Cerina General Digital Referral Assistant

Service Definition (G-Cloud 15)

Service Summary

Cerina General Digital Referral Assistant is a configurable, system-wide digital pathway container that enables commissioners to operate a single, reusable digital front door across multiple health, work and wellbeing pathways.

The service provides a common layer built around four core capabilities:

- a multilingual conversational virtual agent
- two-way interoperability with local systems
- a structured assessment engine
- CBT-based digital support where appropriate

This container allows any pathway (for example, anxiety, VCSE-led offers or future initiatives) to be configured and delivered within the same digital experience, without creating separate apps, websites or referral tools.

The service is designed to manage demand earlier and more safely, while routing people into appropriate human services rather than replacing them.

Service Description

Health and care systems increasingly operate multiple pathways in parallel, each with different eligibility criteria, access routes and thresholds. Common examples include neurodevelopmental pathways (ADHD, Autism), mental health support, employment and health programmes, and community-led offers.

In many systems, each new pathway results in a new digital form, website or referral route. This creates fragmentation for citizens, increases cognitive load for referrers, and makes it difficult for systems to manage demand consistently.

Cerina General Digital Referral Assistant addresses this by providing a **single, reusable digital container** that sits before treatment or diagnosis and can be configured to support any pathway.

Rather than being tied to one condition or programme, the Digital Referral Assistant provides a common digital foundation that systems reuse as new pathways are introduced, adjusted or retired.

Core platform capabilities

The Digital Referral Assistant is built around four core capabilities that are configured differently depending on pathway needs.

1. Multilingual conversational interface

A conversational virtual agent provides an accessible entry point for users, capable of operating in over 100 languages. Conversations are designed to be clear, inclusive and non-clinical, supporting people with different levels of digital confidence, literacy and communication preference.

2. Structured assessment engine

The service includes a configurable assessment framework that collects a consistent minimum dataset relevant to the pathway being configured. This may include information about symptoms, functional impact, daily challenges, preferences, risk indicators or readiness for support.

Assessments are structured, auditable and aligned to local pathway definitions.

3. Interoperability and data exchange

Cerina Digital Referral Assistant includes an interoperability layer that supports secure, two-way data exchange with local systems where required. This allows structured information to be passed to referral platforms, clinical systems, dashboards or data services, and for status or outcomes to be returned.

4. Optional digital self-support

Where appropriate, the container can include digital self-support such as psychoeducation or CBT-informed tools. These are used to support early engagement or stabilisation and do not replace clinical assessment, diagnosis or treatment.

How the container operates in practice

Individuals access Cerina Digital Referral Assistant through a web browser on any device, with no app download needed. It can be reached from a link, QR code or partner website. They experience a single, branded entry point defined by the commissioning system, not by individual programmes.

The virtual agent and assessment engine collect structured information once and apply system-defined rules to determine appropriate routing. Depending on pathway configuration, the platform can:

- route users directly to self-management or CBT content

- pass a structured referral into a selected pathway
- retain information for follow-up or onward contact

Because the container is reused, new pathways can be added, modified or retired without rebuilding the digital front door. This allows systems to respond to policy change, new funding or emerging demand using the same core platform.

The service does not deliver clinical treatment or replace professionals. It functions as a coordination, triage and capacity layer that supports safer and more efficient use of human services.

Intended Users

Buyers

- Integrated Care Boards (ICBs)
- System-level partnerships and place-based collaboratives
- Combined authorities or local authorities jointly commissioning health and employment services

End users

- Adults accessing health, work and wellbeing support
- Referrers and front-door teams directing people into services
- Programme owners and service providers receiving structured referrals

The service is intended for systems that require a shared Stage 0 digital container spanning multiple pathways, rather than point solutions tied to individual programmes.

Benefits

Benefits for commissioners

- One reusable digital Stage 0 platform for multiple pathways
- Earlier, safer demand management across programmes
- Reduced duplication of digital tools and assessments
- Consistent, explainable triage decisions
- Structured insight into demand, routing and pathway utilisation

Benefits for referrers and access teams

- Single digital route instead of multiple forms and systems
- Reduced cognitive load and administrative burden
- Clearer, more consistent onward routing

Benefits for service providers

- Improved referral quality and appropriateness
- Consistent assessment information on arrival
- Better use of clinical and non-clinical capacity
- Ability to refine thresholds without redesigning the frontend

Benefits for individuals

- Simpler, clearer access experience
- Support in their preferred language
- Faster direction to appropriate help
- Reduced waiting and repeated assessment

Medical Device Status

Cerina General Digital Referral Assistant is not a medical device. It is a digital front door that collects structured information and routes people to services using rules set by the commissioning system. It does not diagnose, treat or make clinical decisions, and it does not replace clinical assessment. Cerina keeps this position under review as new pathways and features are added.

Deployment Model

The service is commissioned at system or place level and deployed as a neutral, system-wide digital front door. Initial implementation typically focuses on a defined set of priority pathways, with additional pathways configured over time using the same container.

Deployment does not require specialist IT resources from the customer.

