



**Population Health and Operational Analytics Services**  
Service Definition Document | G-Cloud 15 | Lot 3

**morson** PRAXIS

# Population Health and Operational Analytics Services

Through strategy-led digital transformation, Morson Praxis helps public sector organisations to accelerate benefits realisation, reimagine operations, enable scalable innovation and build resilience for the future. We ensure that every technological investment, from large-scale enterprise transformation to focused project delivery, creates sustainable, meaningful change.

## Service Definition for Population Health and Operational Analytics Services

Morson Praxis's Population Health & Operational Analytics service helps health and public sector organisations use data to understand population needs, service performance, and operational demand in a consistent, decision-ready way.

The service is typically used by organisations such as NHS bodies, Integrated Care Systems (ICSs), public health teams, and research-led programmes that need to analyse data across multiple and federated sources to support planning, prioritisation, and performance management. It is particularly relevant where decision-making is constrained by fragmented data, inconsistent metrics, or limited analytical capacity, enabling insight generation while preserving data locality, access controls, and regulatory boundaries.

The service focuses on enabling actionable insight at both population and operational levels, supporting improved outcomes, service efficiency, and evidence-based decision-making without introducing unnecessary technical or analytical complexity.

### 1. What the service includes

The service typically includes:

- Review of existing population health and operational analytics capability
- Definition of population cohorts, metrics, and outcome measures
- Design of analytical use cases aligned to service and policy objectives
- Integration and alignment of data from clinical, operational, and socio-economic sources
- Development of dashboards, reports, and analytical views for decision-makers
- Support for demand, capacity, pathway, and performance analysis
- Design of analytics aligned to governance, information standards, and data quality expectations
- Stakeholder engagement to validate measures, assumptions, and insights
- Recommendations for scalable and sustainable analytics operating models

### 2. What the service does not include

The service does not include:

- Data platform or infrastructure build activities
- Long-term operational analytics delivery or managed services
- Advanced data science or experimental AI model development

- Procurement or implementation of analytics tooling
- Ownership of data assets, platforms, or operational decisions

These activities are outside the scope of this service and, where required, may be delivered through separate services procured under the appropriate G-Cloud 15 Lots or through alternative procurement routes.

### 3. How the service is delivered

The service is delivered through a structured advisory engagement, working closely with clinical, operational, analytical, and executive stakeholders. Delivery is grounded in real service and policy contexts to ensure outputs are practical, usable, and aligned to organisational priorities.

Activities are tailored to organisational maturity, data availability, and decision-making needs. Insight development is iterative, allowing measures and outputs to be refined based on stakeholder feedback and evolving requirements.

The approach emphasises clarity, transparency, and explainability, ensuring that analytics can be confidently used to inform decisions at both strategic and operational levels.

### 4. Roles and responsibilities

#### **Morson Praxis is responsible for:**

- Providing population health and operational analytics expertise
- Designing analytical use cases, metrics, and reporting approaches
- Developing dashboards, analytical outputs, and recommendations
- Facilitating stakeholder workshops and validation sessions
- Advising on sustainable analytics and insight operating models

#### **The Buyer is responsible for:**

- Owning data sources, analytical outputs, and decisions
- Providing access to relevant data, systems, and stakeholders
- Validating and approving metrics, assumptions, and insights
- Acting on insights through policy, service, or operational change

### 5. Service outputs and deliverables

Typical outputs may include:

- Population health and operational analytics assessments
- Defined population cohorts, metrics, and outcome frameworks
- Dashboards and reporting specifications or prototypes
- Insight packs supporting planning, prioritisation, and performance management
- Recommendations for analytics operating models and capability uplift
- Documentation supporting handover and reuse of analytical approaches

Deliverables are tailored to Buyer needs and agreed at the outset.

### 6. Dependencies and prerequisites

Effective delivery of this service typically depends on:

- Access to relevant population, operational, or service data
- Engagement from clinical, operational, and analytical stakeholders
- Availability of existing reporting, metrics, or analytical artefacts
- Alignment with organisational data, digital, and service strategies

## 7. Alignment with G-Cloud 15 Lot 3

This service aligns with G-Cloud 15 Lot 3 by supporting:

- Data-driven decision-making for public services
- Analytics supporting service planning, performance, and outcomes
- Advisory support for population health and operational insight
- Evidence-led transformation and improvement programmes

It enables organisations to make better use of data and analytics to inform service delivery and policy decisions in a controlled and compliant manner.

