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G-CLOUD 15
Pricing Schedule

Service Title:
MySense Remote Monitoring Platform

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SERVICE SUMMARY

MySense is a cloud-hosted remote wellbeing monitoring platform delivered as a Software-as-a-Service (SaaS). It supports health and social care teams by providing near real-time insights into Activities of Daily Living (ADLs) through passive IoT sensors, a home-hub, and intuitive web and mobile applications. The service enables earlier visibility of changes in an individual's wellbeing, supports safe discharge, reduces avoidable admissions, and helps individuals remain independent at home for longer.

MySense includes:

- A suite of discreet in-home sensors
- A 4G or broadband-connected home-hub
- A mobile app for individuals, family members, and carers
- A web dashboard for professional monitoring teams
- Cloud analytics hosted on AWS UK Region

The service is designed for NHS Trusts, local authorities, domiciliary care providers, assisted living environments, sheltered housing, and private care organisations.

COMPANY OVERVIEW AND VALUES

Company overview

At MySense, we care about people first. Our technology works quietly in the background so that families, carers, and health professionals can focus on what really matters: life with dignity and confidence.

We believe independence should be protected, not taken away. That's why MySense is designed to notice the small changes that can make a big difference, helping people feel safe and supported at home, whilst giving them and their loved ones peace of mind.

Our Chair, Jacqui Gale MBE summarises the ethos that has driven the company and its people to deliver a system that supports our critical Health and Social Care sector:

“Watching my own parents, I’ve seen just how precious independence really is. The ability to live life on your own terms, in your own home, for longer, is something none of us should have to give up too soon. MySense exists to make that possible so families can feel reassured, and so people can continue to enjoy life with dignity and confidence.”

This is further supported by the thoughts of our CEO, Paul Slater when he adds:

“My father-in-law lives on his own, and like so many families, we want him to stay independent for as long as possible. That personal experience drives me every day, knowing how much it matters for people to feel safe, supported, and free to enjoy life on their own terms. At MySense, we’re using technology with heart, to make that independence a reality for many more families.”

For both Jacqui and Paul, the motivation is clear: to drive technology forward without losing the human element. MySense is not about replacing care or connection, but about enhancing it, providing safety, reassurance, and peace of mind, while protecting the humanity at the heart of independent living.

Since 2016, our journey has been about blending compassion with innovation and building a service that feels human, trustworthy, and kind. And we’re just getting started.

Company values

1. Human First

We design every experience, product, and decision around the needs of real people. Empathy guides our innovation, ensuring that technology enhances lives rather than complicates them.

2. Insight with Integrity

We transform data into meaningful understanding — always with transparency, responsibility, and respect. We treat privacy and trust as non-negotiables.

3. Meaningful Innovation

We innovate with intention. Creativity is encouraged, but only when it leads to solutions that genuinely improve well-being, independence, or quality of life.

4. Collaboration for Impact

We believe the strongest outcomes come from working together — across teams, with partners, and alongside the people we support. Collaboration fuels smarter decisions and broader impact.

5. Accountability in Action



We take ownership of our commitments and deliver with reliability and care. When challenges arise, we meet them with honesty, clarity, and determination.

6. Continuous Learning

We are curious by nature and relentless in our pursuit of improvement. Every insight, challenge, and success is an opportunity to grow.

7. Compassionate Support

We operate with kindness and respect at all levels. Whether supporting customers, colleagues, or communities, we act with patience, understanding, and dignity.

8. Make a Positive Difference

Our work must matter. We measure success not just by metrics, but by the real-world, human impact we create.

SOCIAL VALUES

MySense is proud to be a B-Corp company. This accolade highlights MySense commitments to:

1. Having a Positive Impact on Society

MySense aims to make a positive impact on society and run a profitable business. They balance shareholder value with social good.

2. Practicing Responsible Behaviours

MySense demonstrates responsible practices in areas like workers, customers, community, environment, and governance.

At MySense, we believe that technology should enhance human wellbeing, strengthen communities, and contribute positively to society. Our work is guided by a commitment to compassion, integrity, and social responsibility. We strive to create solutions that not only deliver measurable outcomes but also respect the dignity, independence, and rights of every individual.