Optional professional services are available to support local configuration, pathway design and interoperability alignment. These services are not required for the operation of the Cerina platform, which functions out of the box.

Interoperability

The service supports interoperability through APIs and structured data exchange. Integrations can be configured to pass referrals, receive status updates and support reporting, or the service can operate independently where integration is not required.

Pricing

Item	Unit	Price
Cerina General Digital Referral Assistant System Licence	Per ICB / system / year	**£120,000**
Cerina General Digital Referral Assistant: Starter Place Licence	Per place / year	**£65,000**

Price includes

- Multilingual conversational interface (100+ languages)
- Configurable assessment engine
- Interoperability layer
- Optional digital self-support modules
- Hosting, maintenance and support

Pricing notes

- Unlimited users within the licensed geography
- Unlimited pathways configured within the container
- No per-user or per-pathway charges

Optional professional services are available to support local configuration, pathway design and interoperability. These services are not required for the operation of the Cerina platform.

Technical Specification

CODE	SPECIFICATION
CER01	Browser-based and mobile-responsive; no app download required
CER02	Users have access for duration specified in service contract (typically 12-24 months)
CER03	Digital front door available 24/7, with optional self-support content
CER04	Optional CBT-informed self-support modules aligned with NICE guidance
CER06	Configurable collection of validated measures (for example PHQ-9 and GAD-7) where a pathway requires them
CER07	Referral and session status tracking
CER08	Automated risk detection with immediate safety signposting and crisis resources
CER09	Integration with local and national crisis helplines and services
CER10	Service-level analytics dashboard with real-time monitoring and reporting
CER11	GDPR-compliant data handling with NHS information governance standards

Clinical Governance and Safety

Cerina operates within a robust clinical and information governance framework appropriate for NHS digital health and care services. The automated conversational

support does not provide diagnosis or replace clinician-led therapy and operates within an approved clinical safety case aligned with DCB0129 and DCB0160.

Clinical safety and risk management include:

- Approved clinical safety case in line with DCB0129 and DCB0160, covering hazard analysis, risk assessment, safety controls, and incident management.
- Automated monitoring of user inputs, with immediate safety signposting and clear escalation pathways aligned with local NHS safeguarding services.
- Prominent safety information and emergency contact details on key screens, with defined pathways for identified risks.

Clinical governance responsibilities include:

- Commissioning services / buyers retain responsibility for referral appropriateness, pathway placement, local risk management, and overall clinical governance within local care pathways.
- Cerina retains responsibility for platform safety, clinical accuracy of content, risk-detection, incident reporting, and operation of the clinical safety case.

Information Governance, Security and Compliance

Cerina is designed to meet NHS information governance and security expectations. All patient data is processed only for agreed clinical and service purposes and handled in line with NHS records-management and data-retention policies.

Key information governance and hosting measures:

- Hosted on Amazon Web Services (AWS) within the UK
- Complies with GDPR and the Data Protection Act 2018
- Meets NHS Data Security and Protection Toolkit (DSPT) requirements
- Aligns with NHS Digital Technology Assessment Criteria (DTAC)

Security measures include:

- Encryption in transit and at rest, with role-based access controls and audit logging for all access to patient data.
- Multi-factor authentication options, regular penetration testing and vulnerability assessments, defined security-incident response procedures, and business continuity and disaster-recovery plans.

Configuration, Onboarding, and Offboarding

Service Configuration

- Service branding and visual identity within the platform
- Pathways, eligibility rules and routing logic
- Self-care elements (podcast, articles, external resources)
- Local crisis helplines and support service details
- Assessment questions and minimum dataset per pathway
- Referral destinations and onward routes
- Service-level alert thresholds and notifications
- Analytics reporting formats and delivery schedules
- Integration parameters for local NHS systems (where applicable)

Onboarding

As part of service onboarding process, clients will receive:

- Online platform demonstration sessions for clinical and administrative staff
- Training on platform, safety and reporting
- Communications materials and digital assets for patient promotion
- Technical integration support (where applicable)
- Dedicated Client Success Manager
- Information governance and data protection documentation
- Any other locally agreed onboarding requirements

Offboarding

As part of offboarding at the end of the contract:

- A minimum of 3 months' notice period will be agreed
- A transition plan will be established to ensure patient safety
- Patient access termination date will be agreed, with appropriate notice to active users
- Clinical safety review will be conducted to ensure safe offboarding of all patients
- Services will receive comprehensive data export including:
    - Aggregate service analytics
    - Anonymised outcome measure data
    - Usage statistics and reporting data
- All patient data will be handled according to agreed data retention and deletion schedules
- Technical access credentials will be deactivated on the agreed end date
- Final service report will be provided summarising contract period performance

Service Level Agreement, Fault Management

Service Availability

The Cerina platform will be available 24 hours a day, 365 days per year for all patients with active accounts.

Agreed Availability Level (AAL) Target: 99.5%

AAL TARGET	MAXIMUM DOWNTIME PER MONTH
99.9%	43 minutes
99.5%	3 hours 36 minutes
99.0%	7 hours 18 minutes

Downtime is measured across 24/7/365 availability and excludes scheduled maintenance windows.

