions
Configuration Options	Request limits, access times, working hours and pathway settings
Help Centre	Comprehensive self-service resources, guides and training materials

Interoperability and integration

Anima integrates seamlessly with the major clinical systems (EMIS/Optum and TPP/SystemOne) used by GP practices via NHS England's IM1 mechanism. Anima also integrates with core NHS infrastructure, including the Spine, PDS, NHS login, the NHS App, MESH, GP Connect, and the Directory of Services.

Patient experience and accessibility

Anima is committed to delivering an accessible, inclusive experience for all patients and healthcare professionals, regardless of ability, digital confidence, or connectivity.

Accessibility compliance

Anima has completed formal WCAG 2.2 AA compliance testing using assistive technology across multiple platform combinations including Windows/Chrome/NVDA and iOS/Safari/VoiceOver. Anima follows accessibility best practices, including semantic HTML, appropriate ARIA attributes, keyboard navigability, logical focus order, and colour contrast ratios meeting AA thresholds.

Design principles

The Anima user interface and product design aligns with NHS England standards and supports four principles of web accessibility: perceivable, operable, understandable, and robust. The platform follows NHS Digital Service Manual guidelines and mobile/tablet-first design principles for consistency with NHS policies and best practice.

Patient-facing design

Anima improves uptake and usage of digital tools through intuitive, easy-to-use design principles:

- **Consistent layout** across all access channels (mobile, tablet, desktop) ensuring familiarity regardless of device
- **Simple, plain language** throughout patient-facing interfaces, avoiding clinical jargon where possible
- **Large, clear interaction targets** making the platform easier to use on touchscreens and for users with motor impairments
- **Carefully selected colour schemes** with sufficient contrast ratios for users with visual impairments
- **Logical flow** through questionnaires and forms, with clear progress indication and the ability to review responses

Supporting diverse patient needs

Anima supports patients with varying needs and circumstances through multiple pathways:

- **Anima's AI Receptionist (Andi)** enables patients without digital access or confidence to submit requests via telephone, with the AI capturing structured information equivalent to the online form
- **Proxy submission** allows reception staff to complete requests on behalf of patients who attend in person or call the practice, ensuring no patient is excluded from digital triage pathways

- **Low bandwidth design** ensures the platform functions effectively for patients in areas with slower internet connections
- **Multiple input methods** are supported, ensuring core workflows are operable without reliance on mouse input
- **Translation** of the Anima interface into 10 other languages allows patients for whom English is not their first language to access the Anima service.

Continuous improvement

Anima actively monitors user feedback to inform accessibility priorities. Users of assistive technologies can contact the support team to report accessibility barriers, which are triaged and addressed in line with the standard incident management process. Anima is committed to continuous accessibility improvement as part of ongoing product development.

Onboarding and offboarding support

Anima treats onboarding as the foundation of a successful long-term partnership, delivering a structured, low-burden process designed to get care providers live quickly with minimal disruption to day-to-day operations. Every customer is assigned a dedicated account manager who takes full responsibility for the onboarding journey from initial engagement through to confident, independent use of the platform.

Customers receive a bespoke onboarding pack featuring short, focused video guides covering installation, deployment and integration with EMIS, SystmOne and, for document workflow, the customer's existing document ingestion routes. This ensures Anima fits seamlessly into established clinical and administrative processes from the outset.

Technical setup has been engineered for speed and simplicity and is typically completed in under 30 minutes within the customer's own environment. Care providers can proceed independently or access support at any point via Anima's support channel or their dedicated account manager. Following setup, the account manager validates the configuration in a live review session to verify the deployment before the customer progresses to training.

Most GP practices complete onboarding within days, with a maximum end-to-end timeline of four weeks depending on product scope and availability. Hospital trusts require slightly longer timelines, determined according to technical complexity and scoping.

