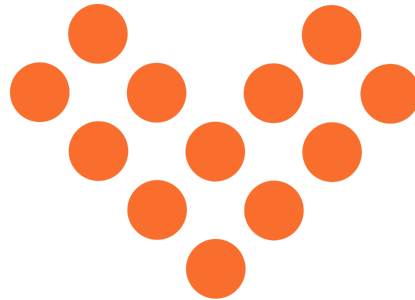




Liva Life: Chronic disease prevention, management and remission

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

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Service Name

Liva Life by Liva Healthcare - a fully managed digital health service delivering technology, evidence-based programmes and expert health coaches to support chronic disease prevention, chronic disease management and population health.

Service Description

Liva Life is a fully managed digital health service in which Liva Healthcare delivers the technology platform, evidence-based programmes and dedicated health coaches required to run end-to-end chronic disease prevention, management and remission programmes and population health services.

Platform

The Liva digital platform underpins service delivery, enabling secure patient engagement, clinical workflows and outcomes reporting. It includes a web-based clinician portal for caseload management and communication, a native patient mobile app (iOS and Android) for self-management and coaching support, an analytics portal for monitoring engagement and outcomes, and an administration portal for configuration and customisation, including white-labelling.

Programmes

Liva Life provides the **end-to-end design, delivery and continuous improvement** of evidence-based health programmes aligned to national policy, clinical guidance and commissioning priorities.

All programmes are informed by **behaviour change science**, NICE guidance and national service specifications (where relevant), and are delivered using structured assessments, personalised content, coaching interactions, goal tracking, messaging and outcomes monitoring via the Liva platform. Liva and subsidiary Momenta have extensive experience delivering programmes for the NHS and local authorities, including services commissioned through major national NHS frameworks (including NHS Healthier You, Type 2 Diabetes Path to Remission and Digital Weight Management Programme).

People

Liva Life includes the delivery of services by **trained and qualified health coaches**, providing regular, personalised behaviour-change support through digital and asynchronous interactions. Health coaches work within agreed clinical governance and escalation frameworks and use the platform to manage caseloads, track progress and support outcomes reporting at scale.

Place

Liva Life supports **digital, virtual and in-person delivery**, enabling services to be delivered across home/work, community and clinical settings. The service is designed to fit within **regional and local service ecosystems**, supporting integration with other systems, signposting to local services and co-production with commissioners to align with local pathways and population needs.

A fully managed chronic disease prevention and management service

Liva Life delivers fully managed behaviour change services typically running for 3–12 months, combining evidence-based programmes, qualified health coaches and flexible delivery models. Programme packages can be deployed using standard NHS-aligned service models or bespoke programmes co-produced with commissioners to meet local population needs.

Liva Life programme packages include:

- **Standard Weight Management** – structured behaviour change support for adults with overweight or obesity, delivered through lifestyle coaching, education and goal tracking. A ‘No coach’ self-directed version is available digitally.
- **Accelerate Weight Management** – an intensive weight management programme including **total diet replacement products**, combined with structured behaviour and health-coaching support
- **Cardiovascular Disease (CVD) Prevention** – addressing modifiable cardiometabolic risk factors such as weight, physical activity and diet
- **Diabetes Prevention** – supporting individuals at high risk of type 2 diabetes through evidence-based lifestyle and behaviour change interventions
- **Diabetes Remission** – structured programmes supporting people with type 2 diabetes to lose significant amounts of weight and, ideally, achieve and sustain remission
- **GLP-1 wrap-around behavioural support** – education, adherence and lifestyle support alongside obesity prescribing pathways (excluding medication or prescribing)
- **Smoking Cessation** – behaviour change programmes supporting smoking reduction and cessation
- **Lighter-touch healthy lifestyle programmes** – including healthy eating and physical activity promotion

Delivery models

Liva Life programmes are delivered by dedicated health coaches* through flexible, multi-channel formats to maximise reach, accessibility and engagement, in line with Commissioner priorities:

- **Digital:** One-to-one services delivered via the Liva mobile app, providing individual access to programme content and ongoing support
- **Virtual:** Group-based programmes delivered via web-based video conferencing, supported by easy-to-read, interactive printed workbooks sent to participants
- **In-person:** Group-based programmes delivered in accessible community venues, supported by easy-to-read, interactive printed workbooks

**Note: The ‘No coach’ digital weight management programme is the exception.*

Delivery models can be offered independently or combined within a single service to meet local commissioning and population needs. **All services are underpinned by our digital platform, empowering patients, maintaining engagement and managing outcomes data.**

NICE-recommended and CQC-regulated services

NICE's early value assessment guidance on "Digital technologies for delivering multidisciplinary weight-management services" includes **Liva** among technologies that "can be used in the NHS, while more evidence is generated." This guidance was originally published as **HTE14 (26 Oct 2023)** and has since been migrated by NICE to **HealthTech guidance HTG700**, with recommendations unchanged. ([NICE](#))

Liva also maintains CQC registration for our Specialist Weight Management Services - an unusual indicator of quality in our field. ([CQC](#)).

