

Item	Required / Optional	Details	10 Users	20 Users	30 Users	40 Users	50 Users	100 Users	150 Users	200 Users	250 Users	300 Users	350 Users	400 Users	450 Users	500 Users	550 Users	600 Users	650 Users	700 Users	750 Users	800 Users
Software License and Service Management	Required	Includes: - System hosting - System backup and disaster recovery - Storage of documents (subject to fair use policy) - Help desk support - Frequent system updates	£11,169	£21,695	£32,409	£34,880	£37,939	£50,612	£63,285	£75,959	£88,632	£101,305	£118,352	£136,287	£155,637	£176,535	£200,344	£226,146	£254,777	£286,505	£321,595	£361,989
Group 1 Features	Optional	Group 1 Features as per the iaptus Service Definition, including: - CAE - GRIST Price per user band per feature.	£1,659	£1,659	£1,659	£1,659	£1,659	£1,659	£1,659	£1,659	£3,000	£3,000	£3,000	£3,000	£3,000	£4,518	£4,518	£4,518	£4,518	£4,518	£4,518	£4,518
Group 2 Features	Optional	Group 2 Features as per the iaptus Service Definition, including: - NHS Number Lookup - Online Questionnaires (standard) - Online Referrals Price per user band per feature.	£1,900	£3,051	£3,747	£4,791	£5,835	£6,236	£6,638	£7,039	£7,441	£7,842	£8,656	£8,645	£9,046	£9,448	£9,849	£10,251	£10,652	£11,054	£11,455	£11,857
Group 3 Features	Optional	Group 3 Features as per the iaptus Service Definition, including: - Online Questionnaires (advanced) Price per user band per feature.	£2,850	£4,577	£5,621	£7,186	£8,752	£9,354	£9,956	£10,559	£11,161	£11,763	£12,983	£12,967	£13,570	£14,172	£14,774	£15,376	£15,978	£16,581	£17,183	£17,785
Group 4 Features	Optional	Group 4 Features as per the iaptus Service Definition, including: - iaptus insights - Online Questionnaires (custom) Price per user band per feature.	£3,801	£6,102	£7,494	£9,582	£11,669	£12,472	£13,275	£14,078	£14,881	£15,684	£17,311	£17,290	£18,093	£18,896	£19,699	£20,502	£21,305	£22,107	£22,910	£23,713
Group 5 Features	Optional	Group 5 Features as per the iaptus Service Definition, including: - Online Appointment Booking Price per user band per feature.	£1,740	£2,917	£3,613	£4,336	£5,835	£7,655	£9,207	£12,312	£15,416	£18,468	£22,482	£24,570	£27,514	£30,779	£33,884	£37,149	£40,200	£43,144	£46,196	£49,354
iaptus Connect	Optional	Unidirectional automated real time patient look-up of a single iaptus instance. Provides in-context view of patient care and history without additional logins. Price per user band per feature.	£2,000	£2,000	£2,000	£2,000	£2,000	£4,015	£4,015	£4,015	£4,015	£6,000	£6,000	£6,000	£6,000	£6,000	£6,000	£6,000	£6,000	£6,000	£6,000	£6,000
iaptus to iaptus Refer and View (ITIRAV)	Optional	Enables one iaptus instance to refer patients to another instance. The receiving instance can accept or reject the referral and continue their care. Can include contacts flowing back. Price per user band per feature.	£4,015	£4,015	£4,015	£4,015	£4,015	£10,700	£10,700	£10,700	£10,700	£14,700	£14,700	£14,700	£14,700	£14,700	£20,700	£20,700	£20,700	£20,700	£20,700	£20,700

Pricing Notes:

Prices in the table above are annual. Ongoing charges are based on users, per instance.

iaptus is billed quarterly in advance, unless agreed otherwise.

Individual Call-Off Contracts may be subject to annual Indexation. Where applied, adjustments will be made on the anniversary of the Call-Off Commencement Date in line with an agreed index (e.g., RPI) as specified in the Call-Off Order Form.

All prices are exclusive of VAT.

Fixed Cost Items	Required / Optional	Details	Setup (one off cost)	Maintenance, per year
Additional Service on iaptus	Optional	Multiple services to share one instance of iaptus.	£17,950	£25,266
Extended pathway	Optional	Additional pathway for sub service, no additional user licences.	£2,705	£9,999

PAYG Features	Required / Optional	Details	Setup (one off cost)	Maintenance
Integrated SMS	Optional	Integrated SMS appointment reminders via customised templates sent using inbuilt automation.	£281	11p per message (up to first 160 characters) 5p per message (subsequent 140 characters)
Integrated Video	Optional	Video session links generated in iaptus can be automatically sent out. Excludes SMS charge.	Not applicable.	£0.71 per session (discounts for bulk buy)
(Patient) eLetters	Optional	SMS containing a link to a secure portal where letters can be accessed, viewed and downloaded.	Not applicable.	£0.41 per letter (discounts for bulk buy)
GP eLetters	Optional	Letters sent electronically, directly into the workflows of a GP system.	£1,475	£0.67 per letter (discounts for bulk buy)
Online Therapy Integration	Optional	Referral to an online provider directly from iaptus. Treatment updates will be sent directly back to iaptus.	£2,225	£6.00 per referral
Online Therapy Integration (Assessment/Direct to Digital)	Optional	Referrals received via external providers, when accepted, are captured within iaptus, including key assessment information.	£2,225	£1.00 per referral

