



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)
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 and enablement for clinical research recruitment
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
18. IM1 integration for England wide GP record retrieval by patients

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 RPI.

Below details PKB's four standard pricing models:

- Departmental / Service Level Pricing Model (separate service listing)
- OrganisationWide Pricing Model (separate service listing)



- Acute Trusts
- Mental Health Trusts
- Line of Care Pricing Model
- Region wide pricing model

Line of Care Pricing Model

PKB's Line of Care Pricing Model is designed for particular patient cohorts across an entire local health system that needs to provide an integrated and coordinated service delivery model built around the patient. For example, cancer treatment that spans primary, secondary, community and social care. The licence is based on all services treating patients with a specific condition having full access to the benefits of PKB and includes integrating IT systems across these providers. These can be large scale projects or small programmes that have high impact, but irrespective of size require significant resource, training and support from PKB to deliver the service.

The licence is based on a per capita rate for the total population of the patient cohort. This is based on a minimum volume of 5,000 patients (any size service under this are still required to pay the minimum volume rate) and banded so that as the size of the cohort increases there are economies of scale. The bandings are variable depending on the scope of the deployment, starting at a minimum annual price of £50,710 + VAT.

Region Wide Pricing Model

An region-wide solution enables all services, professionals and entire patient population across the entire region/ICS to have access to PKB including;

- All primary care providers/GPs
- All secondary care acute organisations
- All secondary care mental health organisations
- All social care providers
- All community providers
- Any regionally commissioned voluntary care/charity organisations

This licence provides for a complete integrated personal health record solution across all health and social care services across an entire ICS/region. This delivers one record with all information about the patient for all services to access including primary, secondary, specialist, mental health voluntary care and social care. Purchasing a licence at this level ensures a fixed and capped price for all citizens and organisations in your area - it will never exceed this licence price as all citizens and all services are included.



Delivering a population level solution means that PKB can offer our lowest level pricing as we can provision the service on a 'maximum level' basis and gain significant economies of scale and have an implementation plan that is optimal to ensure successful delivery of citizen-centric integration programmes.

As with the Line of Care pricing, the population level licence works on a banded, per capita pricing model, with significant savings being achieved as population size increases.

	Population		Price per citizen per year
	Lower Limit	Upper Limit	
Tier 1	50,000	100,000	£1.19
Tier 2	100,001	500,000	£0.92
Tier 3	500,001	2,000,000	£0.73
Tier 4	2,000,001	onwards	£0.65

Significant discounts are provided for longer term contracts and additional discounts can be made available depending on the total annual patients who register to PKB and roll out methodologies committed to.

Again, 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 few years.

The licence cannot be based on 'uptake rate' as the same service is delivered irrespective of whether, for example, 1,000 or 500,000 patients use the system. As always, PKB provides access to its highly skilled and experienced Customer Success team and Account Management Team, supporting organisations throughout the contract lifecycle.



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. - Independent sector/Private organisation - Research organisation - Charities and voluntary care organisation	
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,	



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