

Service Specification

SIMPsi® Campaigns

Lot 2b: Software as a Service (SaaS)

1. Service Overview

SIMPsi® Campaigns designs and delivers targeted patient outreach that drives action. We segment populations using risk, need, and behaviour, create clinically approved messages and content, and run multichannel campaigns across SMS, email, app and portals. Tracking measures reach, engagement, and outcomes, enabling optimisation and measurable impact on prevention and self-management.

2. Service Type

Software as a Service (SaaS)

Public cloud deployment

3. Service Features

1. SIMPsi® Campaigns provides the following core features:
2. Bespoke campaigns designed to engage defined target populations
3. Targeted population campaigns aligned to local priorities and cohorts
4. Responsive campaigns adapting to emerging needs, performance, and feedback
5. End-to-end campaign delivery and management from plan to optimise
6. Multi-channel strategy and content maximising reach and engagement
7. Engagement KPIs and reporting to monitor and optimise performance
8. Newsletters, videos, and case studies sustaining motivation and engagement
9. Data-driven insights optimising intervention design and targeting
10. Surveys plus email, SMS, social, and in-app messaging at scale
11. Geomapping and profiling to tailor outreach by place and need

4. Service Benefits

1. Rapid, consistent delivery of messages and interventions at scale

2. Drives behaviour change beyond business-as-usual capacity
3. Translates policy into understandable patient-facing actions and messages
4. Adapts to local priorities, ensuring relevant and effective campaigns
5. Measures outcomes to improve and optimise future delivery
6. Models outcomes with agreed metrics to forecast impact and value
7. Scenario modelling anticipates impact and quantifies expected benefits
8. Centralised campaign toolkits enabling faster rollout and reuse
9. Coordinates across channels, teams, partners to amplify impact
10. Policy-aligned system ensuring consistent, compliant delivery

5. Service Scope and Constraints

The service is delivered as a fully hosted SaaS solution. The service requires internet connectivity and access via a modern web browser or supported mobile device. Planned maintenance may occur outside core working hours, with advance notification provided. Service availability is dependent on third-party hosting infrastructure. Local configuration may be required to enable integration with organisation-specific systems. Mobile app functionality may vary slightly between operating systems. Offline functionality is limited. Customer IT policies, firewalls or device restrictions may affect access and require local support. Data exchange with external systems is subject to agreed interoperability arrangements.

6. System Requirements

Internet connectivity

Modern web browser (Chrome, Edge, Safari, Firefox)

iOS or Android device for mobile app access

Organisation firewall allowing HTTPS traffic

Email account for notifications and onboarding

7. User Access and Interface

SIMPSi® Campaigns is delivered through a secure, web-based interface designed for population health, communications, and programme teams. Users scope campaigns, define target populations, manage content, and coordinate delivery across multiple channels including SMS, email, apps, and portals. The interface provides reporting on

reach, engagement, and outcomes. Integrated analytics support rapid optimisation and evidence-based decision-making throughout campaign delivery.

The patient-facing service is available via mobile apps (iOS and Android) and through a mobile-responsive web browser. Core patient functionality, including care plans, symptom tracking and notifications, is fully accessible on mobile devices. All users can access the service via a modern web browser without additional software installation.

The service is designed in line with WCAG 2.2 AA accessibility standards.

8. Customisation

Users can customise elements of the service according to their role. Patients can personalise their digital care plan by adding medications, symptoms, goals and measurements, and can set reminders and notification preferences within the app or web interface. Language options are available, allowing users to select supported languages where provided, including Welsh content for relevant regions. More languages can be added based on service needs. Educational content can be tailored to include locally recorded videos featuring local clinicians or service representatives where available, supporting engagement and recognition.

9. Onboarding and Implementation

We provide a structured onboarding process to ensure users can start using the service quickly and confidently. New organisations receive an initial setup session with a named implementation lead to configure the organisational structure, add local resources and agree rollout plans. Online training is available for healthcare professionals, including live virtual sessions, recorded tutorials and written guidance. Users also have access to step-by-step documentation and short instructional videos within the platform. Patients can download the app or access the web version independently, with in-app guidance, onboarding screens and optional support from their healthcare professional during consultations. Email communications and reminders help encourage initial engagement. We provide launch resources for organisations, including communication templates, local guidance integration and support. Progress review meetings are included to monitor uptake and address any early questions. No technical installation is required. All updates and improvements are delivered centrally, ensuring users always access the latest version without local IT involvement. Optional onsite training can be arranged if required by the buyer.

10. Support

Email and online ticketing support is provided. We reply within 3 working days, but often within 24 hours on weekdays. Phone support is available 9 to 5 (UK time), Monday to Friday.

We provide a single, comprehensive support package included within the annual licence cost. This includes weekday email and online ticket support, with response within three working days, and priority escalation for service availability issues. Customers also have access to an implementation lead and ongoing contact with our support team. Each organisation is assigned an account manager who acts as the primary point of contact for operational queries, reporting requests and user onboarding. A technical contact is available for integration and access configuration support when required. We provide implementation support during rollout, including virtual onboarding sessions for staff, configuration of organisational structures, and access to training materials. Regular progress review meetings are included in the service and can involve clinical or commissioning leads. System monitoring, maintenance and updates are included at no additional cost. Updates are deployed centrally, ensuring all users benefit from the latest features and security improvements without local installation work. We do not charge extra for standard support. Optional extended support arrangements can be discussed based on local requirements. A cloud infrastructure engineer is available for service continuity and incident resolution.

