

Medindex

G-Cloud 15 Service Definition

Clinical Guidance and Service Directory Platform

Medindex Ltd

Company Number: 12376470

ICO Registration: ZB280442

DTAC Certified | Cyber Essentials Certified

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1. Service Overview

Medindex is a scalable web-based platform developed for Integrated Care Systems that provides a customisable template for delivering clinical guidance and service information to clinicians, patients, and carers at the point of care. The platform helps users navigate extensive and fragmented clinical pathways and services, enabling rapid access to accurate information during patient consultations.

What is Medindex?

Medindex is a scalable, cloud-based Software as a Service (SaaS) platform designed specifically for NHS and social care organisations. It provides a customisable framework for organisations to create and manage:

- A searchable platform for clinical guidance, pathways, and local services organised by topic and populated by the organisation
- Real-time content updates with automated weekly newsletter notifications
- Configurable access for clinicians only, patients only, or both audiences
- ICS-specific content tailored to place-based care systems and local service directories
- Integrated content management system enabling distributed topic area ownership

Who is it for?

Medindex is designed for:

- **Integrated Care Systems (ICS):** Looking to provide consistent, accessible clinical information across their geography
- **Healthcare Professionals:** GPs, nurses, pharmacists, allied health professionals needing quick access to pathways and services
- **Patients and Carers:** Seeking trusted health information and self-referral options to local services
- **NHS Commissioners:** Managing clinical information dissemination and service directories

Current Deployments

Medindex is currently deployed in:

- **North West London ICS:** Serving 2.3 million population across 8 boroughs for palliative care guidance and services
- **Mid and South Essex ICS:** Serving 1.2 million population across 4 areas for palliative care guidance and services

Both platforms have achieved >99.9% uptime and receive excellent user feedback, with 98% trust rating from users.

2. Service Features

Medindex provides the following key features:

1. **Searchable clinical guidance and local service directory by topic** – Users can quickly find relevant pathways, guidance, and services using intuitive search and topic-based navigation.
2. **Real-time content updates with automated weekly newsletter alert system** – Stakeholders receive notifications of new or updated content, ensuring they stay current.
3. **Configurable access for clinicians only, patients only, or both audiences** – Platform can be configured to serve different user groups as required.
4. **Clinically designed interface for healthcare workers to use in clinic** – Purpose-built for quick access during 10-minute consultations.
5. **Integrated content management system enabling distributed topic area ownership** – Multiple editors can manage different content areas with appropriate permissions and workflows.
6. **User feedback tabs on every page enabling continuous improvement** – Built-in feedback mechanism allows users to suggest improvements and report issues.
7. **ICS-specific information tailored and customised to individual place-based care systems** – Content and services can be customised by geographical area within an ICS.
8. **Designed to scale and maintain usability as clinical content expands** – Architecture supports growth from dozens to hundreds of clinical topics.
9. **DTAC certified digital platform ensuring NHS security and interoperability standards** – Meets NHS Digital Technology Assessment Criteria for health and social care.
10. **Analytics dashboard tracking clinical and patient access and engagement patterns** – Available with enhanced support; provides insights into platform usage and popular content.

3. Service Benefits

Medindex delivers tangible benefits to healthcare organisations, staff, and patients:

11. **Access clinical guidance, pathways and services within ten minute consultations**
– Purpose-designed interface enables rapid information retrieval during patient appointments.
12. **Send patients trusted information links directly during or after consultations** –
Clinicians can share specific pages, improving patient understanding and self-management.
13. **Reduce time searching through emails and document repositories for information**
– Centralised, searchable platform replaces fragmented information sources.
14. **Access up-to-date pathways and services from any device during consultations** –
Fully responsive design works on desktop, tablet, and mobile devices.
15. **Receive weekly alerts about new clinical guidance and service changes** –
Automated newsletters keep staff informed of updates relevant to their practice.
16. **Enable patients to self-refer directly to appropriate local community services** –
Service directories include self-referral options where available, reducing administrative burden.
17. **Reduce editorial workload through collaborative content management system design** –
Distributed ownership model enables topic experts to maintain their areas independently.
18. **Support clinicians to follow regional guidelines and referral pathways consistently**
– Standardised content ensures consistent care across the ICS.
19. **Preserve at least two minutes of clinical consultation time per patient** –
Fast access to information reduces time spent searching, maximising clinician-patient interaction.
20. **Improve care continuity across hospital, community and voluntary sector services**
– Comprehensive service directories facilitate seamless care transitions.