Anima ensures that customers leaving the platform experience the same quality of support as those joining. The dedicated account manager arranges a structured handover call to walk through the offboarding process, confirm the contractual termination date and ensure the customer has sufficient time to extract any data required before closure. This approach guarantees a controlled, transparent transition with no disruption to patient services.

Implementation, training and onboarding

The technical setup process outlined in the previous section covers all system configuration required from Anima. The remaining step between setup and go-live is training, ensuring that end-users are fully confident with every aspect of the platform relevant to their role before launch.

Anima offers two complementary training options to accommodate different learning preferences and operational needs. The first is a comprehensive long-form training programme designed to cover every aspect of Anima's offering for the specific product being deployed. The second is a modular training pack comprising shorter, focused videos that can be tailored to individual roles.

The dedicated account manager works directly with the customer to build a training plan that reflects their team structure, operating model and existing processes. This ensures that each staff member receives targeted, relevant training aligned to their responsibilities, whether clinical or administrative.

Once all customer staff have completed their training, the dedicated account manager organises a Q&A session to address any outstanding questions and confirm readiness for launch. On go-live day, customers receive a further check-in session with their account manager to provide additional support and ensure a smooth transition into live operation.

After-sales support

Anima provides ongoing support through a dedicated support channel accessible via both in-app messaging and email. Support is available during core working hours, 9am-5pm, Monday-Friday. Where required, a member of the support team can escalate issues via video conference call to resolve more complex queries in real time.

In addition to reactive support, customers have access to a comprehensive help centre through the support portal, offering self-service resources including guides, FAQs and troubleshooting documentation.

The dedicated account manager relationship continues beyond go-live, providing continuity and a familiar point of contact for ongoing needs. The account manager retains visibility across all support queries raised by the customer, and the support team escalates issues to the account manager as and when required. This ensures that customers benefit from both responsive day-to-day support and strategic oversight from someone who understands their specific context and configuration.

Customers should report incidents via Anima's official support portal or designated support email. Reports should include sufficient detail to enable triage and classification, including a description of the issue, steps to reproduce, affected users and any relevant error messages. Incidents classified as Urgent or High are escalated immediately to the on-call engineering and clinical safety teams.

Actual response times are consistently under one hour. Full response time commitments are detailed in the Service Level Agreement section.

Reporting and dashboards

Anima provides comprehensive reporting and analytics capabilities built directly into the platform, enabling healthcare teams to gain actionable insights without requiring technical expertise or external tools.

In-platform analytics

Users can access real-time dashboards that display key operational metrics including request volumes, response times, resolution rates, workload distribution and team performance. Data can be viewed at practice, PCN or ICB level depending on user permissions and organisational structure.

Demand analytics

The analytics module provides detailed visibility into patient demand patterns, including peak request times by hour and day, distribution of request types (clinical versus administrative), channel analysis comparing online submissions versus telephone triage, and trending conditions or presenting complaints.

Performance monitoring

Healthcare teams can track performance against key indicators including median response time, same-day resolution rate, document processing time, appointment booking conversion and patient messaging delivery rates. Historical comparisons support identification of trends and areas for improvement.

Custom reporting

Users can build custom queries and generate reports tailored to specific requirements without technical expertise. Reports can be scheduled for automatic generation and distribution, supporting regular governance reviews and commissioner reporting requirements.

Cohort analysis

The platform supports creation of patient cohorts for targeted analysis and outreach. Users can segment populations by demographics, conditions, request history or other criteria to support population health management and proactive care initiatives.

Export and integration

All analytics data can be exported in standard formats (CSV, Excel) for integration with external reporting systems. Aggregated, anonymised data can be provided to PCNs and ICBs to support system-level planning and performance monitoring.

Audit trail

Complete audit logging captures all user actions within the platform with timestamps, supporting governance requirements, clinical safety investigations and information governance compliance.

User support, incident management and SLAs

Support Channels

Anima provides dedicated support through multiple channels to ensure customers can access assistance in the way that best suits their needs. Support is available via live in-app chat and email, with a target response time of 24 hours and actual response times consistently under one hour during core working hours (9am to 5pm, Monday to Friday). Where required, the support team can escalate issues via video conference call to resolve more complex queries in real time.

