

Cerina Stage 0: Professional Services

Stage 0 Configuration, Pathway Design & System Enablement

Service Definition (G-Cloud 15)

Cerina provides Professional Services under G-Cloud Lot 2b (Cloud Support) to support the deployment, configuration, integration, evaluation and optimisation of the Cerina cloud service. These services are delivered only in connection with the Cerina platform and are not offered as standalone consultancy.

Service Summary

Cerina Professional Services provide optional, time-bounded system enablement support to help NHS organisations configure, extend and optimise their use of the Cerina Stage 0 digital container.

The services are designed to help commissioners and pathway leads move from policy intent to operational reality quickly and safely, translating local pathway definitions, governance rules and operating models into live Stage 0 configurations.

Professional Services are **not required** for the operation of Cerina services, which function out of the box. They are used where systems want to accelerate delivery, introduce new pathways (such as ADHD or Autism), or ensure alignment with local governance, data and escalation arrangements.

Context and Purpose

Stage 0 is intentionally a generic, reusable container. Its value comes from being configured consistently across multiple pathways rather than rebuilt each time a new initiative is launched.

In practice, systems often need structured support to:

- align digital access with local clinical governance
- translate eligibility criteria into assessable logic
- configure conversational flows that work for diverse populations
- ensure escalation, safeguarding and signposting reflect local reality
- connect digital entry points to existing systems and reporting needs

Cerina Professional Services provide this support as short, discrete engagements, enabling systems to stand up new pathways quickly without creating long-term dependency or consultancy lock-in.

Scope of Professional Services

Professional Services are modular and can be commissioned individually or in combination.

1. Pathway Design & Translation

Support to translate local policy and pathway definitions into live Stage 0 configurations.

Includes:

- structured workshops with clinical and operational leads
- definition of inclusion, exclusion and prioritisation criteria
- mapping of escalation, safeguarding and onward routing
- alignment with local commissioning intent

Typical use cases include new ADHD or Autism pathways, expansion of WorkWell, or redesign of access models.

2. Assessment & Conversational Flow Configuration

Design and configuration of structured assessments and conversational journeys.

Includes:

- configuration of pathway-specific question sets
- conversational flow design for clarity, inclusion and accessibility
- multilingual configuration and validation
- testing against real-world scenarios

Focus is on reducing friction at first contact while preserving clinical and operational integrity.

3. Interoperability & Data Enablement

Support to align Stage 0 with local data and system architecture.

Includes:

- review of existing systems (for example referral platforms, population health tools, EPRs)
- definition of data fields, formats and exchange patterns
- configuration guidance for APIs or secure file transfer
- documentation for local digital and data teams

This service enables two-way data flow without replacing systems of record.

4. Reporting, Insight & Evaluation Configuration

Configuration of reporting outputs to support operational management and commissioning decisions.

Includes:

- definition of KPIs and pathway-specific metrics
- configuration of dashboards or structured exports
- support for evaluation, audit and assurance reporting

5. Governance, Safety & Assurance Alignment

Support to ensure Stage 0 configurations reflect local governance arrangements.

Includes:

- review of safeguarding and escalation logic
- alignment with local crisis pathways and signposting
- documentation to support DPIAs, clinical safety cases or assurance review

Intended Users

Buyers

- Integrated Care Boards (ICBs)
- System and place-based partnerships
- Neurodevelopmental and mental health pathway leads
- Transformation and access teams

Operational participants

- Clinical leads
- Service managers
- Digital, data and governance teams

Delivery Model

Professional Services are delivered as clearly scoped, fixed-duration engagements.

- Delivered remotely by default
- On-site delivery available by agreement
- Each engagement has defined outputs and handover artefacts
- No ongoing Cerina staff presence required

Dependencies

Professional Services are optional and not a prerequisite for the use of any Cerina SaaS service.

Pricing

Pricing Model

Cerina Professional Services are priced using a combination of:

- daily rates for scoped configuration activity, and
- fixed-price service packs for common delivery patterns.

Professional Services are not required for the operation of any Cerina SaaS service.

Day Rates

Role	Unit	Price
Senior Digital Pathway Consultant	Per day	£650
Technical Configuration Specialist	Per day	£550

Unit definition:

One day equals up to 7.5 working hours delivered remotely.

On-site delivery is available by agreement; travel and expenses are charged only if pre-approved.

Fixed-Price Service Packs

Stage 0 Pathway Launch Pack

Price: £6,500 (fixed price)

Description:

Configuration and launch of a new pathway within the Cerina Stage 0 container.

Includes:

- Pathway design workshop with clinical and operational leads
- Configuration of structured assessments and conversational flows
- Escalation, safeguarding and signposting mapping
- Multilingual configuration and validation
- Documentation and handover

Typical use:

Launching a new pathway such as ADHD, Autism, neurodivergence, anxiety or similar.

Multi-Pathway Extension Pack

Price: £9,500 (fixed price)

Description:

Configuration of multiple additional pathways using an existing Stage 0 container.

Includes:

- Configuration of up to three additional pathways
- Reuse of existing assessments and logic where appropriate
- Governance and reporting alignment
- Consolidated documentation and handover

Typical use:

Expanding Stage 0 across multiple programmes within a system.

Interoperability & Data Enablement Pack

Price: £4,500 (fixed price)

Description:

Support to align Cerina Stage 0 with local systems and data requirements.

Includes:

- Review of local systems and data flows
- Definition of data fields, formats and exchange approach
- Configuration guidance for API or secure file-based integration
- Technical documentation for local teams

Typical use:

Preparing or implementing data exchange with referral systems, dashboards or population health platforms.

Reporting & Insight Configuration Pack

Price: £3,500 (fixed price)

Description:

Configuration of reporting outputs to support operational management and evaluation.

Includes:

- Definition of pathway-specific KPIs and metrics
- Configuration of dashboards or structured exports

- Support for evaluation, audit and assurance reporting

Typical use:

Commissioner reporting, pathway performance monitoring or evaluation activity.

Assurance & Governance Alignment Pack

Price: £3,000 (fixed price)

Description:

Support to ensure Stage 0 configurations align with local governance and safety arrangements.

Includes:

- Review of escalation and safeguarding logic
- Alignment with local crisis and signposting pathways
- Documentation to support DPIA, clinical safety or assurance review

Typical use:

Preparing for internal governance approval or assurance review.

Contact Information

General Enquiries: contact@cerina.co

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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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