Service Hours and Support

Core Service Hours: 08:30 - 17:00 GMT (Monday - Friday, excluding UK bank holidays)

Out of Hours: Emergency P1 fault reporting available 24/7

Platform Availability: 24/7/365 for patient access

Scheduled Maintenance: Planned maintenance windows will occur outside core hours with a minimum of 7 days' notice

Faulty Reporting Process

Faults must be reported to: **support@cerina.co**

All fault reports must include:

- Contact information (name, role, organisation)
- Description of the fault
- Impact assessment (single user, multiple users, service-wide outage)
- Time fault was first identified
- Screenshots or error messages (where available)
- Steps taken to reproduce the issue

Data Management

Data Storage and Processing

All patient data obtained and processed within Cerina is:

- Hosted on Amazon Web Services (AWS)
- Stored within the United Kingdom
- Subject to NHS information governance standards
- GDPR compliant
- Encrypted in transit and at rest
- Backed up regularly with defined recovery procedures

Data Extraction

At the end of the contract, buyers can request:

- Aggregate service analytics (CSV format)
- Anonymised outcome measure data (CSV format)
- Usage statistics and reporting data (CSV/Excel format)
- Patient identifiable data (subject to information governance agreements and lawful basis)

All data extraction requests will be processed within 30 days of contract end, subject to agreed data retention schedules.

Data Retention

- Patient records retained for duration of contract plus agreed retention period
- Aggregate analytics available for service evaluation purposes
- Data deletion procedures follow NHS records management guidelines
- Buyers will be notified of data deletion schedules during offboarding

Service Management and Commercial Terms

Change Request Process

Requests for changes or enhancements outside standard configurations should be submitted via the support portal or Client Success Manager. All requests will be classified and prioritised.

Request Classifications

Classification	***Description***	***Response Time***	***Delivery Target***
Mandated	• Regulatory compliance • Clinical safety requirements • Security vulnerabilities • Performance critical issues	Triaged immediately	95% delivered within agreed sprint (1 month) 100% delivered in following sprint

High	• Significant process improvements • Efficiency enhancements • Large user base benefit	Triaged for next sprint	92% delivered within agreed timeline (1 month) 100% delivered in following period
Medium	• UX/UI improvements • Moderate user benefit • Enhanced functionality	Triaged as needed	Delivered as per agreed timeline
Low	• Minor aesthetic changes • Localised improvements	Standard schedule	Delivered as per agreed timeline

All significant change requests will require a Statement of Works (SOW) with agreed scope, timeline, and costs.

Service Management

Both parties shall establish a Service Management Group with responsibility for:

- Regular service performance review
- Incident and problem management oversight
- Service improvement initiatives
- Strategic planning and roadmap alignment
- Contract compliance monitoring

Reports will be provided monthly via the analytics dashboard and formally reviewed in SMG meetings.

Continuous Service Improvement

Cerina is committed to continuous improvement in the following areas:

- Reduction and improved resolution of P1 incidents
- Transparent Root Cause Analysis with corrective actions
- Proactive problem management to prevent recurring faults
- Enhanced communication and collaboration between parties
- Preventative maintenance activities
- SLA performance optimisation
- Clinical content updates reflecting latest evidence base
- User experience enhancements based on patient feedback
- Platform performance and stability improvements
- Security and information governance enhancements

Improvement opportunities will be communicated via SMG meetings and documented in service improvement plans.

Ordering and Invoicing Process

Minimum Contract Term: 12 months (subject to mutually agreed extension periods)

Invoicing Schedule: Monthly in arrears at the end of each calendar month

Payment Terms: Within 30 days of invoice receipt

Implementation Fee: Invoiced upon contract signature, payable within 30 days

Note: Alternative invoicing arrangements can be agreed to accommodate specific procurement requirements.

User Responsibilities

Service Provider Responsibilities

- Maintain platform availability in accordance with SLA
- Provide technical support during core hours and P1 emergency support 24/7
- Conduct regular platform maintenance and updates
- Monitor service performance and security
- Provide clinical governance documentation
- Ensure compliance with NHS information governance and data protection requirements
- Provide training and onboarding support
- Deliver regular service reports and analytics

Buyer/Commissioner Responsibilities

- Manage patient referral and access processes
- Define and agree eligibility criteria and routing rules for each configured pathway
- Provide clinical governance oversight at service level
- Manage local escalation pathways for patients identified as high risk
- Ensure appropriate use of the service within local care pathways
- Comply with terms of service and acceptable use policies
- Promote the front door through local channels (GP practices, partner websites, referrers)
- Provide feedback on service performance and improvement opportunities
- Maintain local crisis response and safeguarding procedures

Exit & Portability

On termination, customer data is returned securely or deleted in line with agreed retention schedules. Exit support is provided without additional charge.

Contact Information

General Enquiries: contact@cerina.co

Website: www.cerinahealth.com

This document is accurate as of October 21, 2026. Cerina reserves the right to update specifications, pricing, and terms in accordance with contract provisions and with appropriate notice to clients.

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