Every customer is assigned a named account manager who provides continuity and strategic oversight beyond go-live. The account manager retains visibility across all support queries and is engaged by the support team as and when escalation is required.

In addition to reactive support, customers have access to a comprehensive help centre featuring self-service resources, support articles and training webinars.

Incident Classification

Anima categorises reported incidents according to their impact and urgency, aligned with NHS England's Incident Management and Severity guidelines. Each category determines the target response and resolution times. Customers should provide sufficient detail when raising an incident to enable accurate classification, including a description of the issue, steps to reproduce, affected users and any relevant error messages.

Anima classifies incidents across four severity levels:

Urgent – Total service outage or complete loss of a core feature affecting all or a majority of users. No workaround available. Immediate action required.

High – Significant degradation of core functionality or severe disruption to essential workflows. No acceptable workaround available.

Medium – Major functionality is impaired but the platform remains operational. Workarounds may exist.

Low – Non-critical issue or partial feature failure with a viable workaround. Does not materially impact core operations.

Incidents classified as Urgent or High are escalated immediately to the on-call engineering and clinical safety teams.

Response and Resolution Targets

Anima commits to the following response and resolution targets for incidents reported through official support channels. These targets represent best-effort commitments and are subject to the customer providing timely and accurate information.

Urgent (total outage or critical service failure) – Target initial response within 1 hour; target resolution within 2 hours.

High (significant degradation of essential functionality) – Target initial response within 3 hours; target resolution within 24 hours.

Medium (major feature failure, service remains operational) – Target initial response within 6 hours; target resolution within 72 hours.

Low (minor feature failure or partial impairment) – Target initial response within 3 business days; target resolution within 336 hours.

Service Availability

Anima commits to a minimum service availability of 99.5% measured monthly, excluding scheduled maintenance windows and events of force majeure. Availability is defined as the percentage of time during which the platform is accessible and functional for end users.

Scheduled Maintenance

Scheduled maintenance windows are communicated to customers at least five business days in advance. Maintenance is typically performed outside of core service hours (22:00–06:00 UK

time) to minimise disruption. During scheduled maintenance, the platform may be partially or fully unavailable.

Exclusions

This SLA does not apply to issues arising from: misuse, unauthorised modifications, or integrations not approved by Anima; third-party systems or APIs outside Anima's control; network or infrastructure failures not attributable to Anima; or force majeure events. Anima may, at its discretion, provide support for excluded issues but is not contractually obliged to meet the response or resolution targets set out above.

Quality management systems

Anima adheres to industry standards and principles in maintaining a quality management system; our key infrastructure is all hosted on ISO 27001-compliant platforms.

Clinical governance

Anima operates a clinical governance framework overseen by qualified clinical leadership. The clinical team includes practising NHS clinicians who provide oversight of product development, clinical safety processes and ongoing service delivery.

Regular clinical governance meetings review product changes, incident reports, user feedback and emerging clinical risks. Anima's Clinical Safety Officer has completed NHS foundation training in digital clinical safety.

Continuous improvement

Anima operates a structured approach to continuous improvement incorporating user feedback through in-app mechanisms and account management, regular product development cycles with clinical and operational input, post-incident reviews and learning implementation, and periodic external audits and assessments.

Supplier assurance

Anima maintains appropriate supplier assurance arrangements for all third-party services that form part of the platform. Key suppliers including cloud hosting providers and integration partners are subject to ongoing monitoring and periodic review.

Clinical safety

Anima maintains full compliance with NHS clinical safety standards and operates a robust clinical safety management system overseen by our qualified Clinical Safety Officer, and other clinicians on the Anima product and engineering teams.

DCB0129 compliance

Anima operates a Clinical Risk Management System compliant with DCB0129, the standard for manufacturers of health IT systems. The system covers all aspects of clinical risk identification, assessment, mitigation and monitoring throughout the product lifecycle.

