

Pricing Document: Holly Health January 2026

Population Pricing:

Contract Size <i>Based on covered population size/total patient or client base (Pre agreed in advance for the year)</i>	Price <i>Per person/ patient per year in population (before 20% VAT is added)</i>	Eg.	Example 12 month contract
SMALL up to 15k (minimum = 10k)	45p	Large business, medium gym/single GP Clinic	10,000 people = £4500 + VAT
MEDIUM 15-100k	24p	PCN/pharmacy	80,000 people = £19,200 + VAT
LARGE 100k-400k	16p	Federation/Place/Local authority	150,000 people = £24,000 + VAT
XL 400k-2M	10p	ICS	1,000,000 people = £100,000 + VAT
XXL 2M+	6p	Region or National	3,000,000 people = £180,000 + VAT

Inclusive of service access and a basic data reporting package. Additional fees may be charged for marketing & adoption support, technical integrations, bespoke survey or data packages, and white label service options.

If volume exceeds the agreed plan then extra users will be charged at the same rate.

Per User Pricing:

Contract size <i>(Pre agreed in advance for the year)</i>	Price per user <i>(Before 20% VAT is added)</i>	Example 12 month contract
Extra SMALL up to 1000 users (minimum fee = 350 users per year)	£12.99 (78% off consumer pricing)	400 users = £4546.50 + VAT
SMALL 1001 to 1999 users	£10.99	1500 users = £16,485 + VAT
MEDIUM 2000 to 9999	£7.99	5000 users = £39,950 + VAT
LARGE 10,000 to 19,999	£5.99	15,000 users = £89,850 + VAT
EXTRA LARGE 20,000 upwards	£3.99 (94% off consumer pricing)	30,000 users = £119,700 + VAT

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If volume exceeds the agreed plan then extra users will be charged at the same rate.