Patient-centred, accessible service delivery

Liva Life delivers regular, structured clinical and health-coaching contact through a patient-centred, digitally enabled service model. Liva manages appointment scheduling, two-way communication, reminders, structured education and progress monitoring as part of the fully managed service, supported by the Liva digital platform.

The service is designed to be inclusive and accessible, with a strong focus on reducing barriers for people experiencing health inequalities. Liva captures language and accessibility requirements at onboarding and personalises aspects of service delivery accordingly. Digital content is designed for screen-reader compatibility, supports adjustable text sizing up to 200%, and is available in 31+ interactive languages (with 280+ languages supported through the content management system). Health-coaching delivery is available in 25+ languages. Liva is working towards WCAG 2.1 AA compliance, with completion targeted for 2026.

Liva Life for NHS commissioners

Liva Life supports NHS-commissioned services by providing an end-to-end managed delivery model for chronic disease prevention, management and remission services and populations health programmes, reducing operational burden on clinical teams and integrating as required. Delivery can be white-labelled with appropriate NHS or local branding.

This includes:

- Fully managed digital, virtual, in-person and hybrid delivery
- Dedicated health-coaching and multi-disciplinary team workforce delivering structured, regular patient contact within agreed clinical governance frameworks
- Digital clinician and operational workflows that can support Clinical Director oversight, multidisciplinary team (MDT) support, caseload management and service configuration
- Outcomes, engagement and population-level reporting to support service monitoring and evaluation (package-dependent)

- Information governance aligned with NHS expectations, including GDPR compliance and secure data handling (see Security and Data Protection sections)
- API-based integration capabilities with NHS and third-party systems, where required and with in-house development (including NHS Notify)

Liva Life for Local Authorities

Liva Life supports Local Authority-commissioned prevention and behaviour change services through flexible, fully managed programme delivery models aligned to public health priorities.

This includes:

- Design and delivery of configurable prevention and lifestyle programmes, including education, prompts, messaging, tracking and coaching support
- Multi-channel delivery options (digital, virtual, in-person and hybrid) to maximise reach and accessibility
- Population-level reporting and analytics to support public health insight, performance monitoring and service evaluation (package-dependent)
- Programmes tailored to local needs and health inequality priorities, co-produced with commissioners
- Suite of programmes that can be commissioned individually as standalone services or combined into an integrated healthy lifestyle service.

Service features

Liva Life delivers a fully managed service combining digital platform capabilities, evidence-based programmes, qualified people and flexible delivery settings (places). Features vary by service package.

Platform

The Liva digital platform underpins all Liva Life services, enabling secure delivery, monitoring and reporting across prevention and long-term condition programmes.

Key platform features include:

- Clinician portal (web): Supports individual and MDT delivery, caseload management, patient monitoring, education and two-way communication
- Patient mobile app (iOS and Android): Enables self-management, goal tracking, access to programme content and communication with health coaches and clinicians
- Analytics and reporting portal: Provides a report library with configurable metrics covering engagement, outcomes and programme performance
- Administration portal: Enables service configuration, user management, permissions and customisation of the platform experience

Security and access are managed through:

- Role-based access control (RBAC) and multi-factor authentication (MFA)
- Secure device access using biometrics or PIN
- Accessibility features including language selection and dark mode

Connected apps and devices can be enabled where required, including Apple Health, Google Fit and a referenced connection to Abbott FreeStyle Libre (package-dependent).

Programmes

Liva Life programmes are designed and delivered using behaviour change science, informed by established models, clinical guidance and real-world evidence. Where relevant they comply with NICE and other relevant guidelines. Each programme has been developed specifically by a specialist team to maximise uptake, retention and impact for the condition being addressed. Digital workflows and configurable content are used to support consistent, scalable and effective service delivery.

