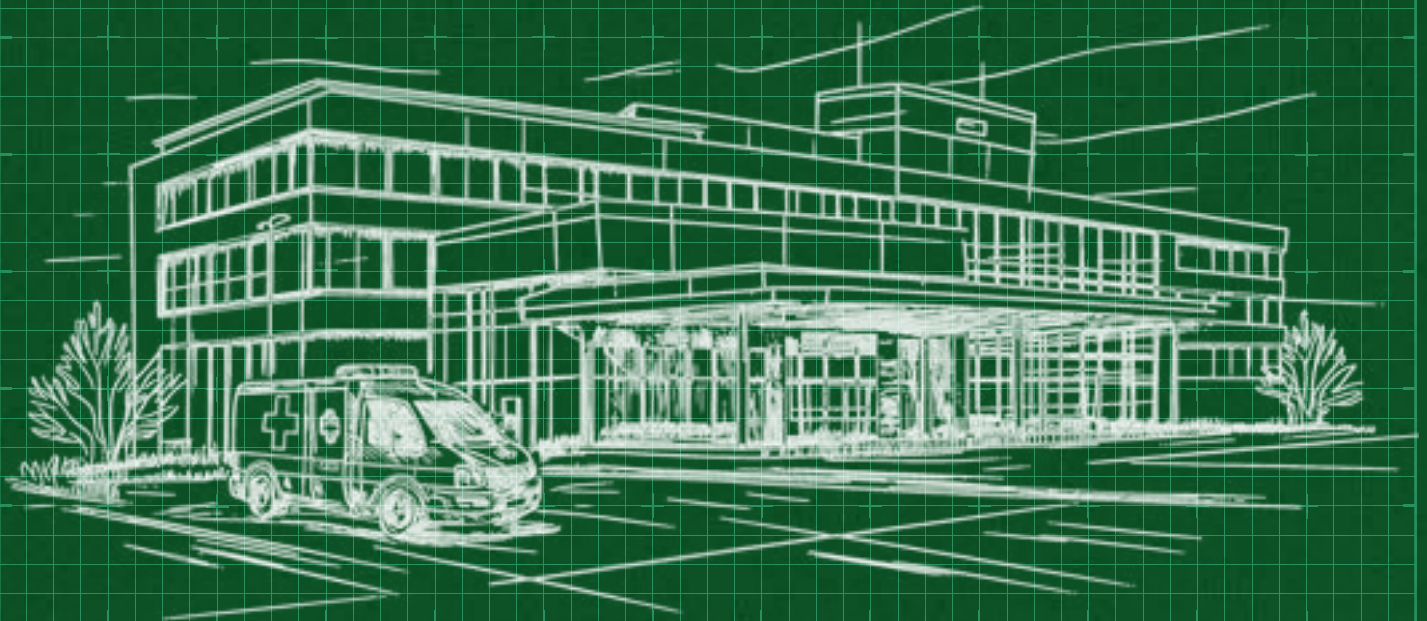


DrDoctor

G-Cloud-15: Pricing



The future of healthcare is not digital. **It's Hybrid.**

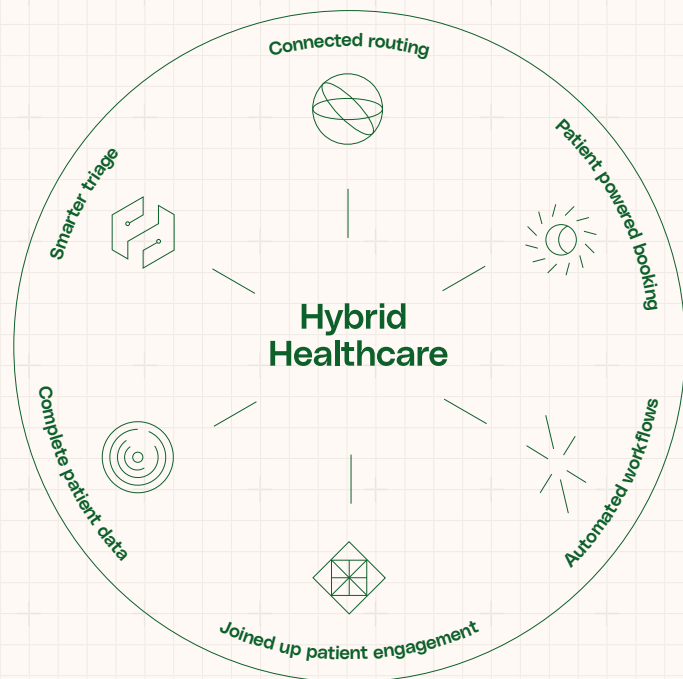
There will always be a demand for face-to-face healthcare. However, scaling services to meet demand requires smarter systems, better processes and new models of delivery.