Key documentation maintained under DCB0129 includes the Clinical Risk Management System document defining processes and responsibilities, Clinical Risk Management Plan for each product release, Hazard Log capturing all identified clinical risks with assessments and mitigations, and Clinical Safety Case Report summarising the safety case for each product.

All DCB0129 documentation is available to commissioning organisations upon request.

Clinical Safety Officer

Anima has appointed a qualified Clinical Safety Officer (CSO) who is a registered healthcare professional with appropriate training and experience. The CSO provides oversight of all clinical safety activities and reports directly to senior leadership.

Safety by design

Clinical safety is embedded throughout the product development lifecycle. The clinical team works directly with product and engineering teams on feature development, ensuring safety considerations are addressed from initial design through implementation and deployment.

All product changes undergo clinical safety assessment prior to release. Changes with potential clinical impact are reviewed against the hazard log and undergo appropriate risk assessment and mitigation.

Hazard management

Anima maintains a comprehensive hazard log covering all identified clinical risks associated with the platform. Each hazard is assessed for severity and likelihood, with appropriate mitigations implemented and monitored.

The hazard log is reviewed regularly and updated in response to product changes, incident reports, user feedback and changes to clinical guidance or regulatory requirements.

Incident reporting

Anima operates defined processes for clinical safety incident reporting, investigation and learning. Users can report potential safety concerns through the support channel, and all reports are triaged and investigated by the clinical safety team.

Serious incidents are escalated to the Clinical Safety Officer and senior leadership, with reporting to relevant external bodies (including MHRA where required) in accordance with regulatory obligations.

Digital Technology Assessment Criteria (DTAC)

Anima is fully compliant with the Digital Technology Assessment Criteria and maintains up-to-date DTAC assessment documentation available to commissioning organisations upon request.

Clinical safety

As detailed above, Anima maintains full compliance with DCB0129 and operates a comprehensive clinical safety management system. DCB0129 documentation including the Clinical Risk Management System, Hazard Log and Clinical Safety Case Report is available to support buyer due diligence.

Data protection

Anima is registered with the Information Commissioner's Office (ICO) and has appointed a Data Protection Officer (DPO) with appropriate qualifications and experience. The organisation meets the requirements of the NHS Data Security and Protection Toolkit (DSPT) and maintains current certification.

All products are developed using a privacy-by-design approach, with data protection impact assessments completed for new features and significant changes. Privacy and security controls are documented and subject to regular review and audit.

Anima maintains comprehensive data processing documentation including privacy notices, data processing agreements and records of processing activities in accordance with UK GDPR requirements.

Security

Anima holds Cyber Essentials Plus certification and undergoes annual penetration testing by qualified third-party assessors, with remediation of identified vulnerabilities tracked to completion.

All custom code undergoes internal security review prior to deployment. Multi-factor authentication is enforced for all privileged accounts and administrative access.

Anima uses industry-standard encryption for data in transit (TLS 1.2 or above) and at rest. Access to patient data is controlled through role-based permissions aligned with the principle of least privilege.

Interoperability

Anima integrates with major NHS clinical systems through established, secure mechanisms. EMIS and SystmOne integration is delivered via NHS England's IM1 framework, ensuring consistent and secure data exchange.

The platform integrates with NHS central infrastructure including the Personal Demographics Service (PDS), NHS login, the NHS App, GP Connect and the Directory of Services. All integrations use secure, standards-based approaches appropriate for the sensitivity of the data involved.

Usability and accessibility

Anima maintains a comprehensive understanding of the accessibility status of all patient-facing and staff-facing interfaces. The platform is designed to meet WCAG 2.2 Level AA accessibility standards, with regular accessibility testing and remediation of identified issues.

The user interface follows NHS design standards and principles, with consistent layouts across web and mobile access channels. The platform is designed for ease of use, with simple language, clear navigation and logical workflows that minimise training requirements.