Programme features include:

- Patient assessments and onboarding: Digital questionnaires and surveys capturing baseline health, risk and behavioural information
- Tracking and goal setting: Configurable tracking units and goals such as steps, weight, sleep and mood
- Validated outcome measures: Customisable smart survey templates including PHQ-9, GAD-7, PAM and PROMs, with bespoke measures available (package-dependent)

- Education and learning modules: Structured content including articles, videos, recipes, exercises and links, with automated and scheduled content delivery (package-dependent)
- Omni-channel communication platform including telephone and videocalls, voice, video, in-app and text messages, emails.
- Automated reminders and contact protocols: Configurable prompts and task reminders supporting onboarding, engagement and adherence (package-dependent)

People

Liva Life includes the delivery of services by qualified health coaches and clinical staff, supported by digital tools to manage interactions and caseloads.

People-focused features include:

- One-to-one appointment booking: Available via the patient app and clinician portal
- Group appointment management: Scheduling and delivery of virtual and in-person group sessions (package-dependent)
- Two-way communication: Secure messaging via in-app chat, email, video, voice and SMS for individuals or groups
- Clinician and coach efficiency insights: Reporting on caseload activity, contact frequency and service utilisation (package-dependent)

Place

Liva Life supports digital, virtual and in-person delivery models, enabling services to be delivered across community, home and clinical settings.

The service is designed to fit within regional and local service ecosystems, supporting:

- Integration with NHS and third-party systems via APIs, where required
- Signposting to local services, community assets and onward support pathways
- Co-production with commissioners and delivery partners to align services to local pathways, referral routes and population needs

Place-based features also include:

- Support for remote digital delivery through the patient app and clinician portals
- Enablement of virtual group delivery using video conferencing alongside digital content and printed materials
- Support for in-person delivery in community or clinical venues, with digital tools used to manage attendance, tracking and outcomes
- Population-level analytics: Reporting by demographics, ethnicity and geography to support place-based planning and health inequality monitoring (package-dependent)

Service benefits

Individual patients

- Convenient access to structured health and behaviour-change support through digital, virtual or in-person delivery model
- Personalised coaching, goal tracking, education and progress monitoring to support sustained engagement
- Simple communication and scheduling with health coaches through voice, video and text messaging and appointment management
- Inclusive service design with accessibility features and multi-language delivery to reduce barriers and support equitable access

Health coaches, practitioners and clinical staff

- AI-enabled support automates routine tasks and surfaces insights, allowing staff to focus on patient-centred care
- Streamlined digital workflows reduce administrative burden and improve productivity and efficiency
- Real-time patient data supports timely, personalised and data-driven interventions
- Consistent programme delivery improves fidelity to evidence-based models and supports better patient outcomes

Wider healthcare system

- Scalable, fully managed delivery of prevention and long-term condition services, reducing operational burden on commissioners and providers
- Robust reporting and analytics to monitor engagement, outcomes and programme performance, supporting service assurance and improvement
- Strong information governance and security controls aligned with recognised standards (see Security and Data Protection sections)

Population health

- Population-level reporting (package-dependent) enabling analysis by demographics, ethnicity and geography to support targeted intervention
- Structured outcomes data to support evaluation of effectiveness, impact on priority groups and value for money
- Programmes can be delivered on a standalone basis or bundled.

Onboarding and offboarding support

Launch plan & communications

- Each customer (NHS organisation or other commissioning body) is supported by a dedicated Account Manager who works collaboratively with the commissioner team to plan and manage the launch of the Liva Life service(s).
- A tailored referral, sign-up and access journey is agreed as part of mobilisation, which may include a white-labelled, co-branded entry point to ensure Liva Life is seamlessly embedded within existing service pathways and communications.
- Liva provides launch and engagement materials, such as posters, digital content and messaging templates, to support awareness and uptake of the service.
- Hiring of the health coach team, where needed or current staffing cannot be deployed.

Mobilisation and service management process

Liva Life mobilisation is a clearly structured process with defined roles and responsibilities – both internally within Liva and for commissioner stakeholders. It follows a tried and tested approach with demonstrated success across the country and typically takes 1-3 months, depending on the scale and complexity of the commission of service. This ensures safe, on-time deployment, stakeholder alignment, and long-term value. Specific topics addressed include timescales, steering group membership and identification of other stakeholders, roles and responsibilities, service overview, governance, monitoring and reporting, KPIs, fiancé, data protection (including DPIA), eligibility and pathway(s), signposting, communications (and training if required), service customisations (if required), platform configurations (if non-standard), recruiting and venue identification (if required) and other services,

Typically we suggest weekly project team meetings during mobilisation, moving to fortnightly for a short period after go-live and then monthly or quarterly steering group meetings as appropriate. We have tried and tested agenda and processes for these.