4. Technical Specifications

Platform Architecture

Deployment: Public cloud hosted on Digital Ocean London datacentre

Service Type: Software as a Service (SaaS)

Data Location: UK only (Digital Ocean London LON1)

Accessibility: Web-based via standard internet connection

Browser Requirements

Medindex supports the latest versions of:

- Google Chrome
- Mozilla Firefox
- Safari
- Microsoft Edge

JavaScript must be enabled. No browser plugins or extensions required.

Mobile and Responsive Design

Medindex is fully responsive and provides identical functionality across desktop, tablet, and mobile devices. The interface adapts intelligently to screen size, ensuring usability in clinical settings and on-the-go access.

Installation Requirements

None. Medindex is accessed entirely through a web browser. No software installation, configuration, or maintenance is required by the buyer.

Customisation Options

Buyers can customise:

- Branding (colours, logo, introductory text)
- Content scope (which clinical topics to include)
- Geographical coverage (place-based service directories)
- Service directories (local services specific to the ICS)
- Clinical guidance (adaptation of national guidance to local pathways)
- Content management responsibilities (Medindex-led, buyer-led, or hybrid)

The platform is designed to scale with additional geographical areas and clinical topics added over time as requirements evolve. Initial customisation is completed during the setup phase via consultation with Medindex. Ongoing content is managed through the integrated CMS by the Medindex editorial team, the buyer's designated staff (after training), or a hybrid approach.

Integration and APIs

Medindex does not currently provide an API for external integration. The platform is designed as a standalone web-based resource. Content can be linked directly via URL for sharing with patients or embedding in other systems.

Analytics and Reporting

Standard analytics: Basic usage statistics available on request (website visits, page views, device types, newsletter engagement)

Enhanced analytics: Comprehensive reports available via enhanced support package, including user engagement patterns, traffic trends, most viewed pages/topics, session duration, navigation pathways, geographical breakdown, newsletter performance, user feedback analysis, platform uptime, content update frequency, and improvement recommendations. Reports provided on agreed schedule (monthly/quarterly/annually) or ad-hoc for evaluations.

All analytics integrate with Google Analytics 4 (GA4) for organisations that require integration with their existing analytics infrastructure.

5. Support and Service Levels

Standard Support Package

Included with annual subscription (£12,000 per annum):

- **Support Hours:** UK business hours (Monday-Friday, 9am-5pm) via email (admin@medindex.co.uk)
- **Response Times:** General queries – 2 working days; Critical issues (platform unavailability, security concerns) – 4 hours
- **Technical Support:** Technical resolution, bug fixes, routine maintenance, and security updates
- **CMS Training:** Initial training and ongoing guidance for content management system users
- **Platform Maintenance:** Continuous monitoring, automated backups (30-day retention), security updates, and infrastructure maintenance
- **Service Level Agreement:** 99.5% uptime guarantee with service credits for non-compliance

Initial Setup (One-Off Fee)

£15,000 one-off setup fee includes:

- Platform configuration and customisation (branding, domain setup)
- Initial content structure setup (topics, geographical areas)
- User training (CMS and platform navigation)
- Technical assurance compliance checks (DTAC, Cyber Essentials)
- Initial service directory population

Enhanced Support Package

£850 per day (purchased as required):

