

Cerina WorkWell Digital Referral Assistant

Service Definition (G-Cloud 15)

Service Summary

Cerina WorkWell Digital Referral Assistant is a lightweight, user-facing digital support service designed to complement the NHS/DWP WorkWell programme delivery by helping individuals engage earlier, stay engaged during coaching and maintain progress after formal support ends.

The service provides a WorkWell-branded mobile app offering multilingual conversational support, Class I medical device CBT-based self-help, mood tracking and simple check-ins. It is designed to work alongside existing WorkWell coaching and referral models, without introducing new triage layers or system complexity.

Service Description

Cerina WorkWell Digital Referral Assistant is intended for systems that want to enhance the day-to-day experience of people using WorkWell, rather than redesign access or pathway routing.

The service addresses a common operational challenge: many individuals eligible for WorkWell struggle to engage consistently between coaching sessions or after formal support has ended. Anxiety, low confidence, practical barriers and stigma can reduce momentum, limiting long-term outcomes.

Cerina provides a simple, always-available support environment that individuals can access independently.

Key features include:

- A conversational virtual agent capable of engaging users in over 100 languages
- CBT-informed self-help content for anxiety, stress and confidence
- Mood tracking and reflective tools to support self-awareness
- Gentle digital check-ins to encourage ongoing engagement
- Clear signposting to WorkWell coaches and local support where appropriate

The service does not manage referrals, determine eligibility or replace coaching. It is deliberately positioned as a supportive companion layer, not a triage or pathway management tool.

How the service is used

Individuals typically access the Cerina WorkWell Digital Referral Assistant through WorkWell communications, coach recommendation or local promotion. Once onboarded, they can:

- Use self-help tools at their own pace
- Prepare for or reflect on coaching sessions
- Reinforce skills and confidence between appointments
- Continue using the app after coaching ends

For WorkWell teams, the service acts as a digital extension of human support, helping to sustain engagement without adding administrative burden.

Intended Users

Buyers

- Integrated Care Boards (ICBs) commissioning NHS WorkWell delivery
- System or place-based partnerships seeking an engagement-focused digital add-on

End users

- Working-age residents whose health affects their ability to stay in or return to work
- Individuals receiving or considering WorkWell coaching
- WorkWell coaches recommending digital self-support between sessions

Benefits

Benefits for commissioners

- Improves engagement and retention within WorkWell
- Supports prevention and sustained outcomes
- Low-risk, low-complexity digital enhancement
- Scales easily across populations

Benefits for WorkWell providers and coaches

- Reinforces coaching between sessions
- Reduces reliance on repeated check-ins
- Provides a consistent digital resource to recommend
- Supports post-coaching resilience

Benefits for individuals

- Immediate access to support in their preferred language
- Tools they can use privately and flexibly
- Reduced anxiety and improved confidence
- Ongoing support beyond formal coaching

Medical Device Status

The CBT-based self-help content provided within the Cerina WorkWell Digital Referral Assistant is registered as a Class I medical device. The service includes clear safety boundaries and signposting to NHS services where appropriate.

Deployment Model

The service is commissioned at ICB or system level and deployed as a WorkWell-branded digital companion. Configuration focuses on branding, local signposting and alignment with existing WorkWell delivery, rather than system integration.

Deployment is rapid and does not require specialist IT resource 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 Digital Referral Assistant does not require integration to operate effectively. Where required, simple data exchange can be enabled to support high-level reporting or signposting.

Pricing

Item	Unit	Price
Licence: Cerina WorkWell Digital Referral Assistant	Per ICB / programme / year	£150,000
Deployment: Cerina WorkWell Digital Referral Assistant	One-Off	From £48,000

Price includes

- WorkWell-branded digital front door
- Self-referral and eligibility confirmation
- CBT-informed digital support (Class I medical device)
- Coach-facing insights and reporting
- Hosting, maintenance and support

Pricing notes

- Unlimited eligible residents within the programme area
- No per-referral or per-coach fees
- Designed as a low-complexity enhancement
- No integration required to operate

Technical Specification

CODE	SPECIFICATION
CER01	Available via native mobile applications (iOS and Android)
CER02	Users have access for duration specified in service contract (typically 12-24 months)
CER03	Self-directed CBT programmes available 24/7
CER04	Adherence to NICE guidance for digital CBT interventions
CER06	Automated collection of validated outcome measures (PHQ-9, GAD-7) at baseline, intervals, and discharge
CER07	Patient progress tracking with visual indicators and milestone achievements
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	Secure user authentication and account management
CER12	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 mental health 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
- Patient onboarding and registration workflows
- Self-care elements (podcast, articles, external resources)
- Local crisis helplines and support service details
- Outcome measure collection schedule and frequency
- Referral and discharge pathways
- 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

<i>Classification</i>	<i>Description</i>	<i>Response Time</i>	<i>Delivery Target</i>
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	Standard schedule	Delivered as per agreed timeline

- Localised improvements

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
- Ensure patients meet eligibility criteria (adults aged 18+, mild-moderate anxiety/depression)
- 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
- Manage distribution of access credentials to eligible patients
- 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 January 30, 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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