



Hero Health

G-Cloud 15 Pricing Schedule

1. Introduction

This pricing document sets out the costs associated with procuring the Hero Health platform via the G-Cloud 15 framework. It is intended to be clear, transparent, and compliant with CCS expectations for public sector buyers.

All prices are exclusive of VAT unless otherwise stated.

2. Overview of the hero platform

Hero is a digital access, care navigation, and patient communications platform designed for GP practices and NHS organisations.

Core capability areas

- **Communications** – two-way messaging, templates, attachments, batch messaging
- **Care navigation** – configurable online consultations and workflow management
- **Appointments** – online booking, intelligent restrictions, cross-organisational booking

(These capabilities are included within the standard licence.)

3. Pricing model

Hero is priced on a **per-patient basis** for GP practices, providing predictable and scalable costs aligned to registered list size.

GP Practice Pricing

- **£0.45 per registered patient, per year**

This price includes access to all core Hero functionality listed above.

Volume considerations

- Pricing applies per organisation and scales automatically with patient list size

4. What's included in the price

The annual licence fee includes:

- Platform access
- Hosting and infrastructure
- Core product updates
- Standard support
- Integration with supported GP clinical systems (EMIS and TPP)

5. SMS and messaging costs

Where SMS is used, charges apply on a usage basis:

- **£0.0199 per SMS fragment**

An SMS fragment is approximately 160 characters. Messages exceeding this length will be charged as multiple fragments.

Alternative digital messaging channels within Hero are included in the licence fee.

6. Eligibility to purchase

The following organisations may procure Hero via G-Cloud 15:

- GP practices
- Primary Care Networks (PCNs)
- GP Federations
- Integrated Care Boards (ICBs)

7. Onboarding and implementation

To ensure a high-quality, consistent deployment, Hero Health applies a one-off onboarding and implementation fee.

Onboarding and Implementation Fee

- **£1,700 (one-off)**

This fee covers up to **two full days of specialist delivery time** and includes:

- Technical onboarding and system connection
- Platform configuration aligned to local workflows
- Administrator and end-user training sessions
- Go-live readiness support

Hero Health can typically be configured and made available for use within one week once contractual arrangements are complete, subject to system access and stakeholder availability.

8. Contracting and procurement route

Hero Health is available via the G-Cloud 15 Digital Marketplace. Buyers should refer to the Hero Health supplier page on the Digital Marketplace for contract terms and ordering instructions.

9. Pricing transparency statement

All pricing stated in this document is fixed for the purposes of G-Cloud procurement and applies equally to all buyers purchasing under the framework.

This pricing covers the Hero Health services listed in this document that are available for purchase via G-Cloud 15. Any additional third-party or partner services not explicitly described here are outside the scope of this G-Cloud pricing and would not form part of a G-Cloud call-off contract.

10. Contact

For clarification on pricing or eligibility, buyers may contact Hero Health via the Digital Marketplace messaging function.