Three-Phase Mobilisation Model

1. Discovery & Strategic Alignment (Week 1)

- Contract signature and project kick-off
- Kick-off meeting(s) with relevant Commissioner stakeholders covering service mode(s), pathways, monitoring and reporting, data security and governance, performance and KPIs, finance and any bespoke requirements
- Agreement of project plan roles and responsibilities and timelines

2. Design & Development (Months 2–3)

- Platform configuration and mobile app customisation (where required)
- Clinician portal setup and integration scope confirmation
- Development of alerts, templates, nudges, and messaging
- Data migration and bespoke development (if applicable)

- Admin-led system configuration

3. Deployment & Enablement (Months 3–4)

- Clinician training via eLearning and provision of training materials
- End-user onboarding via in-app guidance
- UAT, integration testing, and final data migration
- Pre go-live testing, go-live, and stabilisation with hypercare support

Post Go-Live Support

- Structured reviews at 30, 60, and 90 days
- Ongoing Quarterly Business Reviews (QBRs) to support optimisation and continuous value delivery

Offboarding

Liva will support service transitions and offboarding by:

- Providing programme data in **open, non-proprietary formats** (currently providing **CSV extracts** for NHS programmes such as T2DR, DWMP and DPP, with **JSON available on request**)
- Enabling customers to **view, export, or request a full copy of their data at any time** via the support team, in common and appropriate formats
- Supporting deletion requests in line with GDPR, the Data Protection Act 2018 and Liva's privacy policy
- Applying proven transition principles from previous NHS service transitions (e.g., T2DR primary contractor transitions and NDPP subcontractor transitions) — noting that Liva Life transition is simpler as it is a platform (not a standalone clinical programme)

Retention/archiving: archived data is managed using retention rules agreed with NHS Scotland; when retention periods end, data is deleted securely as agreed in relevant data processing/sharing agreements.

User Support

For individual patients

Support options referenced include weekday patient support, with package-dependent options.

Support Channel	Availability	Communication Method	Notes
Email Support	09:00–17:00, Monday–Friday	Email	All contacts are logged as tickets in Dixa CRM
Telephone Support	09:00–17:00, Monday–Friday	Telephone	In-hours support for service and operational queries
Webchat Support	09:00–17:00, Monday–Friday	In-app / webchat	Real-time support during business hours
Help Centre	24/7	Online self-service portal	FAQs and troubleshooting guidance available at all times
Out-of-hours Contact Handling	Outside 09:00–17:00	Email / Help Centre	Requests are logged as tickets and followed up during support hours

Email support is available at support@livahealth.com.

Ticket management includes automatic acknowledgement, prioritisation rules to surface urgent issues (e.g., safeguarding or access-blocking technical problems), and routing to specialist teams where required. This supports a **4-hour response SLA** and **4 working days resolution target**.

For NHS organisations, local authorities, or other potential commissioners

- Assigned dedicated Account Manager holds monthly or quarterly reporting, KPI review and feedback sessions, as agreed in Mobilisation
- Account Manager is the primary point of contact for any interim queries, problem-solving, requests or other matters
- No additional infrastructure setup is required.
- A quarterly anonymised report to track impact and provide health insights of participating individuals (patients of NHS organisations, residents of local authorities etc.). Additional reporting can be discussed if required

Following go-live, Liva provides proactive, structured account management to support referral generation and self-referral as appropriate, performance, and long-term value.

- **Proactive Adoption Management**
Dedicated account support begins immediately post go-live, with a focus on embedding the platform into day-to-day service delivery and achieving agreed KPIs.
- **Regular Check-ins**
Weekly check-ins during the early adoption phase to review usage, gather feedback, share best practice, and quickly surface and resolve issues.

- **KPI Monitoring & Reporting**
Ongoing monitoring of platform usage, engagement, and outcomes, with performance tracked against agreed metrics.
- **Monthly Service Reviews**
Monthly reviews of operational performance, including patient volumes, data usage, task completion, and support activity. Insights are shared, risks or deviations identified, and improvement actions agreed in line with SLAs and client objectives.
- **Issue, Complaint & Success Management**
Structured triage and escalation of support tickets, with proactive management of issues and recognition of successes as they arise.
- **Product & Service Feedback Loop**
Client and patient feedback is regularly reviewed internally to inform product development and service improvements.
- **Continuous Service Improvement**
Ongoing optimisation of the service based on performance data, client feedback, and emerging best practice, supporting renewal and long-term partnership.

Operational and Business Continuity

Liva maintains a business continuity plan with clear roles, responsibilities and structured actions for emergencies, protecting records and restoring services. Risk assessments and incident reviews drive continual improvement, and actions/decisions/changes are recorded and audited.

Backups: backups are stored encrypted within secure cloud storage, with encryption in transit and at rest using TLS 1.2+ and strong encryption standards.

