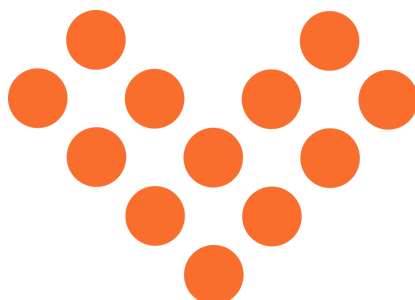




Liva Life: Chronic disease prevention, management and remission

from Liva Healthcare

A comprehensive suite of fully managed, delivered and monitored multi-channel chronic disease prevention, management and remission programmes, including reporting.

G-Cloud 15 Pricing Document

Version 1.0

January 2026

Overview

This document summarises the costs of Liva's suite of specific services by delivery format, including a description, pricing and incremental volume discounts.

Liva's suite of 3-12 month **behaviour change programmes** includes following:

- Standard Weight Management (multiple options)
- Cardiovascular Disease Prevention
- Diabetes Prevention
- Diabetes Remission
- GLP-1 wraparound support / Behavioural Support for Obesity Prescribing Programme (not including prescription or medication)
- Accelerate Weight Management (including total diet replacement products)
- Smoking cessation
- Other lighter touch healthy lifestyle programmes including Healthy Eating, Physical Activity.

Multi-channel **delivery formats** include:

- **Digital:** One to one service, including individual access to the relevant programme on the Liva app and, unless specified otherwise, supported by a dedicated health coach
- **Virtual:** Group-based programmes delivered web-based video-conferencing software, with extensive easy-to-read, interactive and engaging printed workbooks sent to participants
- **In-person:** Group-based programmes (unless specified otherwise) delivered in local, accessible community venues with extensive easy-to-read, interactive and engaging printed workbooks provided to participants

Comparison of packages

(Notes: Additional support packages and other pricing are noted below).

Service	Service Model	Short Description	Price per patient	Price Description	Notes
<i>Weight Management Programme (WMP)</i>	In-Person	Weight Management Programme (in-person): A 12-week, community-based group programme with an initial assessment, weekly 60-minute sessions on nutrition, activity and behaviour change, and onward signposting where needed.	£145	Weight Management Programme (standard 3 month tier 2, 13 sessions)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Virtual Weight Management Programme (VWMP)</i>	Digital/Virtual	Weight Management Programme (virtual): A 12-week, group programme with an initial assessment, weekly 60-minute sessions on nutrition, activity and behaviour change, and onward signposting where needed.	£130	Virtual Weight Management Programme (standard 3 month tier 2, group-based, virtual videocalls, 13 sessions)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Digital Weight Management Programme - Coached (DWMP-C)</i>	Digital/Virtual	Digital Weight Management Programme (app-based, coached): A 12-week digital curriculum delivered via the Digital/Virtual with video onboarding, weekly coaching (video + in-app messaging), self-tracking, and follow-ups at 3/6/12 months.	£165	Digital Weight Management Programme (standard 3 month tier 2, 1:1 digital with app)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Digital Weight Management Programme - Not coached (DWMP-NC)</i>	Digital/Virtual	Digital Weight Management Programme (app-based, no coach): A 12-week digital weight management programme delivered on an individual basis with automated video + in-app messaging, self-tracking, and follow-ups at 3/6/12 months.	£125	Digital Weight Management Programme (standard 3 month tier 2, digital with app, no coach)	Total cost per participant - delivery any time

Service	Service Model	Short Description	Price per patient	Price Description	Notes
<i>Diabetes Prevention Programme (DPP)</i>	In-Person	Diabetes Prevention Programme: A structured 12-week behaviour-change programme for people with non-diabetic hyperglycaemia, starting with onboarding and a 90-minute “Getting Started” session, followed by weekly groups plus digital self-monitoring and a follow-up check-in.	£375	Diabetes Prevention Programme (DPP) (9 months, group-based 13 x 1.5 hr or 18 x 1hr sessions)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Diabetes Prevention Programme (DPP)</i>	Digital/Virtual	As above, but digital or virtual.	£285	Digital / virtual Diabetes Prevention Programme (DPP) (9 months, digital 1:1 with app or group-based with virtual videocalls, 13 or 18 sessions or digital equivalent)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Cardiovascular Disease Prevention Programme (CPP)</i>	In-Person	Cardiovascular Disease Prevention Programme: A nine-month behaviour-change pathway (brief intervention + extended session + 17 weekly group sessions) covering diet, physical activity, medication adherence and stress management, supported by the Digital/Virtual.	£375	Cardiovascular Disease Prevention Programme (CPP) (9 months, group-based, 18 sessions)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Cardiovascular Disease Prevention Programme (CPP)</i>	Digital/Virtual	As above, but digital or virtual.	£285	Digital / virtual Cardiovascular Disease Prevention Programme (CPP) (9 months, digital 1:1 with app or group-based with virtual videocalls 18 sessions or digital	Total cost per participant, including total diet replacement products and communications with referrer (based on majority weekday delivery, up to 20% evenings and