11. Data Importing and Exporting

Users can export their data through several methods. Organisational administrators can request that data extracts be provided securely in agreed-upon formats upon request. Patients can export personalised PDF summaries from the app, including a 12-month care summary and their physical management plan, which can be shared with healthcare professionals. Individual users can view and request to download their own information through the support channels. Where integrations exist, data can also be transferred via agreed interoperability mechanisms.

12. Analytics and Reporting

Service usage metrics are available through commissioner and organisational reports. Metrics include communication engagement levels, deliveries, opens etc. Organisations can view usage by locality or service. Exportable reports and summaries are available on request, or any metrics required specifically by the organisation.

Reporting types: Through an API, Real-time dashboards, Regular reports, Reports on request

13. Scaling

The service is delivered on a scalable cloud infrastructure with load balancing and automatic resource allocation, ensuring that demand from one organisation does not impact others. Capacity is monitored continuously and additional resources are provisioned as required. Application and database environments are optimised for multi-tenant use, with logical separation of data and performance safeguards. Traffic management and prioritisation ensure consistent response times. Regular performance testing and system monitoring allow us to maintain service levels and respond proactively to increased demand.

14. Data Protection and Hosting

Data protection between buyer and supplier networks: TLS (Version 1.2 or above)

Data protection within supplier network: TLS (Version 1.2 or above)

Data storage and processing locations: United Kingdom

User control over data storage and processing locations: No

Penetration testing: At least once a year

Penetration testing approach: IT Health Check performed by a CREST-approved service provider

Data sanitisation process: Deleted data can't be directly accessed or Cryptographic Erasure, Data Erasure, Physical Destruction

15. Availability and Resilience

We guarantee a minimum service availability of 99.9% uptime per calendar month for the SIMPSI platform, excluding planned maintenance windows which are notified in advance. The service is hosted on highly available cloud infrastructure with automatic scaling and redundancy to minimise downtime. Availability covers access to patient and clinician applications, authentication services, and core data storage. Planned maintenance is typically performed outside peak usage periods and is designed to have minimal impact on users. System uptime and performance are continuously monitored,

and incident response procedures ensure rapid mitigation and communication. We aim to restore full service as quickly as possible and provide post-incident reporting where required.

The SIMPSI service is designed to be resilient through the use of highly available cloud infrastructure. Patient and clinical data is hosted within AWS, which provides built-in redundancy, load balancing and automatic scaling across multiple availability zones. This ensures continued service operation in the event of underlying hardware or node failure. Core systems are monitored continuously, with automated failover and rapid recovery mechanisms in place. Regular backups are maintained and replicated to support service restoration. Our deployment approach allows components to be restarted or replaced without user impact. Limited clinician account information hosted within Kinsta's Google Cloud Platform environment benefits from similar underlying resilience and global infrastructure capabilities, with no patient data stored or processed in this environment. We maintain documented incident response and disaster recovery procedures, enabling timely restoration of service following disruption. In the event of a major outage, we work with affected customers to provide updates and ensure continuity of access.

16. Governance and Security

Named board-level person responsible for service security: Yes

Software Security Code of Practice: Yes

Security governance standards: ISO/IEC 27001

We operate a formal Information Security Management System aligned with ISO 27001. Policies cover access control, data protection, secure development, incident management, business continuity, asset management and supplier management. Policies apply to all staff and contractors and are reviewed at least annually or following significant change.

Operational security includes formal configuration and change management, vulnerability management aligned to NCSC guidance, protective monitoring, and incident management based on ISO 27001 and NHS DSP requirements.

User authentication includes Multi-Factor Authentication (MFA), identity federation with an existing provider, and username or password.

Audit information is available on request through the support team. Audit logs and system logs are stored for at least 12 months.

17. Exit and Offboarding

At the end of the contract, users can request the extraction of their data in a structured, machine-readable format. Full data extracts can be provided securely on request in agreed formats such as CSV or JSON, subject to appropriate information governance and security checks. Where integrations are in place, data can also be transferred via existing agreed interoperability mechanisms. Patient-entered data remains accessible to individual users through their account during the notice period, allowing them to view or download their own information. Once extraction is complete and confirmed by the customer, data will be securely deleted in line with contractual, legal and regulatory requirements, unless retention is required for lawful purposes. No additional software is required for data extraction.

Standard end-of-contract activities are included in the annual licence cost, including data extraction in an agreed structured format, continuation of access during the notice period, and coordinated service closure. Individual users can continue to access their own information during this time. We will support the customer through the offboarding process, including confirming data extraction requirements, providing guidance on accessing reporting data and agreeing timelines for system access removal. Once extraction is complete and confirmed by the customer, data will be securely deleted in line with contractual, legal and regulatory requirements. No additional cost is charged for standard end-of-contract processes, data export or secure deletion. Optional services, such as bespoke data transformation, migration into third-party systems or extended access beyond the contract end date, can be agreed separately if required by the buyer.