We call this Hybrid Healthcare, a model that blends technology with human-led care, keeping patients at the centre and improving access without compromising quality.

DrDoctor partners with NHS teams to redesign outpatient pathways, remove friction, and accelerate and scale frontline productivity programmes, aligned to emerging tariffs and local priorities.

HybridOS is delivery vehicle for that change, turning improvements into business as usual, connecting patients, carers and systems to deliver joined-up patient engagement, automation and pathway co-ordination.

The result is Hybrid Healthcare delivered reliably across services, with impact you can measure and maintain.



Behind every great patient experience lies **DrDoctor**

Our award-winning technology and expertise enable the NHS to transition to a hybrid model of healthcare, sustaining impact and ensuring care systems can meet growing demand without sacrificing quality.

4.2 ★ 1.5K+ reviews  ★ Trustpilot

160m+

Appointments Managed

47m+

Patients Supported

70+

Trusts & Health Boards

Pricing Overview



HybridOS is built to scale with you. Whether you're starting in a single service or rolling out across an entire region, you can deploy what you need today and expand at your own pace, knowing the rest is ready when you are.

Our pricing follows a simple modular structure that grows with demand. It's designed to support NHS productivity priorities and emerging digital tariffs, while still being flexible enough to fit your specific use case, pathway, and operating model.

Because HybridOS is a complete, out-of-the-box platform, Trusts can combine and consolidate patient communications and care coordination capabilities in one place. That reduces operational complexity, accelerates adoption, and creates a single source of truth across teams and services.

From core patient communications through to diagnostics, inpatient engagement, and hybrid pathways, HybridOS provides the operating system for modern outpatient care, helping you coordinate at scale without needing to re-procure or re-platform as requirements evolve.

HybridOS Annual Outpatient Licence Fees

Volume per instance in an outpatient care setting							
Volume of either care contacts (community and mental health), diagnostics orders* or outpatient appointments							
6m Pilot	Very Small	Small	Medium	Large	Very Large	Enormous	Enormous+**
	0 to 100,000	100,001 to 250,000	250,001 to 500,000	500,001 to 750,000	750,001 to 1,000,000	1,000,001 to 1,500,000	1,500,001 – 2,000,000**

Mini PEP	£55,230	£23,145	£42,830	£67,630	£92,400	£112,275	£124,370	£140,000
Patient Engagement	£117,700	£50,520	£89,150	£146,255	£205,590	£251,110	£291,570	£320,000

Scheduling Suite	£107,990	£52,419	£83,408	£132,575	£195,431	£250,151	£307,375	£340,000
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Pathway Transformation	£129,070	£55,919	£100,855	£157,287	£223,500	£282,604	£335,388	£380,000
Pathway Transformation Pro	£13,956	£8,453	£11,608	£16,303	£22,233	£27,968	£33,762	£40,000

HybridOS Annual Inpatient Licence Fees

Per instance in an inpatient care setting							
Includes all inpatient and day case surgical patients based on outpatient appointment volume bracket							
6m Pilot	Very Small	Small	Medium	Large	Very Large	Enormous	Enormous+**

Inpatients	£27,754	£56,115	£103,144	£174,394	£247,437	£301,532	£345,913	£380,000
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HybridOS Specialist Addons

Volume per instance in an outpatient care setting

Volume of either care contacts (community and mental health), diagnostics orders* or outpatient appointments

6m Pilot	Very Small	Small	Medium	Large	Very Large	Enormous	Enormous+
	0 to 100,000	100,001 to 250,000	250,001 to 500,000	500,001 to 750,000	750,001 to 1,000,000	1,000,001 to 1,500,000	1,500,001 – 2,000,000**

Diagnostics	£138,769	£56,115	£103,144	£174,395	£247,437	£301,532	£345,913	£380,000
Care Hub	£64,459	£34,173	£53,129	£75,790	£103,679	£136,752	£161,660	£180,000
Smart Centre	£49,243	£24,770	£38,440	£60,045	£84,645	£104,705	£127,065	£140,000