Anima supports patients with diverse needs through multiple access channels (online form, telephone via AI Receptionist), proxy submission by reception staff, and low-bandwidth design that functions effectively on slower connections.

Technical requirements

Anima is a cloud-native SaaS platform providing the flexibility, security and resilience required by NHS healthcare providers.

Recommended system requirements for deploying organisations

Desktop/laptop requirements:

- Operating system: Windows 10 or later
- 210MB of free space

- 2GB of RAM
- Reliable internet connection (minimum 2 Mbps recommended) with HSCN connection
- One of the supported web browsers (see below)
 - Google Chrome (recommended, latest two major versions)
 - Microsoft Edge (latest two major versions)
 - Mozilla Firefox (latest two major versions)
- For video consultations and ambient scribe use (where applicable):
 - Webcam and microphone
 - Stable internet connection (minimum 5 Mbps recommended)

Service constraints and considerations

EHR integration scope

Anima currently integrates with EMIS Web and SystmOne via NHS England's IM1 mechanism. Organisations using unsupported clinical systems should contact Anima to discuss requirements and roadmap.

Human oversight and clinical responsibility

Anima's automation and AI capabilities are designed to support clinical decision-making, not replace it. All AI-generated outputs (including triage suggestions, document summaries, clinical code suggestions and scribe-generated notes) require human review and approval before being actioned or saved to the patient record.

Clinical responsibility for patient care remains with the healthcare organisation and its clinicians. Anima provides tools to support efficient, safe care delivery but does not provide clinical advice or make clinical decisions.

Automation boundaries

Automated workflows operate within defined parameters configured by the customer organisation. Automation is designed to handle routine, low-risk administrative tasks and to escalate appropriately where clinical judgement is required.

Organisations should review and configure automation rules to align with local policies, clinical governance requirements and risk appetite. The Anima team provides guidance and support during implementation to ensure appropriate configuration.

Capacity management

Anima provides tools to manage patient access including request limits, access times and queue management. These controls allow organisations to align digital access with available clinical capacity.

Organisations are responsible for configuring access controls appropriately and for managing clinical capacity to meet patient demand. Anima provides analytics and reporting to support capacity planning but does not guarantee specific response times or capacity levels.

Connectivity dependency

Anima requires internet connectivity for all functionality. The platform is not designed for offline operation. Organisations should ensure appropriate business continuity arrangements for periods of internet unavailability.

Third-party dependencies

Anima depends on third-party services including cloud hosting providers, the foundation electronic health record providers (EMIS and SystemOne), SMS delivery providers and NHS central infrastructure (IM1, PDS, NHS App). Service availability is subject to the availability of these dependencies.

Anima monitors third-party service status and communicates known issues to customers. However, Anima cannot guarantee the availability or performance of third-party services outside its direct control.

Data security and information risk

Anima operates comprehensive data security and information risk management arrangements appropriate for the sensitive nature of healthcare data.

Information governance framework

Anima maintains a documented information governance framework aligned with NHS requirements and UK GDPR. The framework covers data protection policies and procedures, information asset management, access control and user management, data retention and disposal, incident management and breach response, and staff training and awareness.

NHS Data Security and Protection Toolkit

Anima meets the standards required by the NHS Data Security and Protection Toolkit (DSPT) and maintains current certification. The DSPT submission is published annually and can be verified via the NHS Digital DSPT portal (ODS code: R3U6M).

Security certifications

Anima holds the following security certifications: - ISO 27001 Information Security Management (organisation and services in scope) - Cyber Essentials Plus - Annual IT Health Check / penetration testing by qualified assessors

Encryption

All data is encrypted in transit using TLS 1.2 or above. Data at rest is encrypted using AES-256 encryption. Encryption keys are managed securely using industry-standard key management practices.

Access control

Access to Anima is controlled through integration with NHSmail, providing single sign-on with the customer's existing identity management. Role-based access controls ensure users can only access data and functionality appropriate to their role.

