



Patients Know Best Pricing Document

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Pricing Structure

Patients Know Best (PKB) is delivered as a Software-as-a-Service (SaaS) solution based on an annual fixed licence price. With all of PKB's pricing models detailed below, this one price includes the service delivery and includes, amongst other provisions:

1. Access to all features (PKB is not a modular solution excluding configuration and support for clinical research programmes)
2. Training within the project plan and ongoing ad hoc training including access to all e-learning modules and training toolkit
3. Project management and support including direct access to PKB's Project Management Tool
4. Core platform configuration and customisation, including changes and adaptations to care plans or questionnaires
5. Technical support
6. Communication support including full access to PKB's Communications Toolkit
7. Information governance support and full access to PKB's Information Governance Toolkit
8. Helpdesk
9. Maintenance and upgrades
10. Software developments in line with the PKB development roadmap
11. Centralised hosting
12. Software licence
13. Integration support and full use of PKB's publicly available HL7 and FHIR APIs
14. Direct access to all reporting dashboards and direct weekly reports
15. Support from a dedicated Account Manager, Success Project Manager, Information Governance Manager, Integrations Manager and Communication Manager throughout the life of the contract, in line with agreed project plans
16. NHS login and NHS App integration
17. Gov.Notify integration for SMS support

From day one PKB provides a service and so the licence is payable in advance to ensure adequate resource allocation and uninterrupted provision. Milestones based on delivery do not apply; as the service is cloud-based it is able to 'Go Live' from day one and services are provided immediately.

All prices listed in this document are exclusive of VAT, and subject to increase year on year based on inflation (CPI/RPI).

Below details PKB's four standard pricing models:

- Departmental / Service Level Pricing Model



- OrganisationWide Pricing Model
 - Acute Trusts
 - Mental Health Trusts (separate listing)
- Region wide pricing model (separate service listing)
 - Including Line of Care Pricing Model

Departmental / Service Level Pricing Model

PKB's departmental/service level pricing model is an entry-level licence for specific services within an organisation that have an immediate challenge that can be addressed by PKB and need to get started quickly. This is a fixed price of £35,459 + VAT per annum. A second department/service within the same organisation is charged at £29,550 + VAT and subsequent departments/services at £23,639 + VAT.

The fixed price is designed to provide an equitable price and service across different patient cohorts, for example a diabetes team may see a large number of patients infrequently, but a rare disease team may see a small number every week. The level of intensity and frequency of provision is catered for without discriminating against certain patient cohorts, which would happen if a 'per patient' price was used.

Organisation Wide Pricing Model

PKB believes in working in true partnership with customers and rewards efficient and effective roll outs with upfront and ongoing discounts for delivery and outcomes. Upfront discounts are offered for those customers who commit to PKB's streamlined and standardised deployment methodology and the production of case studies. This allows PKB to resource the deployment more effectively, and reward customers for a partnership approach to deployment.

The price at an organisational level is calculated based on the size and activity associated with an organisation, their length of contract and their commitment to deliver case studies with quantifiable benefits year on year.

To provide the best possible value the licence can be scaled up over the contract term at a rate depending on the length of term and other discounts/partnership schemes offered, as we understand that implementation, engagement and adoption by clinical and patient groups will not be at full capacity in the first year.

Additional clinical trial/research module



In addition to all PKB's core SaaS services listed under the pricing structure, PKB also offers an optional module to support organisations with clinical trials and research. This includes:

1. Additional project support (project management, governance and integrations)
2. Use of the PKB rules engine to identify potential patients for clinical research (identified based upon an individual's structured and coded healthcare record)
3. Ability to gather permission from patients for access to wider data via the PKB record for research
4. Capture consent including for research programmes

This module has different pricing options depending on the organisation's appetite for standard or gainshare pricing.

Information required for PKB to provide formal pricing

Please complete the below table and send to sales@patientsknowbest.com and PKB will reply with a detailed pricing plan, specific to your requirements and arrange a meeting for further exploration.

Name of Organisation	
Contact details (name, title, email address)	
Scope / Model Please provide as much detail as possible about the type of services that will be using PKB. For example: - Primary, secondary, social, mental health, community health and care organisations. - Provision of private services as well as NHS services to patients - Research organisation - Charities and voluntary care organisation	
Clinical trials/research Do you intend on using PKB for clinical trials/research? If so, would you prefer a gainshare or traditional pricing approach?	
Approximate number of patients that you support on an annual basis	



Approximate number of clinicians (e.g. doctors, nurses and professions allied to medicine)	
Approximate number of staff who would require training on PKB	
What IT systems do you use? (e.g an EPR, PAS, hybrid mail supplier, pathology system, Patient Engagement Platform (PEP))	
Would you benefit from integration with IT Systems and if so what systems? (e.g what data would you like to share with patients in PKB and where is this data stored)	
Do you have an integration engine for your existing IT services? (e.g Intersystems Ensemble, Cloverleaf, Mirth, Lyniate Rhapsody)	