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Pricing

Pal Digital Serious Illness Care Platform

G-Cloud 15



1. Introduction

This pricing document outlines the charges for Pal Digital Serious Illness Care (Pal), a cloud-based Software-as-a-Service (SaaS) solution designed to support people living with serious illness and their family carers at home. The pricing applies to the services listed on the G-Cloud Digital Marketplace and is intended for NHS organisations and other UK public sector buyers.

Pal can be deployed across hospital, hospice, community, and primary care settings, and may be commissioned by a broad range of public sector health and care organisations. These include provider organisations (such as acute and community providers, NHS Trusts, and hospices), primary care organisations (including GP practices, federations, and networks), and commissioning or system-level bodies (such as Integrated Care Boards, Integrated Care Systems, Health Boards, Health and Social Care Trusts, and other regional or national care bodies).

The service facilitates person-centred and integrated care delivery by enabling effective care coordination, professional education, and structured information sharing between patients, family carers, and multidisciplinary healthcare teams.

Pal is offered as a subscription-based service, with pricing based on the annual service caseload. The prices listed cover access to the Pal patient and family carer mobile app, associated service features, hosting, maintenance, and standard support, as defined in the service description.

This document sets out standard pricing only. It does not include bespoke development, integrations, advanced analytics, or services not explicitly listed as part of the G-Cloud offering. Any additional services or non-standard requirements may be agreed separately outside the scope of this pricing document.

Pal does not replace clinical judgement, existing clinical systems, or emergency services.

All prices are exclusive of VAT unless otherwise stated.

2. Pricing model and unit of charge

Pal Digital Serious Illness Care is charged on an annual licence basis, determined by the size of the annual service caseload per care site. Pricing comprises a minimum annual licence and tiered per-patient charges, as set out in Section 4.

For the purposes of pricing, a care site is defined as a distinct care service or delivery unit that requires its own configuration, onboarding, governance, or operational setup. This may include, for example, a specific hospital service, community team, hospice service, or defined care pathway operating under a single model of care. Large provider organisations may comprise

multiple care sites where services operate independently or require separate setup. Licence volumes may be aggregated only where services share a common configuration and operational model, subject to agreement.

The annual service caseload refers to the expected number of patients supported concurrently by the service during the contract year. It reflects the size of the active patient caseload for which the service is responsible, rather than the cumulative number of individual patients seen over a 12-month period. Licence pricing is not adjusted based on individual patient usage frequency or onboarding timing within the contract year.

Licence pricing tiers (see Section 4) are determined based on the expected annual service caseload. The Pal Digital Serious Illness Care licence is all-inclusive, providing access to the service for all patients within the agreed caseload, including their associated family carers, without per-user or per-family member limits.

Pal will work collaboratively with the buying organisation to support estimation and validation of the annual service caseload as part of onboarding.

3. Service scope and inclusions

The Pal Digital Serious Illness Care licence provides access to the Pal mobile app for patients and family carers, alongside structured outputs and notifications for healthcare professionals. The service is delivered as a centrally hosted SaaS solution and includes the standard features listed below.

3.1 Access for patients and family carers

The standard licence includes access to the Pal mobile app for all patients within the agreed annual service caseload and their associated family carers. This includes:

- Creation and management of patient care profiles on the Pal app
- Ability to add multiple family carers or informal carers to a care team
- Ability to configure and manage multiple care teams
- Structured symptom and wellbeing tracking over time
- Ability to add contextual details to symptoms (severity, medication impact, associated vitals, notes and more)
- Key vitals logging with contextual notes
- Medication lists and medication adherence tracking
- Patient and family carer journals and free-text notes
- Personalised self-management plans and guidance
- Education and in-app guidance

- Caregiving training resources and instructional videos
- Downloadable reports and summaries in PDF
- Optional access to organisation- or service-specific resources delivered in-app (such as crisis cards, medication safety information, and local guidance)

3.2 Access for healthcare professionals and care sites

The standard licence includes access for authorised healthcare professionals at the care site to receive structured information generated by the service. This includes:

- Secure receipt of scheduled or triggered patient progress reports via email or browser-accessible links
- Email notifications and alerts based on predefined rules or patient-reported information
- Access to structured summaries of symptoms, wellbeing, vitals, and medication information
- Downloadable reports and summaries in common formats (such as PDF or CSV)
- Visual summaries and trend representations within reports (for example changes over time)
- Basic service usage and engagement metrics reports

The standard licence does not include clinician dashboards, real-time monitoring views, bespoke integrations, advanced analytics, AI-based prediction tools, custom development, or on-site services, unless explicitly agreed outside the scope of this pricing document.

Optional add-on services may be available and priced upon request, subject to agreement during commercial discussions.

3.3 Support included within the service

The standard Pal Digital Serious Illness Care licence includes comprehensive support for both end users (patients and family carers) and the purchasing organisation.

3.3.1 Support for patients and family carers

Patients and family carers receive in-app guidance and help content to support onboarding and day-to-day use of the mobile app, including how to track symptoms, manage care, and access resources. Non-clinical support for access or usage issues is available via email. Pal does not provide clinical advice or emergency support through the service.

3.3.2 Support for healthcare professionals and care sites

Buying organisations receive standard service support at no additional cost, including email-based technical and service support during UK business hours. This covers access issues,

configuration queries, report delivery, and general service use. Written documentation and guidance are provided digitally. Optional enhanced support or on-site training and onboarding can be provided at additional cost and are not included within the standard licence.

