

Pricing Document

G-Cloud 15

Pricing for a single simpsi health module:

	<i>Trial</i>	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	N/A	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Patient users	Max 100	unlimited	unlimited	unlimited	unlimited	unlimited
Personalised DTx App/web interface	☒	☒	☒	☒	☒	☒
Multi-condition modules available	☒	☒	☒	☒	☒	☒
Real-world health tracking	☒	☒	☒	☒	☒	☒
Expert patient programme	☒	☒	☒	☒	☒	☒
Medication adherence	☒	☒	☒	☒	☒	☒
Patient support	☒	☒	☒	☒	☒	☒
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
- All modules (e.g., asthma, diabetes, heart failure, hypertension, etc.) are priced equally
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for a single simpsi insights module:

	Trial	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	N/A	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
HCP users	Max 100	unlimited	unlimited	unlimited	unlimited	unlimited
Clinical guidelines and pathways	✓	✓	✓	✓	✓	✓
Blended learning	✓	✓	✓	✓	✓	✓
Live and on demand events	✓	✓	✓	✓	✓	✓
Quality improvement & projects	✓	✓	✓	✓	✓	✓
CPD	✓	✓	✓	✓	✓	✓
HCP support	✓	✓	✓	✓	✓	✓
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
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Pricing for a single simpsi EHR module:

	<i>Trial</i>	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	<i>N/A</i>	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Patient + HCP users	<i>Max 100</i>	unlimited	unlimited	unlimited	unlimited	unlimited
Real-world health record	✓	✓	✓	✓	✓	✓
Patient-informed data	✓	✓	✓	✓	✓	✓
View records and track health	✓	✓	✓	✓	✓	✓
PROMs and PREMs	✓	✓	✓	✓	✓	✓
Role-based access	✓	✓	✓	✓	✓	✓
Patient + HCP support	✓	✓	✓	✓	✓	✓
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
- All modules (e.g., asthma, diabetes, heart failure, hypertension, etc.) are priced equally
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for a single simpsi assurance module:

	<i>Trial</i>	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	<i>N/A</i>	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Users	<i>Max 100</i>	unlimited	unlimited	unlimited	unlimited	unlimited
Assurance & accountability framework	✓	✓	✓	✓	✓	✓
Fully auditable and compliant	✓	✓	✓	✓	✓	✓
Performance and delivery tracking	✓	✓	✓	✓	✓	✓
Customisable standards & controls	✓	✓	✓	✓	✓	✓
Facilitates safe decision-making	✓	✓	✓	✓	✓	✓
User support	✓	✓	✓	✓	✓	✓
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for a single simpsi accelerate module:

	<i>Trial</i>	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	<i>N/A</i>	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Users	<i>Max 100</i>	unlimited	unlimited	unlimited	unlimited	unlimited
Stakeholder mapping and alignment	✓	✓	✓	✓	✓	✓
Capacity assessments	✓	✓	✓	✓	✓	✓
Readiness planning and comms	✓	✓	✓	✓	✓	✓
Fidelity management and risk mitigation	✓	✓	✓	✓	✓	✓
PMO delivery	✓	✓	✓	✓	✓	✓
User support	✓	✓	✓	✓	✓	✓
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for a single simpsi wellness module:

	<i>Trial</i>	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	<i>N/A</i>	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Patient users	<i>Max 100</i>	unlimited	unlimited	unlimited	unlimited	unlimited
Lifelong wellness management	✓	✓	✓	✓	✓	✓
Milestones, actions and reviews	✓	✓	✓	✓	✓	✓
Risk profiling and prevention	✓	✓	✓	✓	✓	✓
Personalised healthcare & learning	✓	✓	✓	✓	✓	✓
Clinically informed advice	✓	✓	✓	✓	✓	✓
Patient support	✓	✓	✓	✓	✓	✓
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for a single simpsi analytics module:

	<i>Trial</i>	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	N/A	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Users	Max 100	unlimited	unlimited	unlimited	unlimited	unlimited
Population health analysis	✓	✓	✓	✓	✓	✓
Role-based dashboards	✓	✓	✓	✓	✓	✓
Benchmarking & financial modelling	✓	✓	✓	✓	✓	✓
Continuous monitoring & assessment	✓	✓	✓	✓	✓	✓
AI-powered insights of big data	✓	✓	✓	✓	✓	✓
User support	✓	✓	✓	✓	✓	✓
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
- All modules (e.g., asthma, diabetes, heart failure, hypertension, etc.) are priced equally
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for a single simpsi research module:

	Trial	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	N/A	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Users	Max 100	unlimited	unlimited	unlimited	unlimited	unlimited
Clinical and behavioural research	☒	☒	☒	☒	☒	☒
Population health studies	☒	☒	☒	☒	☒	☒
Real-time and longitudinal data	☒	☒	☒	☒	☒	☒
Discover new insights & opportunities	☒	☒	☒	☒	☒	☒
Research-ready consent & privacy	☒	☒	☒	☒	☒	☒
User support	☒	☒	☒	☒	☒	☒
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
- All modules (e.g., asthma, diabetes, heart failure, hypertension, etc.) are priced equally
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for a single simpsi campaigns module:

	Trial	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	N/A	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Users	Max 100	unlimited	unlimited	unlimited	unlimited	unlimited
Targeted population campaigns	☒	☒	☒	☒	☒	☒
End-to-end delivery & management	☒	☒	☒	☒	☒	☒
Multi-channel & media strategy	☒	☒	☒	☒	☒	☒
Data-driven optimisation	☒	☒	☒	☒	☒	☒
Geomapping & profiling	☒	☒	☒	☒	☒	☒
User support	☒	☒	☒	☒	☒	☒
Campaign fee	<i>Costed individually based on size and duration</i>	<i>Costed individually based on size and duration</i>	<i>Costed individually based on size and duration</i>	<i>Costed individually based on size and duration</i>	<i>Costed individually based on size and duration</i>	<i>Costed individually based on size and duration</i>
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Multiple modules can be purchased simultaneously
- All modules (e.g., asthma, diabetes, heart failure, hypertension, etc.) are priced equally
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for a single simpsi genomics module:

	Trial	Level 1	Level 2	Level 3	Level 4	Level 5
Catchment area population	N/A	0 - 1 million	1 - 1.5 million	1.5 - 2 million	2.5 - 3 million	3+ million
Patient users	Max 100	unlimited	unlimited	unlimited	unlimited	unlimited
Genomics, epigenomics, clinical	✓	✓	✓	✓	✓	✓
Polygenic risk scoring	✓	✓	✓	✓	✓	✓
Pharmacogenomic health strategies	✓	✓	✓	✓	✓	✓
Personalised screening and prevention	✓	✓	✓	✓	✓	✓
Education & engagement	✓	✓	✓	✓	✓	✓
Patient support	✓	✓	✓	✓	✓	✓
Annual licence fee	£5k (4-month period)	£20k	£30k	£35k	£40k	£45k
Additional Modules as multiple of core module						
Professional Services £1600 per day						
Integration £5k						
Training £5k						

- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements

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Pricing for levels of support and categories for simpsi consult:

	Development	Implementation	Transformation	Operational	Engagement	Strategy
1. Follow	£560	£560	£560	£560	£560	£560
2. Assist	£600	£600	£600	£600	£600	£600
3. Apply	£640	£640	£640	£640	£640	£640
4. Enable	£680	£680	£680	£680	£680	£680
5. Ensure/Advise	£800	£800	£800	£800	£800	£800
6. Initiate/Influence	£1200	£1200	£1200	£1200	£1200	£1200
7. Set strategy/Inspire	£1600	£1600	£1600	£1600	£1600	£1600

- simpsi consult is typically purchased alongside core modules of the simpsi suite
- Can also be purchased as a standalone service
- Bespoke packages can be arranged and costs will be adjusted to reflect additional requirements