## 8. Exit and transition

The service concludes with agreed analytical outputs, documented advisory outputs, findings, and recommendations aligned to the Buyer's cloud services and sector-specific operating context. All materials are provided in formats suitable for handover to the Buyer's internal teams or to alternative suppliers.

The service supports continuity of population health and operational analytics following engagement completion, while maintaining supplier independence and avoiding lock-in. Any follow-on services are subject to separate procurement decisions under the appropriate G-Cloud 15 Lots or through other appropriate procurement routes.

---

## Information assurance

Morson Praxis's information assurance capabilities support both our internal requirements for appropriate security controls and those of our Buyers. Our diverse portfolio of projects and customers means that we have extensive experience in working with information and systems at all impact levels (IL 0 to IL 6+). We are a Cyber Essentials Plus certified organisation.

## Data restoration/ Service migration

We assist Buyers in the migration of data from legacy solutions to new cloud solutions.

## On-boarding and off-boarding processes

Morson Praxis agrees specific on/ off-boarding processes for all work packages. Agreed processes are always tailored to the individual requirements of the engagement in question. Requirements are clearly defined and agreed with the relevant Buyer stakeholders to ensure the effective transition of individuals or teams alongside the management of data, assets, corporate memory and operational integrity.

### Combination pricing

Morson Praxis can provide multiple services in scope of G-Cloud 15 Lot 3 Cloud Support Services. Our services can be bought separately or together. Combination pricing is offered accordingly.

### Service management

A Service Account Manager is allocated to each Buyer's engagement. This individual is responsible for overseeing the services in scope of the engagement, closely monitoring its progress and managing all risks/ issues to ensure that activities are delivered in accordance with the agreed assignment scope and timeframes. Through structured relationship management, our Account Manager remains in regular contact with the Buyer to ensure their ongoing satisfaction.

### Service constraints

Bespoke services, such as those in scope of G-Cloud 15, Lot 3 Cloud Support Services, are not subject to specific service constraints.

### Service levels

Morson Praxis recommends that we enter into performance-based Service Level Agreements with all Buyers. The implementation of bespoke service levels represents the positive obligation of both parties to deliver a mutually beneficial partnership which supports end user activities and facilitates effective measurement and monitoring of the assignment. Due to the diversity of services in scope of G-Cloud 15, Lot 3 Cloud Support Services, service levels must be closely tailored to each engagement. Agreed service levels form part of the Call-Off agreement which renders us contractually bound to deliver the agreed service levels.

### Knowledge transfer

Wherever possible, Morson Praxis ensures disciplined knowledge and skills transfer from the consultant(s) to the Buyer through structured knowledge capture, documentation standards, and handover planning through all delivery phases. This ensures that learning is transferred to the Buyer as the engagement progresses – ensuring the ongoing efficiency of the assignment and full embedding of the new system/service.

### Ordering and invoicing

Morson Praxis is an approved and accredited supplier to multiple CCS frameworks. We are used to working with Buyers to agree tailored ordering and invoicing processes. Payment terms are 30 days from receipt of invoice.

### Termination terms

Morson Praxis's standard terms and conditions include clauses which facilitate contract termination by either the consumer or the supplier.

| By the consumer                                                                                                                                                                                                                  | By the supplier                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Termination can commence without notice in the event of a Buyer citing dissatisfaction with the service provided and the issue not being rectified within an agreed timeframe, or in the event of a material breach of contract. | In the unlikely event that Morson Praxis was to withdraw from G-Cloud 15, Lot 3 Cloud Support Services, a minimum 30 days' notice would be served. Ongoing assignment commitments would be maintained through to completion in accordance with the terms of the Framework Agreement. |

### Buyer responsibilities

Buyer responsibilities are closely aligned to the assignment and as such, these must be discussed and agreed with the Buyer prior to the commencement of the assignment. All responsibilities are clearly cited within the Call Off contract.

### Service dependencies

Service dependencies are specific to each Call-Off. Such detail must be discussed and agreed with the Buyer prior to the commencement of the engagement.



#### Contact

Linton Ward – G-Cloud Account Director

[Linton.ward@morson-projects.co.uk](mailto:Linton.ward@morson-projects.co.uk)

+44 (0) 7966 158 482

[morson-praxis.com/services/technology-consulting/](http://morson-praxis.com/services/technology-consulting/)