



## **G-Cloud 15 Pricing Document**

**January 2026**

## Approach to Pricing

The EARL applications are offered by EARL Health Technology Ltd (EHT) via a Software as a Service (SaaS) model, based on an annual fixed price per licence. EARL offers a number of pricing models, each of which are detailed below. EARL believes in simple, transparent pricing that is protected against unanticipated costs. As such, all of our pricing models include the following:

- Initial and ad hoc user training
- Project management and support
- Core platform configuration
- Technical support ( Mon-Fri 9-5) via
  - Phone
  - Email
  - Web tickets
- Maintenance and upgrades
- Software developments in line with EARL development roadmap
- Centralised hosting
- NHS Digital Accredited Secure email service, facilitating the automated, safe and secure transfer of referrals to external partners
- Software licence
- Integration support

App prices listed in this document are exclusive of VAT and are subject to annual increases based on the retail price index (RPI).

## Per Department Pricing

EARL's departmental pricing model is an entry level licence for specific services within an organisation that have an immediate challenge that can be addressed by EARL and need to get started quickly. This is a fixed price of £50,000 per annum. A second department within the same organisation is charged at £40,000 and subsequent departments at £30,000.

Examples may include, for example, deployment of EARL within a single Emergency Department or Virtual Fracture Clinic. The fixed price is designed to provide an equitable price and service across different patient cohorts.

## Trust Wide Pricing

The benefits of EARL are maximised when deployed at a Trust-wide level, enabling consistent digital workflows and governance across services. These benefits align with the NHS England Digital Maturity Assessment and the seven dimensions of the What Good Looks Like (WGLL) framework.

Under the Trust-wide licence, EARL may be deployed across the organisation in line with agreed scope, services, and usage profiles, supporting current and future pathways without per-user or per-referral charging. The annual licence fee is £250,000 per annum (+VAT), subject to annual increases aligned with RPI. Professional services are excluded and charged separately where required.

## **Automated phone calls & SMS made by the EARL application**

Automated phone calls, if applicable, start at 2 pence per minute and are subject to our phone call tariff charge rate listed separately. Each SMS sent is charged at 5 pence. Itemised bills for calls and SMS are invoiced quarterly.

## **Discount for multi-year licences**

A discount of 3% is offered for a 3 year licence, and 5% for a 5 year licence.

This is applied based on the minimum contract term. For example; a 3+2 is a 3 year minimum term and will be offered a 3% discount.

## **Discount for marketing support / reference sites**

EARL offers *Reference Site Status* where pricing and service is negotiable. At the sole discretion of EARL based on the value of an enhanced partnership.