Administrative Workflows	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year
Clinical Pathways	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year
Smart Enhancements	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year

Data Share	£43,775	£25,600	£37,700	£49,850	£61,950	£74,100	£86,200	£100,000
Unintegrated Scheduling	£17,333	£8,645	£14,560	£20,105	£25,815	£31,060	£34,760	£40,000
Agentic Voice	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year

* Requires Diagnostics Addon

** >2 mil Scoping required - Contact us sales@drdoctor.co.uk

HybridOS Integration fees

Volume per instance in an outpatient care setting

Volume of either care contacts (community and mental health), diagnostics orders* or outpatient appointments

	Very Small	Small	Medium	Large	Very Large	Enormous	Enormous+**
Annual Connection Service	£19,610	£23,795	£28,556	£33,908	£39,995	£47,072	£60,000

Integration Block

One off fee: £24,500/ up to 12 weeks

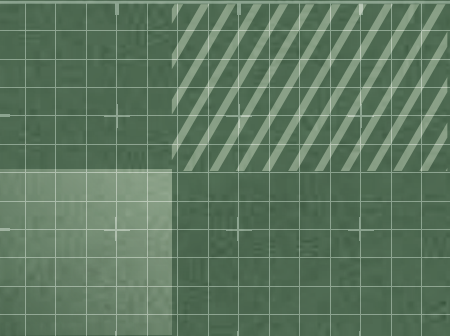
-
Requires VPN/TIE contractor access
Includes up to 4 days onsite as required

HybridOS Other services

Volume per instance in an outpatient care setting

Volume of either care contacts (community and mental health), diagnostics orders* or outpatient appointments

	Very Small	Small	Medium	Large	Very Large	Enormous	Enormous+**
Approved Partner Program Solutions Innovation Credits RPA 3rd Party APIs Enhanced SLA Additional Integration services	£1/credit/year						



DrDoctor

Delivery & Implementation Fees

Delivery and implementation with DrDoctor is an investment in outcomes, not just software. We combine proven technology with deep NHS delivery expertise to design and embed the systems and processes that make transformation stick.

HybridOS Delivery & Implementation

One off delivery fee – up to 6 months

Very Small	Small	Medium	Large	Very Large	Enormous	Enormous+**
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Mini PEP	£4,629	£8,566	£13,526	£18,480	£22,455	£24,874	£28,000
Patient Engagement	£15,156	£17,830	£29,251	£41,118	£50,222	£58,314	£64,000

Scheduling Suite

>80% Partially Booked	£10,484	£16,682	£26,515	£39,086	£50,030	£61,475	£68,000
<80% Partial Booked	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card

Pathway Transformation	£11,184	£20,171	£31,457	£44,700	£56,521	£67,078	£76,000
Pathway Transformation Pro	£1,691	£2,322	£3,261	£4,447	£5,594	£6,752	£8,000

* Requires Diagnostics Addon

** >2 mil Scoping required - Contact us sales@drdoctor.co.uk

HybridOS Delivery & Implementation

One off delivery fee – up to 6 months

	Very Small	Small	Medium	Large	Very Large	Enormous	Enormous+**
Diagnostics	£11,223	£20,629	£34,879	£49,487	£60,306	£69,183	£76,000
Inpatients	£11,223	£20,629	£34,879	£49,487	£60,306	£69,183	£76,000
Care Hub	£6,835	£10,626	£15,158	£20,736	£27,350	£32,332	£36,000
Smart Centre	£4,954	£7,688	£12,009	£16,929	£20,941	£25,413	£28,000
Administrative Workflows	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year
Clinical Pathways	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year
Smart Enhancements	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year
Data Share	£5,120	£7,540	£9,970	£12,390	£14,820	£17,240	£20,000
Unintegrated Scheduling	£1,729	£2,912	£4,021	£5,163	£6,212	£6,952	£8,000
Early Adopter Programme	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year	£1/credit/year
Additional Delivery	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card	Per SFIA Rate Card

Consumables

Consumables are usage-based costs for delivering patient communications and virtual interactions through. They are charged per unit of use, so you only pay for what you send and use, with favourable rates for advanced payments based on anticipated volumes.

