

Cerina Waiting List Validation

Service Definition (G-Cloud 15)

Service Summary

Cerina Waiting List Validation is a configurable digital outreach service that enables NHS organisations to engage defined patient cohorts using multilingual, conversational question flows delivered via SMS and chat.

Starting from an approved patient list, the service sends structured, consent-appropriate messages that ask a short series of configurable questions. Responses are captured in real time, used to confirm eligibility or need, and shared back to local systems as required.

The service is designed to support WorkWell recruitment and NHS Talking Therapies engagement, enabling proactive, inclusive outreach without increasing clinical or administrative burden.

Service Description

Many programmes hold lists of patients or residents who may benefit from support but do not engage through traditional referral routes. Outreach is often limited to letters or one-off messages, resulting in low response rates and limited insight into need.

Cerina Outreach addresses this by combining list-based outreach with interactive digital conversations.

How the service operates

1. Patient list ingestion

The service begins with an approved patient list supplied by the commissioner or provider (for example NHS number, contact details, basic demographic fields). Lists may relate to WorkWell-eligible residents, NHS Talking Therapies waiting lists, or non-engagers.

2. Conversational question delivery

Patients are contacted via SMS or secure chat and guided through a short, configurable question set. Questions are designed to be clear, supportive and non-clinical, for example:

- whether health is affecting work
- whether anxiety or low mood is present
- whether support is wanted now

Conversations can be delivered in **over 100 languages**, improving accessibility and equity.

3. **Real-time response capture and routing**

Responses are captured immediately and used to:

- confirm interest or eligibility
- trigger signposting or self-referral options
- identify non-responders or people declining support

4. **Data flow back to local systems**

Structured response data can be shared back to local systems via agreed formats or APIs, supporting referral, triage, reporting or follow-up workflows.

The service does not diagnose patients or make clinical decisions. It supports engagement, information gathering and self-direction under local governance.

Intended Use Cases

- **WorkWell recruitment**
Inviting people from an eligible resident list to confirm work-related health impact and self-refer into WorkWell support.
- **NHS Talking Therapies engagement**
Contacting people on waiting lists or at risk of disengagement to confirm ongoing need, offer digital support, or prompt next steps.

Intended Users

Buyers

- Integrated Care Boards (ICBs)
- NHS Talking Therapies commissioners and providers
- WorkWell programme leads

Operational users

- Pathway managers and service leads
- Outreach and engagement teams

End users

- Adults identified from approved patient lists
- Individuals eligible for WorkWell or Talking Therapies

Benefits

Benefits for commissioners and systems

- Enables proactive engagement from known cohorts
- Improves response rates compared with one-way messaging
- Supports inclusive access through multilingual delivery
- Provides structured insight into need and interest

- Reduces reliance on GP-initiated referrals

Benefits for providers and pathway teams

- Confirms eligibility and interest before referral
- Reduces inappropriate or missed referrals
- Identifies non-responders early
- Improves utilisation of commissioned capacity

Benefits for individuals

- Simple, accessible contact in their preferred language
- Ability to respond at a time that suits them
- Clear explanation of available support
- Reduced friction and uncertainty

Deployment Model

The service is commissioned at ICB, place or pathway level and delivered as a managed service.

Typical deployment includes:

- configuration of question flows and languages
- agreement of data fields and return formats
- test outreach to a pilot cohort
- scheduled or ad-hoc outreach runs

The service can be deployed rapidly once patient lists and governance approvals are in place.

Interoperability

The service supports:

- secure ingestion of patient lists
- configurable data outputs (CSV, secure transfer, API)
- two-way data exchange where required
- integration with referral, CRM or pathway systems

Pricing

Item	Unit	Price
Cerina Outreach – Base Licence	Per system / year	£40,000
SMS Outreach message allowance	Included	Up to 10,000 messages / year
Additional messages	Per 1,000	£35

Price includes

- Configurable conversational question flows
- Multilingual delivery (100+ languages)
- SMS and chatbot delivery
- Response capture and structured outputs
- Hosting charges are excluded.

Pricing notes

- Message allowance shared across programmes
- No per-pathway surcharge

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

Scope Boundaries

The service:

- does not diagnose patients
- does not enrol patients without consent
- does not replace clinical triage
- supports engagement and information capture only

Technical Specification

CODE	SPECIFICATION
CER01	Available via web for conversation and chat
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
CER05	Automated risk detection with immediate safety signposting and crisis resources
CER06	Integration with local and national crisis helplines and services
CER07	Secure user authentication and account management
CER08	GDPR-compliant data handling with NHS information governance standard

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.
- Multifactor 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>
<i>Mandated</i>	• 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
- 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, patient lists, response data and configuration artefacts are returned securely or deleted in line with agreed retention schedules. Exit support is provided without additional cost.

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.

Document Version: 1.0

Last Updated: 30.01.26