



Zendra: Digital Health Platform for ADHD, Autism & Neurodivergence

Zendra Health

Pricing document

G-Cloud 15

Lot 2b – Software as a Service (SaaS)

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Introduction

This pricing document outlines the licensing structure for Zendra Health Navigator Software-as-a-Service solution.

Navigator Pricing Structure

Our pricing is simply based on:

- **Platform annual licence fee:** Based on the number of care pathways configured on Navigator (e.g. ADHD, Autism). The annual platform license fee is calculated based on the quantity of care pathways (e.g., ADHD, Autism) that are configured within Navigator.
- **Patient Portal Usage fee:** Based on the number of monthly active patients on the Patient Portal component of Navigator.
- **One-off onboarding set-up fees:** Based on the number of the Care Pathways required to be configured on Navigator.

For example, when a CAMHS service leverages Navigator for their ADHD pathway and Autism pathway, the number of Care Pathways to configure would be two in total.

- **Optional services:**
 - SMS messages
 - Ambient Voice - automates clinical documentation by transcribing patient interviews in real time, allowing providers to focus on care instead of manual note-taking.

Included as part of the Navigator service and licence fees are:

- Access to the Navigator digital health platform.
- A dedicated account management manager.
- Design-thinking workshops to map out the patient journey and define key requirements.
- Free product updates.
- Onboarding Training - both online or in-person.
- Refresher Training - both online or in-person.
- Knowledge Base with all the training materials required for staff.
- Customer support via email or phone: <https://www.zendrahealth.com/helpdesk>
- Cloud-based IT infrastructure hosting, maintenance and monitoring.
- Data storage and backup.

Platform - Annual licence fee

The table below provides an overview of the fixed annual licence fee for Navigator based on the number of pathways (e.g. ADHD, Autism) required to be configured on the platform.

Platform licence	Annual Fee
1 pathway	£35,000
5 pathways	£50,000
10 pathways	£75,000
Unlimited pathways	£135,000

Patient Portal - Usage Fee

The table below provides an overview of the monthly active patients using the Patient Portal component of Navigator.

Monthly Active Patients	Monthly Fee	Monthly Rate (Per Patient)	Equivalent Annual Fee
1000 patients	£400 ▾	£0.40	£4,800
2000 patients	£700 ▾	£0.35	£8,400
5000 patients	£1,600 ▾	£0.32	£19,200
10000 patients	£3,100 ▾	£0.31	£37,200
20000 patients	£5,400 ▾	£0.27	£64,800
50000 patients	£9,300 ▾	£0.18	£111,600
75000 patients	£12,500 ▾	£0.16	£150,000
100000 patients	£3,100 ▾	£0.14	£174,000
100000+ patients	Based off annual per patient equivalent (£0.12)	£0.12	

One-off onboarding set-up fees

The one-off onboarding set-up fees are based on the number of Care Pathways required to be configured on Navigator. Onboarding set-up involves the configuration of digital workflows to capture all the information required for a patient's care pathway for a service and the creation of bespoke report dashboards and case management views.

One-off onboarding set-up fee	£2,400 per Care Pathway - Capped to three working days.
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Optional Services

SMS/Email

SMS text messages and Ambient Voice/transcribing are not included as part of the licence fee and will always be charged separately as detailed below.

SMS Reminders	£0.06 per message
Email Messages/Reminders	Free of Charge

Ambient Voice

Navigator's Ambient Voice technology eliminates the need for manual note-taking by automatically capturing, transcribing, and populating clinical forms in real time. This allows clinicians to focus entirely on the patient during interviews rather than the paperwork

Users	Annual Fee	Monthly Rate Per Staff
Up to 5 staff	£2000	£33
6-15 staff	£5,500	£30.55
16-30 staff	£10,000	£27.70
31-50 staff	£15,500	£25.83
51-100 staff	£26,500	£22.08
100+ staff	Based off monthly rate per staff equivalent (£21.00)	£21.00