Administrative and privileged access is subject to enhanced controls including multi-factor authentication, access logging and regular access reviews.

Data storage and processing location

All patient data is stored within the United Kingdom using established cloud infrastructure providers with appropriate security certifications. No patient data is transferred outside the UK or EEA.

Data retention and disposal

Anima retains data in accordance with NHS records management requirements and customer data processing agreements. Default retention periods align with NHS guidance, with customer-specific requirements supported where agreed.

On contract termination, customer data is securely deleted in accordance with the offboarding process and data processing agreement. Certificates of destruction are provided upon request.

Penetration testing and vulnerability management

Anima undergoes annual penetration testing by qualified third-party assessors. Identified vulnerabilities are risk-assessed and remediated according to severity, with critical and high-severity findings addressed within defined timescales.

The organisation operates continuous vulnerability scanning and monitoring, with security patches applied promptly to address known vulnerabilities.

Incident response

Anima operates a documented incident response process covering detection, containment, eradication, recovery and lessons learned. The process includes specific provisions for data breaches and security incidents affecting patient data.

Customers are notified of security incidents affecting their data in accordance with contractual commitments and regulatory requirements (including UK GDPR breach notification obligations).

Business continuity and disaster recovery

Anima operates comprehensive business continuity and disaster recovery arrangements to ensure service resilience and rapid recovery from adverse events; further detail on these plans can be shared with commissioning organisations on request. These plans define our processes to ensure service continuity, disaster recovery, backup, restoration and testing. We undertake annual penetration testing to CHECK standards to test the reliability and security of the Anima platform.

Appendix: Delivering Social Value

Anima delivers measurable social value through the design, delivery, and operation of our digital healthcare platform. Our approach aligns with the Social Value Model themes of fighting climate change, tackling economic inequality, promoting equal opportunity, and improving wellbeing.

Fighting climate change

Anima reduces carbon emissions by enabling digital access to primary care. Online triage, consultations, and repeat prescription requests reduce the need for patient travel to GP practices. Internally, we operate a remote-first model to minimise commuting and business travel; where travel is essential, staff use public transport. We measure our carbon footprint annually and prepare regular reporting on our Environmental, Social and Governance (ESG) metrics.

Tackling economic inequality

Anima supports economic growth across the UK by hiring remotely from all regions, creating skilled technology roles outside traditional metropolitan hubs. We actively support SMEs and social enterprises within our supply chain, prioritising local and diverse suppliers where capabilities and values align. All staff receive at least the Real Living Wage.

Equal opportunity

Anima improves access to healthcare without replacing traditional channels, ensuring no patient is excluded from care. Patients without digital access can submit requests via telephone (AI Receptionist) or through reception staff acting as proxies. Multilingual functionality allows patients to submit requests and receive responses in their preferred language, supporting those for whom English is not their first language.

As an employer, we recruit based on merit regardless of background, location, or protected characteristic. We offer visa sponsorship for skilled roles and actively promote diversity: over half of our senior leadership team is female and/or from an ethnic minority background. We provide structured mentoring and development opportunities for junior staff, including pathways into technology careers.

Wellbeing

Anima delivers positive wellbeing outcomes for patients and healthcare professionals. Patients can access care at their convenience and receive automatic screening for urgent symptoms, supporting earlier intervention. For practice teams, Anima reduces administrative burden,

manages demand safely, and limits disruptive telephone traffic, helping staff work more sustainably and reducing burnout.

We support employee wellbeing through flexible working arrangements, appropriate tooling, and dedicated People & Culture leadership. We conduct regular wellbeing surveys and act on feedback to maintain a healthy working environment.

Supply chain responsibility

Anima maintains awareness of modern slavery risks and requires key suppliers to demonstrate equivalent commitments. We regularly review our supply chain for modern slavery risks and maintain clear expectations with suppliers regarding ethical labour practices.