1. Empowering People Through Insight

We design our technology to support people in living healthier, safer, and more independent lives. By transforming complex data into meaningful insights, we help individuals, families, and care teams make informed decisions that improve quality of life.

2. Championing Ethical and Responsible Innovation

We are committed to transparency, fairness, and responsible data use. MySense solutions are built on privacy-by-design principles, ensuring that individuals retain control, confidentiality, and trust in every interaction with our platform.

3. Creating Social Impact at Scale

Our mission is to reduce inequalities in health and care outcomes. We work with communities, providers, and partners to identify needs, prevent crises, and deliver proactive support—particularly for vulnerable and underserved populations.

4. Building Collaborative and Inclusive Partnerships

We believe meaningful impact is achieved through collaboration. MySense works closely with carers, clinicians, local authorities, and community organisations to co-design solutions that respect diverse experiences and deliver practical, real-world value.

5. Sustainability and Long-Term Positive Change

We contribute to a sustainable future by reducing avoidable hospital admissions, supporting efficient resource allocation, and improving outcomes that alleviate long-term strain on health and care systems.

6. A Culture of Respect, Diversity, and Integrity

Our team reflects the values we promote. We foster an environment where everyone is treated with respect, where diverse voices shape our innovation, and where ethical conduct is non-negotiable.

WHAT MYSENSE PLATFORM PROVIDES

MySense Overview

MySense is a wellbeing analytics platform designed to support health and social care teams in delivering safe, effective care closer to home. By combining discreet sensors, a simple wearable, and an intuitive dashboard, it provides real-time insights that improve outcomes, reduce admissions, and empower patients to remain independent.

Already trusted by NHS Trusts and local authorities across the UK, MySense is helping care professionals balance safety, efficiency, and dignity.

Care Closer to Home

MySense helps make “care closer to home” a safe and sustainable reality. By quietly noticing changes in daily routines, it supports early discharge, prevents avoidable hospital admissions, and gives professionals, families, and patients the confidence to manage care at home.

MySense support for Hospital at Home ambitions

Hospital at Home is transforming how care is delivered - helping people receive the support they need in the comfort of their own homes. It eases pressure on hospitals, makes better use of workforce capacity, and, most importantly, allows people to recover or live well in familiar surroundings.

MySense is designed to make this possible. With discreet sensors, a simple wearable, and a secure dashboard, MySense builds a clear picture of daily routines and wellbeing. Families, care teams, and individuals themselves can see when things are on track - and get notified when something changes.

How MySense Supports Professionals

Through Activities of Daily Living (ADL) insights, MySense provides professionals with a broader, continuous view of wellbeing. This can:

- Broaden understanding of daily life → showing patterns in bedtime, movement, and routines.
- Inform conversations → supporting more evidence-based discussions with patients and families.
- Highlight changes early → so teams can consider whether further intervention may be required.
- Complement assessments → offering objective data alongside in-person visits.
- Support planning → helping professionals tailor care approaches to individual needs.

Transforming frailty care pathways with MySense

Since January 2021, Midlands Partnership NHS Foundation Trust (MPFT) has been using MySense to support patients living with frailty and other complex needs.

By embedding MySense into their care pathways, MPFT has reported:

- 61% reduction in hospital admissions for their targeted patient group.
- Earlier visibility of change, enabling timely intervention before issues escalate.

- More confident care at home, with MySense now a sustainable part of routine operations.

MySense Dashboard

The MySense dashboard gives healthcare professionals continuous insight into Activities of Daily Living, helping them understand wellbeing trends between visits. Notifications provide timely awareness of changes, supporting safer discharge and helping avoid unnecessary readmission.

MPFT's adoption of MySense shows how data-driven insights can complement professional expertise - supporting people to remain safely at home, easing pressure on hospital services, and offering a model of sustainable, person-centred care.

Supporting care settings to provide the care their residents deserve

Sheltered (retirement) housing gives individuals the independence of their own home, with the reassurance of support staff close by. Facilities often include emergency alarms and communal spaces, but support can be limited, particularly overnight.