Terms

1. Prices exclude VAT.
2. Discounts of up to 5% on licences are available for long-term commitments (3 years minimum) and payment in advance.
3. Platform licence fees are designed to scale to fit demand. Zendra shall issue invoices to the Client in respect of the Licence Fee, annually in advance on the Effective Date and each period of twelve months thereafter, based on the pricing set out above.
4. Patient Portal Usage fees shall be invoiced on a quarterly basis.
5. Onboarding set-up fees are capped to two working days per care pathway. On average it tends to take two working days but can vary based on the complexity of the pathway which Zendra will inform the care team in advance and Standard Daily Rates apply.
6. Standard Daily Rates apply for data migration, software customisation, systems integration work or non standard configuration/deployment support.
7. Individual prices may increase during the contract as per CCS guidelines at call-off level.

Standard Daily Rates

The table below provides a breakdown of our standard day rates for the different professional implementations services provided by Zendra Health.

Onsite visit	£950.00 per day
Off-site visit	£800.00 per day
Custom Support Services - Working Hours	£800.00 per day
Custom Support Services - Outside of Working Hours	£1000.00 per day
Bespoke customisations to the platform including • API Integration to other systems (EHR/PAS) - typically 10-15 working day effort • Bespoke Reports • New functionality	£800.00 per day
Data Import and Export	£800.00 per day

Schedule 1 – Pricing Illustrations

CAMHS Service Team with 15 staff - 1 Care Pathway (ADHD)

- A CAMHS service that has 15 staff wishes to use Navigator for digitalising the entire ADHD patient journey.
- Their active caseload is 500 patients.
- 5 of the 15 staff will need to leverage Navigator's ambient voice feature to automatically transcribe clinical interviews.
- The CAMHS team expects to send out roughly 1000 SMS per month as part of patient communication and SMS alerts. The department deems that 3 days Onboarding for set-up and training for staff is sufficient.

Breakdown is as follows:

- Platform Annual Licence free for 1 pathway - £35,000 annually
- Patient Portal Usage Fee for up to 1000 patients - £4,800 annually
- Initial set-up cost for onboarding for a single Care Pathway- £2,400 one-off
- Optional Services:
 - Ambient Voice for up to 5 staff - £2,000 annually
 - SMS Messages
 - $1000 * £0.06 \text{ per month} = £60 * 12 \text{ months} = £720$

Year	Total Cost
Year 1 (£35,000 + £4,800 + £2,400 + £2,000 + £720)	£44,920
Year 2 - no onboarding set-up fees (£35,000 + £4,800 + £2,000 + £720)	£42,520

Adult Service with 50 staff - 3 Care Pathways (ADHD, Autism, Tourette's Syndrome)

- An Adult Neurodevelopmental service of 50 staff wishes to use Navigator for managing the patient journey across their three supported neurodevelopmental pathways (ADHD, Autism and Tourette's Syndrome).
- Their active caseload is 1200 patients.
- 15 of the 50 staff will need to leverage Navigator's ambient voice feature to automatically transcribe clinical interviews.
- The service expects to send out roughly 4000 SMS per month as part of patient communication and SMS alerts.
- The service deems that 2 days Onboarding for set-up and training for staff is sufficient.

Breakdown is as follows:

- Platform Annual Licence free for 5 pathways - £50,000 annually
- Patient Portal Usage Fee for up to 2000 patients - £4,800 annually
- Initial set-up cost for onboarding for a single Care Pathway- £2,400
- Optional Services:
 - Ambient Voice for up to 15 staff - £5,500 annually
 - SMS Messages
 - $4000 * £0.06 \text{ per month} = £60 * 12 \text{ months} = £2,880$

Year	Total Cost
Year 1 (£50,000 + £4,800 + £2,400 + £5,500 + £2,880)	£65,580
Year 2 - no onboarding set-up fees (£50,000 + £4,800 + £5,500 + £2,880)	£63,180