HybridOS Consumables

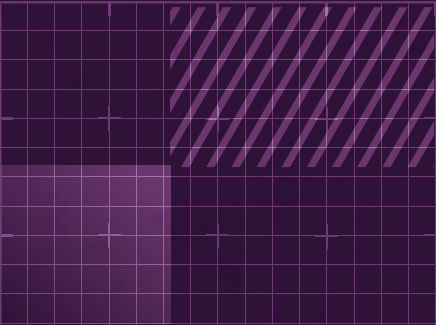
Outbound messages in advance	£0.0244/fragment
Outbound messages in arrears	£0.0315/fragment
RCS (Rich Communication Service)	From £0.03
Digital Correspondence	£0.0115
Automated Voice in advance	£0.40/call
Automated Voice in arrears	£0.52/call
Video	2 participants: £0.01/min 3 participants: £0.03/min 4+ participants: £0.06/min
Hybrid Mail	£1/credit; one off set-up fee £5,000
Annual Patient Notified Licence	£1/credit (excl. printing costs)

“Dr Doctor
is a brilliant
app! So
easy to use
clear
instructions
and lots of
information
to help
patients ”



by Mandy Ford

Rated 4.2 / 5 | 1,509 reviews ★ Trustpilot



DrDoctor

Delivery Partner Services

Pricing

Delivery Partner Services

Real transformation isn't a strategy deck. It's the ability to rewire how care is delivered and make it stick. DrDoctor leads the redesign and digitisation of outpatient services across the NHS, turning high-level ambitions into measurable impact. We drive the shift to modern models of care that are asynchronous, automated and patient-powered.

As a trusted delivery partner to more than half of NHS trusts, we bring decades of experience across clinical, operational and technical teams. Whether you are exploring full-service transformation or need targeted analysis or build support, we bring the right expertise into your organisation to help you get from vision to value faster.

We combine outpatient transformation expertise with practical delivery capability to accelerate and scale frontline productivity programmes, redesigning pathways and embedding digital ways of working that last.



Clinical and operational performance

We run structured diagnostics to identify where hybrid transformation will deliver the greatest benefit, and to quantify impact across operational, clinical and patient experience measures. This includes user-centred design, so improvement work is focused, inclusive and delivers measurable efficiency gains.



Booking process redesign

We work with operational, access and booking teams to improve end-to-end referral and booking processes, removing friction and standardising best practice. Where appropriate, we support the move to partial booking, creating the foundations for Automated Scheduling and Automated Rescheduling.



Programme performance and governance reviews

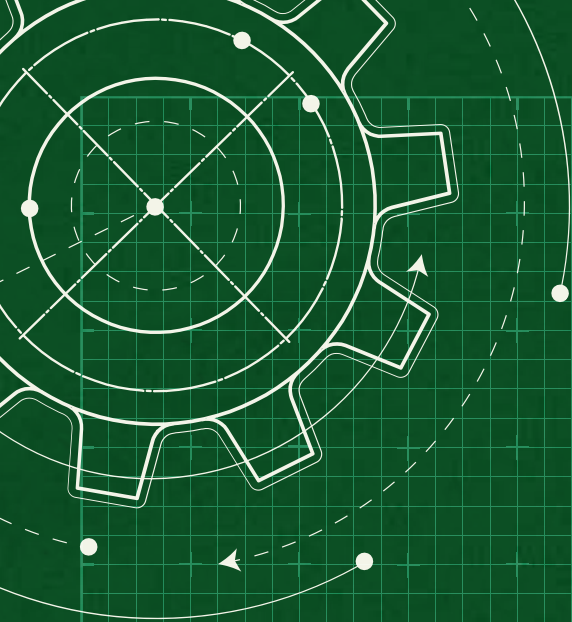
We provide programme health checks to assess delivery progress and whether outcomes are being achieved. Reviews cover clinical and operational performance, technical readiness, governance and performance management, with clear recommendations to restore momentum and sustain impact.



Premium ad-hoc services

We offer targeted support to release internal capacity and accelerate delivery, including bespoke analysis, pathway deep dives, configuration support and specialist build work aligned to your priorities.

All Delivery Partner services require scoping. Priced per SFIA rate card.



DrDoctor

**Behind every great patient
experience lies DrDoctor**

www.drdoctor.co.uk