- **Clinical Consultancy:** Clinical content review, pathway mapping, and topic development support
- **Administrative Support:** Newsletter service management, feedback monitoring and response, service directory maintenance and updates
- **Digital Consultancy:** Platform customisation, feature development, integration advisory
- **Enhanced Setup Support:** Comprehensive content mapping and creation support during initial deployment
- **Analytics and Evaluation:** Traffic analysis, engagement metrics, content performance, user satisfaction surveys (quantitative and qualitative), comprehensive reporting with improvement recommendations

Service Level Agreement Details

Availability Guarantee: 99.5% monthly uptime (actual performance: 99.98% achieved)

Planned Maintenance: Scheduled during low-usage periods with advance notification via newsletter

Emergency Maintenance: Only for critical security or availability issues

Monitoring: Continuous platform monitoring with automated alerts; uptime statistics available on request

Service Credits (excluding planned maintenance and third-party infrastructure outages):

- 95.0%-96.99% uptime: 5% credit
- Below 95.0% uptime: 10% credit

Service credits are applied to the following month's invoice or next contract renewal period.

6. Security and Compliance

Certifications and Standards

- **DTAC Certified:** Meets NHS Digital Technology Assessment Criteria for health and social care
- **Cyber Essentials:** Certified (renewed January 2026, valid to February 2027)
- **ICO Registered:** Registration number ZB280442
- **Clinical Safety:** DCB0129 compliant clinical risk management
- **Infrastructure Standards:** ISO 27001 and SOC 2 Type II (via Digital Ocean hosting)

Data Protection

Data Type: Medindex does NOT process patient data. Platform holds organisational content, email addresses for newsletter distribution, user feedback, and analytics data.

GDPR Compliance: Personal data (email addresses) processed under legitimate interest basis

Data Storage Location: UK only (Digital Ocean London LON1 datacentre)

Data Encryption: TLS 1.2+ for data in transit; physical access controls and media encryption for data at rest

Data Retention: Content retained as required; deleted data cryptographically erased and inaccessible

Technical Security

- **Penetration Testing:** External testing including OWASP Top 10 vulnerabilities conducted with no medium or high-risk vulnerabilities identified
- **Code Review:** All custom code undergoes internal security review
- **Authentication:** Multi-factor authentication (MFA) required for all privileged administrative accounts
- **Password Policy:** Follows NHS Digital Password Policy Guide
- **Logging and Monitoring:** System logging and monitoring for security incident support; continuous platform monitoring
- **DDoS Protection:** Cloudflare CDN provides protection against distributed denial of service attacks
- **Backups:** Automated daily backups with 30-day retention period

Vulnerability Management

Medindex assesses potential threats through Cyber Essentials framework compliance (renewed January 2026). The Clinical Risk Management System (DCB0129) maintains a Hazard Log identifying and mitigating security risks. Security advisories are monitored from Digital Ocean, Cloudflare, National Cyber Security Centre, and software dependency alerts through automated notifications. Critical security patches are deployed within 48 hours of identification. Routine security updates are included in monthly technical deployment cycles. All code changes undergo internal security review before deployment.

Resilience and Business Continuity

Infrastructure Resilience: Digital Ocean London datacentre (SOC 2 Type II, ISO 27001) provides redundant power, network, and environmental controls

DDoS Protection: Cloudflare CDN with distributed denial of service protection

Backups: Automated daily backups retained for 30 days

Monitoring: Continuous monitoring with automated alerts for anomalies

7. Pricing

Medindex pricing is structured to provide transparent, predictable costs:

Item	Price
Initial Setup	£15,000 (one-off)
Annual Subscription (Standard Support)	£12,000 per annum
Enhanced Support	£850 per day (as required)

What's Included in Each Tier

Initial Setup (£15,000) includes:

- Platform configuration and customisation
- Branding setup (colours, logo, domain)
- Initial content structure (topics and geographical areas)
- User training (CMS and platform)
- Technical compliance checks

