



Service definition for the Cogniss no-code infrastructure

About Cogniss

Cogniss is a specialist no-code infrastructure for creating patient-facing digital health apps. Our platform provides innovators and healthcare organisations, such as the NHS, with the tools to quickly and easily create and launch custom apps that meet the unique needs of patients, without the need for technical expertise or developers.

With our no-code platform, you can create engaging and intuitive digital health apps without any programming knowledge. The Cogniss platform is user-friendly and intuitive, with an online academy and a comprehensive help site, making it easy for app builders to design, develop, and launch a digital health app in a matter of days and weeks, rather than months and years.

The benefits of using our no-code platform for creating patient-facing digital health apps include:

- **Faster time to market** - Our no-code platform makes it possible to launch a custom app in a matter of days, not months, due to its pre-built features and widgets that can be combined and configured easily;
- **Lower development costs** - No-code eliminates the need for expensive development resources, reducing the cost of app development by up to 90%;
- **Customisable** - Cogniss allows you to customise the functionality, structure and look and feel of your app, ensuring that it meets the unique needs of your patients while reflecting your brand;
- **Superior digital health outcomes** - With over 80+ features that are specifically designed for digital health, Cogniss empowers app builders to build highly personalised and tailored experiences for end-users, driving superior health outcomes;
- **Secure, private and accessible** - Cogniss has been architected from the ground up to meet international standards in these fields, meaning that app builders don't need to worry about the underlying technology stack or design components needed to meet certification and regulatory requirements;
- **Interoperability** - Cogniss integrates into complementary technologies, devices and software via APIs, enabling the creation of a digital health ecosystem that links clinicians, device makers/distributors (IoT, IoB, clinical devices), health systems, providers, payers and solution creators, facilitating the creation of patient-facing digital health solutions that can operate through the entire care pathway;
- **Compliant** - Cogniss has been built from the ground up to manage sensitive health data and holds an ever-growing number of certifications to help you comply with your information governance responsibilities. There is also free access to our own DTAC tool to help streamline the completion of this essential NHS requirement;
- **Easy to use** - Our user-friendly platform has a short learning curve, enabling anyone to create an app, regardless of their technical skills or programming knowledge;
- **Scalable** - Cogniss apps can accommodate any number of users and can scale to meet the changing needs of your practice;
- **Control and ownership** - Cogniss empowers innovators to build their app, make as many changes or versions of the app as needed and as often as is required, without any additional charges. You own all the data, content and IP, except the background code;
- **Single tech stack** - Cogniss allows you to create native iOS, Android and responsive web apps, ensuring all the benefits and user experience of a native app;
- **Access and commercialisation** - With unique QR and access codes, you can provide your users with full or limited access (by time or features) to your apps.

This can be linked to apps that are free or paid, which can be done at the individual end-user level;

- **Distribution network** - make your digital health solution available to others via our network, where health providers and users can find your solution to use; and,
- **Support to build your app, if required** - whilst the Cogniss no-code approach offers a transformative and empowering approach to digital health app development, some customers may not have the resources to allocate to the build process. In these circumstances, Cogniss can assist or refer to an approved partner.

Overview of the platform

Cogniss provides all the tools and support to create and publish your digital health app. They can be published in app stores or accessed via the web. There are two core areas of the Cogniss platform that enable this:

1. Cogniss Creator

Cogniss Creator sits at the heart of the platform and allows a customer to create a health app from a blank template. The drag-and-drop interface has over 80 features and functions with no coding needed, including 30+ widgets specifically designed to speed up building digital health products. Creator allows complex event and rules-driven apps to be created that are responsive to the end user and their usage and inputs. The platform supports full commercialisation through the ability to issue voucher codes and QR codes to allow full/partial access to one or multiple apps. Lastly, the ability to have super apps as an overarching gateway to different apps underneath enables the customer to create a joined-up library of products.

2. Cogniss Insights

Cogniss Insights is where a Cogniss user can access data associated with their app, this includes details on anonymised usage to see trends such as drop-offs or popular parts of an app - allowing further refinement of the product. There is also the ability to see data captured by the app, for example, surveys and questionnaires, which can be accessed at an aggregated and anonymised level or at an individual level (with appropriate consent). There are full role-based access controls (RBAC) in place to ensure the right people access the right data and all data can be downloaded and imported into other systems

Commercial model

Cogniss offers a simple, transparent and scalable pricing model. Through an annual fixed-price subscription you can reliably predict costs, knowing that no matter the complexity, number of updates or iterations, there are no unexpected fees.

