

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

HasHealth provides a scalable, modular platform tailored specifically for pharmacy-led clinical services across community, primary care, and commissioned NHS services.

The delivery approach focuses on:

- Pharmacy workflow and service optimisation
- High-volume booking and appointment management
- Integrated video consultations and secure messaging
- Configurable digital triage, consent, and pre-screening
- Seamless integration with NHS and pharmacy systems

The platform is built to HL7 v2 and FHIR v4.0.1 standards, supporting integration with NHS systems and third-party services. Medihive has extensive experience integrating HasHealth into pharmacy environments, reducing manual processes and supporting efficient service delivery at scale.

HasHealth supports synchronous and asynchronous patient communication, including video consultations, SMS notifications, secure messaging, and appointment reminders.

Software-as-a-Service Delivery Model

HasHealth is delivered as a Software-as-a-Service (SaaS) solution. Subject to agreed scope, this includes:

- Configuration and deployment across defined pharmacy locations
- Implementation of pharmacy services and booking workflows
- Ongoing platform licensing for agreed patient cohorts
- Training for pharmacists and support staff
- Ongoing support aligned to the Service Level Agreement (SLA)
- A named Customer Success Manager for implementation and live services

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

Platform Overview

Platform Functionality

- **Pharmacy-specific workflows**
Configurable workflows supporting NHS and private pharmacy services.
- **Appointment booking and scheduling**
High-volume booking with patient self-service and automated capacity management.
- **Digital triage and consent**
Configurable assessments supporting clinical safety and eligibility checks.
- **Integrated virtual consultations**
Secure video and messaging embedded within pharmacy workflows.
- **Operational dashboards**
Real-time visibility of service activity, utilisation, and performance.
- **Multi-language support**
Language options supporting accessibility and inclusion.
- **Third-party integration**
Secure integration using APIs, SSO, and IAM.

Platform Benefits

- **Increased service capacity**
Enables pharmacies to deliver more clinical services without increasing staffing.
- **Reduced administrative burden**
Automation reduces manual booking and service management tasks.
- **Improved patient access**
Digital booking and virtual consultations improve convenience.
- **Rapid service deployment**
New services can be configured and launched quickly.
- **Scalable growth**
Supports expansion across multiple locations and regions.
- **Consistent service delivery**
Standardised workflows across pharmacy networks.

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