

Medihive UK Limited - Service Definition (Enterprise)

Introduction and Company Background

Medihive UK Limited is a wholly owned subsidiary of Webdoctor Limited, a company registered in Ireland. Medihive is an established provider of cloud-based digital healthcare platforms supporting Pharmacy, the NHS, Private Healthcare, and Insurance providers.

Medihive delivers secure, scalable software solutions designed to improve operational efficiency, patient access, and clinical safety, with a strong focus on user experience for both patients and professional users. Services are delivered in partnership with customers, supporting continuous improvement and enabling services to develop and scale safely over time.

Medihive is supported by the extensive software delivery and professional services experience of its parent company, Webdoctor Limited. To date, the platform has supported over 4.5 million patients, an established network of more than 7,500 clinical users, and over 6 million virtual care consultations.

Solution Overview and Delivery Approach

Medihive provides a scalable, modular enterprise platform that can be configured, customised, and white-labelled to support services across Primary, Community, and Secondary Care.

Our delivery approach is founded on:

- Workflow and process optimisation
- Modular functionality designed to support growth and scale
- Integrated virtual care and telehealth capabilities
- Configurable appointment booking and service management
- Seamless integration with existing clinical and operational systems

The Medihive platform is built to HL7 v2 and FHIR v4.0.1 standards, supporting integration with local, regional, and national health systems. This enables high-quality data flows, connected care models, and strategic digital transformation.

Medihive has extensive experience integrating with both modern and legacy systems, including patient-facing technologies and clinical devices. This reduces manual processes, improves data quality, and supports efficient service delivery across complex healthcare environments.

The platform supports both synchronous and asynchronous communication between patients and professional users, including:

- Video consultations

- Telephone appointments
- Secure messaging and email
- SMS notifications
- Push and in-app notifications

Software-as-a-Service Delivery Model

Medihive is provided as a Software-as-a-Service (SaaS) solution. Subject to agreed scope, the service may include:

- Configuration and deployment of the Medihive platform
- Implementation across agreed services and locations
- Ongoing platform licensing for the defined patient cohort
- Training for clinical and non-clinical professional users
- Ongoing support in line with the agreed Service Level Agreement (SLA)
- A dedicated project manager during implementation
- Support with partner business cases or procurement processes where appropriate

All deliverables are agreed through a Statement of Work (SoW).

Platform Overview

Platform Functionality

- **Adaptable care pathways**
Configurable, condition-agnostic pathways supporting continuous and flexible care delivery.
- **Modular architecture**
A single platform comprising multiple configurable modules to support diverse healthcare services.
- **Professional user interface**
Dedicated clinician and administrator interfaces supporting efficient service management.
- **Configurable triage**
Customisable triage and prioritisation tools supporting clinical decision-making and patient flow.
- **Workflow optimisation**
Tools to design, automate, and optimise clinical and operational workflows.
- **Multi-language support**
Multi-language capabilities for both patients and professional users.

- **Patient engagement APIs**
APIs designed to support digital engagement and telehealth services.
- **Third-party integration**
Secure integration with external systems using SSO and Identity and Access Management (IAM).
- **Real-time reporting**
Live dashboards providing operational insight across multiple services.
- **Scalable delivery model**
Enterprise-grade scalability supported by implementation, project management, and ongoing support.

Platform Benefits

- **Scalability and flexibility**
Supports expansion across services, organisations, and geographies.
- **Continuous service improvement**
Modular design enables iterative enhancement without disruption.
- **Improved productivity**
Proven at scale across millions of digital interactions and appointments.
- **Seamless integration**
Open APIs enable integration without disrupting existing systems.
- **Cost-effective growth**
Commercial model supports economies of scale as services expand.
- **Enhanced patient experience**
Integrated virtual care improves access and convenience.
- **Branding flexibility**
White-labelled user interfaces aligned to organisational branding.
- **Operational efficiency**
Streamlined workflows reduce administrative burden.
- **Accessibility and inclusion**
Multi-language support enables equitable access to services.

Safety, Security, and Compliance

Data Protection and Hosting

Medihive complies with UK GDPR and EU GDPR. Data is hosted in the UK or Ireland to meet contractual and regulatory requirements.

The platform is hosted on Microsoft Azure as standard, with the option to deploy on Amazon Web Services (AWS) or Google Cloud Platform (GCP) subject to agreement.

Information Security and Assurance

Medihive and Webdoctor maintain:

- ISO 27001 certification
- CE Class I certification under EU MDR
- Cyber Essentials Plus and Cyber Essentials certification
- NHS DSPT "Standards Exceeded"
- ICO registration

Data is encrypted in transit and at rest using a minimum of AES 256-bit encryption. Multi-factor authentication is enforced using one-time passcodes and can be configured to support biometric access.

A privacy-by-design approach is embedded throughout service delivery, overseen by the Data Protection Officer (DPO) and Chief Information Officer (CIO).

Secure data export is supported via CSV, HL7/FHIR interfaces, and RESTful JSON APIs.

Working in Partnership

Medihive supports customers with required assurance and governance documentation, including:

- Data Processing Agreements (DPA)
- Data Protection Impact Assessments (DPIA)
- Non-Disclosure Agreements (NDA)
- Sub-processor agreements
- Managed Services Agreements
- NHS DTAC and other assurance assessments where applicable

Support for procurement documentation and internal business cases is provided where agreed.

Delivery is supported by multidisciplinary teams across clinical, technical, commercial, and project management functions, with defined governance, escalation, and risk management processes.

Case Studies

Subject to confidentiality agreements, Medihive can provide case studies including:

- A major insurer provider in Ireland, who previously worked with multiple providers. They looked to streamline their offerings into a single integrated service delivery model with Medihive. This ensured an improvement in UX and in operational delivery.

- A market-leading medical device manufacturer requiring a digital transformation partner for both the development of their product management and patient workflow optimisation in the UK and Germany. This ensured that they could maintain their market-leading position and partnerships in their respective healthcare systems.
- A diagnostic imaging provider working across national health and private services, with the goal of optimising their processes and operational outcomes whilst connecting with disparate legacy systems across their services.
- A multinational pharmacy chain needing to overhaul its patient booking and service management systems with rapid deployment, maximise service delivery, and resource management. Allowing them to future-proofing new service deliveries.

Onboarding, Training, and Support

Onboarding

Structured onboarding includes platform configuration guidance, service setup, availability management, and deployment support.

Training

Flexible training options include:

- Role-based training sessions
- Train-the-trainer models
- Documentation, videos, and FAQs

Customer Success

A named Customer Success Manager provides ongoing support, configuration guidance, and service optimisation.

Support and Service Management

Support is available Monday to Friday, 09:00 to 18:00, excluding public holidays, via email. Out-of-hours support is available on a best-efforts basis.

Incident Management and SLAs

Priority	Response Time	Target Resolution	Description
Critical	1 hour	< 4 hours	Complete service outage
Major	2-6 hours	< 8 hours	Key service unavailable

Minor	24 hours	< 3 days	Partial degradation
Maintenance	72 hours	< 30 days	Planned or cosmetic issues

Maintenance, Availability, and Resilience

Scheduled maintenance is planned no more than once per month where possible, with at least 48 hours' notice.

The platform targets **99 percent monthly uptime**, excluding scheduled maintenance and factors outside Medihive's control.

Service credits are calculated in accordance with the agreed SLA.

Disaster Recovery

Medihive maintains a Business Continuity and Disaster Recovery Plan in line with ISO 27001.

- **Recovery Time Objective (RTO):** 36 hours
- **Recovery Point Objective (RPO):** 24 hours