MySense strengthens this model of living. Our discreet sensors and intelligent platform help staff:

- Monitor resident wellbeing while maintaining privacy.
- Supervise a larger group with reduced staff levels, especially at night.
- Prioritise welfare checks based on real-time insights.
- Track bedtime patterns and identify wandering risks.
- Respond quickly to any critical wellbeing incidents.
- Have richer, more informed conversations with residents.

Families can also view activity and wellbeing information through the MySense dashboard, reducing pressure on staff while providing peace of mind.

Offering peace of mind and reassurance at home

Domiciliary care enables people to remain in the comfort of their own homes while receiving tailored support - from personal care to household help. MySense complements this model by giving both care teams and families confidence that an individual is safe and well between visits.

Our platform provides insights into:

- Daily activity levels.
- Quality of rest overnight.
- Food and drink intake.
- Personal care routines.
- Bathroom visits and potential continence concerns.
- Sedentary behaviour and mobility.

This proactive monitoring reduces unnecessary check-ins, allowing domiciliary care teams to focus on those most in need, while families gain reassurance through the app.

Supporting independent living for longer

Social care plays a vital role in sustaining independence and quality of life. With more than a million adults in the UK receiving long-term social care support, pressure on

services is growing. MySense helps local authorities and care providers deliver more joined-up, efficient care.

Using MySense, social care teams can:

- Develop and assess individual care plans.
- Provide in-home monitoring and consultancy solutions.
- Offer 24/7 support through real-time wellbeing insights.
- Identify preventative actions before needs escalate.
- Support Discharge to Assess and long-term condition management.
- Deliver rapid response to falls and other critical events.

Our app also empowers individuals and families with daily updates, reducing unnecessary contact with already stretched teams and ensuring staff remain focused on frontline care.

Service scope and boundaries

To summarize, MySense provides:

- Passive monitoring of Activities of Daily Living via in-home sensors
- A wellbeing dashboard for care professionals
- A mobile app for individuals and families
- Automated wellbeing events and trends
- Optional installation services
- Training for staff involved in installation and monitoring
- Technical and account management support (Mon–Fri, 9–5)
- Optional Alarm Receiving Centre (ARC) service for emergency alerts

MySense does not provide:

- Clinical diagnosis, triage, or medical decision-making
- Vital sign monitoring for clinical use (heart rate insights not intended for clinical decision-making and may be removed in future releases as part of regulatory alignment)
- Emergency response services unless the optional ARC module is purchased
- In-person clinical assessments or care delivery
- Internet connectivity for users (except where a 4G hub is provided)
- End-user hardware outside the specified sensor kit
- Professional installation unless included or purchased separately

MySense insights must be used as informational reference, not as a substitute for professional judgement.

PRICING MODEL

MySense is priced using a transparent subscription-based model aligned to G-Cloud requirements.

Pricing elements include:

- Per-user monthly subscription for platform access
- Hardware provision (purchase or rental model depending on agreement)
- Optional installation service (installer-led or assisted self-install)
- Optional Alarm Receiving Centre (ARC) emergency alert service
- Optional SIM capability for installations where broadband is not available

The table below summarises the pricing for the purchase of the MySense platform:

Product	Description	Purchase Price*	Monthly Licence*
MySense Roam	Fall detection and emergency alerts to be used in the home, garden or even out and about. Providing peace of mind wherever you are.	£194.95	£22.00
MySense Everyday	To empower you to live independently in your own homes for longer knowing that someone is available to support you.	£190.95	£35.00
MySense Premium	Combining the benefits of in-home monitoring with fall detection and alarm monitoring out of home to give you complete peace of mind	£239.95	£45.00

*All prices exclude VAT

As part of our commitment to support the Care Sector, MySense are willing to explore a range of funding options including shared reward, matched funding etc. depending on scale and length of deployment.

OUR EXPERIENCE

Case studies and client

MySense works with both the Public and Private Sectors. Specifically Local Government, Public Health/NHS and a range of Private Care providers. We have also launched a Direct to Consumer offering for private purchase and retail this through our own online shop and other retail outlets.



CONTACT DETAILS

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