The subscription is based on the number of apps that you want to build and the number of active end users per year.

Included in the fixed-price subscription:

- Free app scoping to ensure a good fit for the Cogniss no-code platform
- Access to Cogniss Creator and Insights
- Support to build your app through free access to the Cogniss Academy, an online training resource - learn how to build a fully functioning app in hours
- All hosting and infrastructure in the UK using AWS servers that are set up using the 'Well Architected Framework'
- Support with setting up developer accounts and publishing to Apple and Android app stores
- Automatic updates to your app to support any operating system updates to Apple and Android
- Access to all future upgrades and feature developments to the Cogniss platform
- Access to SelfCert - a tool to help you complete the Digital Technology Assessment Criteria (DTAC)

Please note that with each subscription there is an annual end-user cap for each app created, but overusage is possible with a per active user per year add-on.

What's not included

Whilst Cogniss tries to maintain a fixed-fee service to provide control over costs, there are some aspects of app development that require additional scoping and charges to cover the bespoke nature of some aspects of the service:

- **Integration work** - there are Restful APIs into the backend of Cogniss, which support data exchange and will support FHIR APIs in the future. However, whilst bespoke integration to clinical systems, wearables and devices is

possible, these may fall outside of the subscription and need to be scoped and priced separately; and,

- **Bespoke feature development** - whilst all upgrades and features are provided as part of the subscription, where a unique feature is required there will be additional charges applied.

Support

We provide best-in-class customer support to ensure you have the most frictionless app creation experience. We deliver this in a number of ways, including:

1. **Dedicated Customer Success Manager** who will guide you free a scoping session, free trial and introduction to the Cogniss platform;
2. **Online Academy** where an app builder can learn the fundamentals of the Cogniss platform and creating an app. The course goes step-by-step creating a fully functioning mental health/wellbeing app;
3. **Comprehensive help site** that enables a customer to search an extensive and continually updated library of help articles, videos and support resources; and,
4. **Email and online support** available with your Customer Success Manager, should the above not solve the support request. We also operate a priority support ticketing process with dedicated Service Level Agreement for response times.

Additionally, a customer may not have the capacity or resources to allocate to creating an app with their own team, but wish to avail themselves of the benefits of the Cogniss no-code approach. In these circumstances, Cogniss is able to provide some additional build support services or recommend one of our approved 'Cogniss Certified Builders', who can build your app. This can be matched to your precise needs, such as building the first few screens, pathways, all the way through to full build and ongoing maintenance. This falls outside the fixed price subscription but we would be pleased to discuss this further with you.

Common questions

Please contact us at hello@cogniss.com for any questions, but below are the top 5 queries we receive:

1. **Who owns the IP?** The customer owns all the intellectual property and ownership in the data, designs, content, material and algorithms created. Cogniss retain the rights to the underlying software that drives the Cogniss platform.
2. **Why is it an annual subscription and not flat capital costs?** The costs of delivering an app are ongoing, from servers and hosting, to updates, feature developments and app improvements that might be made, and these are

reflected in the subscription. It also allows you to smooth out the costs over the lifetime of the app and have certainty over them, being able to plan and budget accordingly.

3. **What happens if I want to stop using Cogniss, can I port it to another provider?** You can access and download the data, designs, content and material at any point and you can take these and decommission your app at Cogniss at any point (although subscriptions are fixed-term). The source code resides with the Cogniss platform, especially as it would not be useable to another developer (like a lot of code used to build apps).
4. **Who owns the data, who has access and how do I access it as a customer?** The customer owns the data and is the data controller. Cogniss is the data processor. You can decide who has access to what data through the admin panel, but Cogniss never has access to the data, unless you formally request to fix an issue for a specific user that necessitates access. At any point, a customer can take a data export via the APIs or download the data in any of multiple supported formats.
5. **Is it integrated with clinical systems and devices?** Cogniss can be connected via its APIs or via other means, e.g. bluetooth, to clinical systems, devices and wearables. We are constantly adding to the list of supported systems, some of which may carry an additional charge.