All infrastructure, hosting, maintenance, and updates are managed centrally by Pal as part of the subscription.

4. Annual licence pricing

Pal Digital Serious Illness Care is licensed on an annual basis per care site, based on the expected annual service caseload, as described in Section 2, and the table below. Licence fees apply for a 12-month contract period.

A minimum annual licence of 100 patients applies per care site, equivalent to a minimum annual licence value of £7,200. This minimum licence covers baseline service provision, including hosting, maintenance, updates, and standard support, as described in Section 3.

Above the minimum licence, pricing is calculated using a tiered, cumulative per-patient pricing model, based on the agreed annual service caseload. Pricing is applied cumulatively across tiers, with the relevant per-patient rate applied to patients within each tier.

All prices are exclusive of VAT.

TIER	ANNUAL SERVICE CASELOAD	PRICE PER PATIENT PER YEAR
Tier 1	Up to 250 patients	£72 (£6 per patient per month)
Tier 2	251–1,000 patients	£63 (£5.25 per patient per month)
Tier 3	1,001–5,000 patients	£54 (£4.5 per patient per month)
Tier 4	5,001–10,000 patients	£48 (£4 per patient per month)
Tier 5	Over 10,000 patients	Pricing by agreement

The applicable licence level is agreed at contract start based on the expected annual service caseload and is not adjusted in-year based on marginal changes in patient numbers. Where

additional capacity is required, licences may be purchased in additional blocks of 100 patients, subject to agreement. Licence levels are reviewed annually as part of contract renewal.

5. Setup, implementation, and configuration fees

The annual licence pricing set out above, in section 4, does not include service setup, implementation, or configuration activities. These are scoped and priced separately based on the needs of the buying organisation.

5.1 Standard setup and onboarding

A one-off setup and onboarding fee applies per care site, determined by the size and complexity of the service configuration. This fee covers the standard activities required to establish the service and make it operational, which may include:

- Support with caseload definition and onboarding approach
- Remote care site onboarding
- Remote training for mixed staff groups (GPs, CNSs, district and community nurses, hospice nurses, allied health professionals, and administrative staff)
- Initial service setup and configuration
- Standard content localisation (up to 15 organisation-specific resources, local contacts)
- Configuration of standard system notifications

The minimum setup fee is £4,600 for a standard care site supporting up to 100 patients. For larger care sites, the setup fee increases in fixed increments based on the expected annual service caseload.

As an indication, a care site supporting up to 1,000 patients will incur a setup fee of £5,600, increasing by £1,000 for each additional 1,000 patients supported (for example, £6,600 for up to 2,000 patients, £7,600 for up to 3,000 patients, £8,600 for up to 4,000 patients, and £9,600 for up to 5,000 patients). Care sites supporting more than 5,000 patients are subject to setup fees agreed by exception.

Final setup fees are confirmed prior to contract start based on the agreed service scope and care site requirements.

5.2 Additional implementation and configuration services

Where additional or non-standard services are required, these are charged separately using standard day rates. This may include, for example:

- Bespoke configuration or workflows
- Additional onboarding or training sessions
- Content tailoring beyond standard setup
- Reporting configuration or export support
- Change requests outside the standard service scope

5.3 Day rates

Additional services are charged at the following rates and are not included in the standard licence or setup fees. These services are delivered only where pre-agreed in writing, based on defined requirements and specifications, and do not represent an exhaustive list of all possible services.

- **Standard delivery day rate:** £750 per day
- **On-site standard delivery day rate:** £900 per day (plus reasonable travel and expenses)
- **Specialised technology development day rate:** £1,200 per day

All additional setup, implementation, and additional services are scoped, agreed, and documented separately prior to delivery. No implementation, configuration, development, or professional services are included unless explicitly stated in writing.

6. Pricing illustrations

The examples below are provided for illustration purposes only, to show how annual licence pricing may be calculated using the tiered, cumulative per-patient pricing model. Final pricing is confirmed as part of the contract agreement.

These examples exclude any applicable setup and onboarding fees.

6.1 Example 1 - Small hospice or community service

- **Care site:** Hospice or community palliative care team
- **Expected annual service caseload:** 150 patients

150 patients × £72 = £10,800 per year *(based on £6 per patient per month)*

- **Total annual licence fee: £10,800** (excluding VAT)

6.2 Example 2 - Medium NHS Trust service

- **Care site:** Supportive care service within an NHS Trust (hospital- or community-based)

- **Expected annual service caseload:** 1,200 patients

Pricing is calculated cumulatively across tiers:

- First 250 patients (Tier 1): $250 \times £72 = £18,000$
 - Next 750 patients (Tier 2, patients 251–1,000): $750 \times £63 = £47,250$
 - Remaining 200 patients (Tier 3, patients 1,001–1,200): $200 \times £54 = £10,800$
- **Total annual licence fee: £76,050** (excluding VAT)

7. Contact details

For questions relating to this document or the Pal Digital Serious Illness Care service as listed on the G-Cloud Digital Marketplace, please contact:

Amie Technologies B.V.
Email: hello@palhelps.com

All purchases must be made in accordance with the G-Cloud Digital Marketplace ordering process.