Annual Subscription (£12,000) includes:

- Technical support (email, business hours)
- Platform maintenance and updates
- Security updates and patches
- 99.5% uptime SLA
- Automated backups
- CMS training and guidance
- Basic usage statistics

Enhanced Support (£850/day) includes:

- Clinical consultancy (content review, pathway mapping)
- Administrative support (newsletters, feedback, directory maintenance)
- Digital consultancy (customisation, feature development)
- Comprehensive analytics and evaluation reports

8. Company Profile and Experience

About Medindex Ltd

Medindex Ltd is an NHS-focused digital health technology company providing web-based clinical guidance and service directory platforms for Integrated Care Systems. The company is DTAC certified and Cyber Essentials certified, demonstrating commitment to NHS technical standards and security requirements.

Company Details:

- Registered Company Number: 12376470
- ICO Registration: ZB280442
- Registered Address: 303 Goring Road, Goring-By-Sea, Worthing, West Sussex, BN12 4NX
- Website: <https://medindex.co.uk>

Leadership

Dr Poppy Freeman, CEO and Clinical Lead

Dr Freeman is a GP (GMC 6052512) with extensive experience in digital health innovation. She established and managed the Camden CCG GP Website (2010-2021) and led the expansion to cover North, East, and South East London. As CEO and Clinical Lead of Medindex Ltd, she brings clinical expertise combined with platform engineering knowledge to deliver user-centred healthcare information systems.

Track Record and Experience

Case Study 1: HPAL Platforms

Clients: NHS North West London ICB & NHS Mid and South Essex ICB

Population Served: 3.5 million across both ICS areas

Platforms: hpal.medindex.co.uk | mse.medindex.co.uk

Challenge: Create first ICS-led localised palliative care platform in the UK for North West London, with subsequent expansion to Mid and South Essex. Required rapid deployment, place-based service integration, and clinical co-design with patients and professionals.

Solution: Strategic platform co-design with clinicians and patients. Innovative service integration with dynamic architecture pulling ICS-specific services into relevant clinical topics. Scalable content management system enabling distributed ownership across clinical areas.

Delivery:

- NWL (2021-2022): Launched for Hillingdon borough 2021, scaled to full 8-borough ICS-wide platform 2022
- MSE (2023-2024): 4-area platform launched 2023 with ongoing development

Outcomes:

- Both platforms launched on-time, on-budget with >99.9% uptime
- User-driven iterative development (fortnightly cycles)
- 23,700 total visits and 52,000 page views in MSE platform (18-month evaluation)
- 98% user trust rating, 118 technical improvements, 376 newsletter subscribers (82.6% open rate)

Case Study 2: COVID-19 Primary Care Resource

Launch: April 2020

Scale: 200,000+ monthly page views

Duration: 2020-2022

Recognition: Adopted by Pulse Today (national GP publication)

Challenge: UK primary care needed rapid access to evolving national guidance with practical interpretation during COVID-19 pandemic.

Solution: Coordinated creation of standalone resource within days. Daily content updates with practical guidance for GP consultations, maintaining clinical accuracy while being immediately actionable.

Outcomes: Wide national readership with 200,000+ monthly views. Sustained weekly production throughout pandemic. Integrated into Pulse Today platform (<https://www.pulsetoday.co.uk/covid-19-primary-care-resources/>)

Key Capabilities

- **Agile Development:** 2-3 week sprint cycles with user feedback integration
- **Co-Design Expertise:** Extensive experience balancing clinical needs with patient and carer perspectives
- **Rapid Deployment:** Proven 30-day launch capability for new ICS implementations
- **Clinical Credibility:** Led by practicing NHS clinicians with digital health expertise
- **Scale Capability:** Successfully serving 3.5 million population across multiple ICS areas
- **Operational Excellence:** Consistent >99.9% uptime across all deployments

Contact Information

For more information about Medindex or to discuss your requirements:

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