Service	Service Model	Short Description	Price per patient	Price Description	Notes
				equivalent)	weekends)
<i>Diabetes Remission Programme (DRP) Total Diet Replacement (TDR) Model</i>	In-Person	Diabetes Remission Programme (Total Diet Replacement): For recently diagnosed type 2 diabetes; phases include 12 weeks of nutritionally complete TDR using NUPO products, 12 weeks of food reintroduction, then 6+ months of weight-maintenance support with multidisciplinary oversight.	£1,775	Diabetes Remission Programme (DRP) (12 months, group-based, 21 sessions)	Total cost per participant, including total diet replacement products and communications with referrer (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Diabetes Remission Programme (DRP) Total Diet Replacement (TDR) Model</i>	Digital/Virtual	As above, but digital or virtual.	£1,625	Digital / virtual Diabetes Remission Programme (DRP) (12 months, digital 1:1 with app or group-based with virtual videocalls, 21 sessions or digital equivalent)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>GLP-1 Wraparound Support Service (GLP-1 WSS), also referred to as Behavioural Support for Obesity Prescribing Programme</i>	In-Person	GLP-1 Wraparound Support Service: A non-prescribing, behavioural support offer for people on GLP-1 medicines, focusing on side-effect management, satiety cues, sustainable habits and adherence, with optional maintenance.	£105	Wraparound support for obesity medication (per month per person). 50% surcharge for complex needs. Prescribing and medications excluded.	Total cost per participant per month (based on majority weekday delivery, up to 20% evenings and weekends)

Service	Service Model	Short Description	Price per patient	Price Description	Notes
<i>GLP-1 Wraparound Support Service (GLP-1 WSS), also referred to as Behavioural Support for Obesity Prescribing Programme</i>	Digital/Virtual	As above, but digital or virtual.	£99	Digital / virtual Wraparound support for obesity medication (per month per person, digital 1:1 with app or group-based with virtual videocalls). 50% surcharge for complex needs. Prescribing and medications excluded.	Total cost per participant per month (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Accelerate Weight Management Programme (AWMP)</i>	In-person / Virtual	Weight Management Programme (in-person in a community-based venue or virtual): A 16-week group programme with an initial assessment, weekly 60-minute sessions on nutrition, activity and behaviour change, and onward signposting where needed. Three months of Total Diet Replacement (TDR) products included, enough TDR products for a 4-week step-down introduction to real food.	£1,535	Weight Management Programme (3 months of TDR products and coaching plus 1 month structured food reintroduction, 17 sessions)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Accelerate Digital Weight Management Programme - Coached (ADWMP-C)</i>	Digital only	Digital Weight Management Programme (app-based, coached): A 16-week digital curriculum delivered via the Digital/Virtual with video onboarding, weekly coaching (video + in-app messaging), self-tracking, and follow-ups at 3/6/12 months. Three months of Total Diet Replacement (TDR) products included, enough TDR products for a 4-week step-down introduction to real food.	£1,395	Digital Weight Management Programme (3 months of TDR products and coaching plus 1 month structured food reintroduction, 1:1 digital with app)	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)

Service	Service Model	Short Description	Price per patient	Price Description	Notes
<i>Smoking Cessation (SC)</i>	In-Person	NCSCT-aligned smoking cessation service, with group options	£350	NCSCT-aligned smoking cessation service, with group options, medication additional at cost plus consulting support time	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Smoking Cessation (SC)</i>	Digital/Virtual	NCSCT-aligned smoking cessation service	£295	NCSCT-aligned smoking cessation service, medication additional at cost plus consulting support time	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Other Healthy Lifestyle programmes (lighter touch)</i>	In-Person	Healthy lifestyle programmes, including modular introductions to healthy eating and physical activity promotion - typically small-group programmes over 6 weeks	£105	Healthy lifestyle programmes, including modular introductions to healthy eating and physical activity promotion - typically small-group programmes over 6 weeks	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)
<i>Other Healthy Lifestyle programmes (lighter touch)</i>	Digital/Virtual	As above, but digital 1:1 or virtual group.	£115	Digital or virtual healthy lifestyle programmes, including modular introductions to healthy eating and physical activity promotion - typically small-group virtual or 1:1 individual programmes over 6 weeks	Total cost per participant (based on majority weekday delivery, up to 20% evenings and weekends)

Service	Service Model	Short Description	Price per patient	Price Description	Notes
<i>Technical support and additional services - Junior</i>	Consultancy	Liva can provide additional services including technical support, marketing support, pathway co-design, training, translation, additional programme contacts, additional out of hours support or support for patients with more complex needs. Printing and fulfillment can be added at cost	£300	Technical support and additional services daily rate - Junior	10% incremental reduction for numbers of days over 25, 60 and 100
<i>Technical support and additional services - Senior</i>	Consultancy	Liva can provide additional services including technical support, marketing support, pathway co-design, training, translation, additional programme contacts, additional out of hours support or support for patients with more complex needs. Printing and fulfillment can be added at cost	£600	Technical support and additional services daily rate - Senior	10% incremental reduction for numbers of days over 25, 60 and 100

Value-added additions to the core annual price

We also offer the following additions or variations to the pricing above:

- Companion app for in-person or virtual delivery participants: Additional £10 per participant
- White-label app: Additional £15,000 upfront, plus £6,000 per year
- Additional weekend or evening delivery: Listed costs increased by 8% for every 10% increase in weekend or evening delivery
- Translated programme materials: £20,000 upfront per new language or format combination, unit prices uplifted by 75%
- Social media campaigns or promotions: Ad spend at cost plus 10%, marketing staff time as per consultancy rates.

Other pricing notes

1. All amounts are in pounds sterling (GBP) per year, exclusive of Value Added Tax (VAT), which is charged at 20% unless specified otherwise
2. All participants must meet the relevant programme eligibility criteria
3. Liva offers a 7% incremental price per patient reduction for annual participant numbers over 1,000, 2,500 and 5,000
4. Liva may agree discounts to the prices listed above based on annual upfront payment or the specific circumstances of the purchaser and implementation. Similarly, unit prices may be increased by 10% should monthly invoicing be required.
5. Standard payment terms are 30 days from date of invoice, with invoices being issued 30 days in advance of anticipated services being provided and reconciled against actuals in the next invoice
6. Liva reserves the right to charge interest for late payments on a daily basis at 5% above the prevailing Bank of England base interest rate
7. See standard terms and conditions for other details.