BCP governance: the business continuity plan is reviewed annually and tested at least once every 12 months.

Database backups: Liva uses Amazon Aurora PostgreSQL with automated, continuous, incremental backups managed via AWS Backup. Backups are encrypted using customer-managed keys and replicated across regions and AWS accounts for resilience. Two backup schemes are in place: a “Golden” plan for production with long-term retention and cross-replication, and a “Silver” plan for non-critical environments with shorter retention and no replication.

Service Levels

- **Uptime:** 99.95%+
- Liva is designed for high availability with support for continuous releases to avoid disruption. Planned maintenance is scheduled during low-usage periods (typically overnight) and communicated in advance.
- Support model and SLAs described in the Service Desk section (4-hour response SLA; 4 working days resolution target).
- Our platform is designed for high availability, with support for continuous releases to avoid disruption to live services. Planned maintenance is scheduled during low-usage

periods, typically overnight, and is communicated in advance. Maintenance activities are timed to avoid asynchronous meetings or critical business windows.

Penetration testing

Liva Healthcare's last CREST approved penetration testing was carried out in March 2025. Attestation Letter and Summary of Penetration Test Risk Items and Status are available for review. The test result was positive and there were no medium or high risks highlighted by the testing body. Remediations of highlighted low-risk items were carried out and monitored.

Liva operates in accordance with clause 9.3.1 of Liva's internal policy 04-205 Security of Liva's Operations which states: "External penetration tests of Liva products (mobile applications, backend and AdvisorWeb) must be conducted at least annually. Any Critical or High exploitable vulnerabilities found during a penetration test must be fixed and re-tested to verify the vulnerability was corrected."

Updates and patching

Liva follows a controlled update and patching process to ensure the service remains secure, reliable and available to users.

- All changes are tested and validated in controlled non-production environments before being released to the live service.
- Critical defects can be addressed rapidly through established DevOps processes, enabling targeted patching of individual system components without wider service disruption.
- Application servers are updated and patched using a rolling deployment approach to minimise downtime and maintain service availability.
- Planned major updates that require service interruption are communicated to customers in advance and scheduled outside standard office hours wherever possible.
- Where an update to the patient mobile application is recommended or mandatory, users are notified through an in-app message to support timely installation.

Standards and safety

Liva's governance and compliance posture includes:

- **DTAC compliance**, including clinical governance documentation and clinical risk management aligned to **DCB0129 and DCB0160**
- A **Clinical Risk Management System (CRMS)** to manage health IT hazards and operational incidents related to the Liva platform, reviewed and maintained within Liva's QMS
- A **Clinical Safety Case Report** under DCB0129, providing safety claims and evidence for mitigation of clinical risks, made available to key stakeholders involved in design/build/test/deployment
- Clinical governance led by **Medical Director Dr Ellie Heath**, with governance committee oversight and accountability through to the CEO/Board; operational implementation overseen by Service Director Hannah Pearman

Quality and Incident Management

Liva's Information Governance framework is **ISO27001 accredited** and audited yearly. Liva also holds externally assured **QISMET**, **DTAC**, and **Cyber Essentials Plus** accreditations, and operates a proven quality monitoring system/QMS with standards for data quality/validity, training/competency, data security and internal auditing.

Security

Liva's security approach includes:

- UK data hosting with strict access controls
- TLS 1.2+ encryption for data in transit
- AES-256 encryption for data at rest
- Role-based access controls with comprehensive logging/audit trails
- Two-factor authentication and single sign-on for internal systems
- Regular penetration testing, code reviews and monitoring
- No personal data transfers outside the UK (data stored/processed in UK-based environments)

GDPR compliance

Liva's GDPR approach includes:

- Clear, accessible privacy notices at the point of data collection
- Support for data subject rights (access, rectification, erasure, portability)
- Consent-based processing meeting GDPR standards (active/informed), with secure, time-stamped, auditable consent records
- Records of processing activities maintained in line with GDPR Article 30
- Ongoing compliance maintained through internal audits and external assessments linked to ISO27001 and Cyber Essentials Plus, and mandatory staff training

Accessibility accreditations

Liva Life supports accessibility through multi-language support and dark mode (platform capability), alongside a broader accessibility approach including screen-reader compatibility and adjustable text to 200%, interactive content in 31+ languages (and 280+ via CMS), and coaching in 25+ languages. We are currently working towards **WCAG 2.1 AA**, with completion targeted for 2026. Our accessibility statement is published on our website (<https://www.livahealthcare.com/en/accessibility>).

Pricing

Pricing for Liva Life, and all other Liva Healthcare services offered on G-Cloud 15, is provided as a separate accompanying pricing document.