Other Feature Costs	Required / Optional	Details	Setup (one off cost)	Maintenance, per year
Group 1 Feature	Optional	Setup and Maintenance costs per Group 1 Feature, as outlined in iaptus service description.	£4,095	See 'Core Pricing' for details
Group 2 Feature	Optional	Setup and Maintenance costs per Group 2 Feature, as outlined in iaptus service description.	£1,472	See 'Core Pricing' for details
Group 3 Feature	Optional	Setup and Maintenance costs per Group 3 Feature, as outlined in iaptus service description.	£2,225	See 'Core Pricing' for details
Group 4 Feature	Optional	Setup and Maintenance costs per Group 4 Feature, as outlined in iaptus service description.	£2,225	See 'Core Pricing' for details
Group 5 Feature	Optional	Setup and Maintenance costs per Group 5 Feature, as outlined in iaptus service description.	£2,225	See 'Core Pricing' for details
Rio Integration	Optional	Reciprocal automated real-time patient look-up, providing immediate access to in-context views of both iaptus and Rio without additional logins required. Excludes Test site.	£4,015	£21,499
Shared Care Record Integration	Optional	Integration with Shared Care Record. Assumes pre-existing integration with supplier of Shared Care Record.	£2,700	£20,000

iaptus Connect	Optional	Unidirectional automated real time patient look-up of a single iaptus instance. Provides in-context view of patient care and history without additional logins. Costs as outlined in iaptus service description.	£1,125	See 'Core Pricing' for details. Additional connections once the first is set up are half price with free set up.
iaptus to iaptus Refer and View (ITIRAV)	Optional	Enables one iaptus instance to refer patients to another instance. The receiving instance can accept or reject the referral and continue their care. Can include contacts flowing back. Costs as outlined in iaptus service description.	£2,225	See 'Core Pricing' for details
Postcode Lookup	Optional	Unlimited lookups per postcode area, providing Royal Mail supplied address information.	N/A	£0 (PSL licence holder) £332 per area per annum
Ambient Voice Technology	Optional	Ambient Voice Technology within iaptus. Charged at a licence cost and additional charge per session (up to one hour) of processing.	N/A	Licence Charges: - Up to 50 users £4,500 - 100 - 250 users £9,000 - 300 - 500 users £13,500 - Over 500 users - £15,000 Plus a per session charge (limited to 60 minutes) - £2.67 per session.
Hybrid Mail	Optional	Due to the regulated and variable nature of postal and production costs, Hybrid Mail is priced on a "Cost-Plus" basis. The final invoiced rate for all Hybrid Mail items is calculated as: 1.15 x the combined cost of the prevailing CFH Docmail Public Sector Rate and any additional regulated Royal Mail Postage charges.		

Pricing Notes:

Ongoing charges are charged per instance.

iaptus is billed quarterly in advance unless agreed otherwise. PAYG items are billed quarterly in arrears, based on actual usage (except where bulk-buy discounts have been applied)

Individual Call-Off Contracts may be subject to annual Indexation. Where applied, adjustments will be made on the anniversary of the Call-Off Commencement Date in line with an agreed index (e.g., RPI) as specified in the Call-Off Order Form.

All prices are exclusive of VAT.

Implementation Service	Description	Estimated Effort	Estimated Cost
Standard Implementation	Initial system configuration, project governance, and remote training delivery. Pricing utilises a blended resource model of Level 3 (Apply) and Level 4 (Enable) to deliver cost-effective mobilisation.	~6-10 days	£7,500 – £12,500
Enterprise Implementation	Complex site setup utilising a blend of Level 3 support and Level 4/5 leadership.	~20-30 days	£25,000 – £40,000
Training	Targeted training for super-users or new clinical pathways delivered by Level 5 (Ensure or Advise).	~2-5 days	£3,650 – £9,125
Data Migration / ETL	Technical extraction and transformation of records utilising Level 5 (Ensure or Advise).	Priced on Scope	See Lot 3 SFIA Rate Card

Pricing Notes:

'Estimated Costs' are indicative estimates based on typical deployment scopes. Final invoiced costs will be calculated based on the agreed volume of days and the fixed Day Rates listed in our G-Cloud 15 Lot 3 (Cloud Support) SFIA Rate Card.

For routine activities such as training, standard configuration, or basic support (typically under 5 days), work can be authorised via the iaptus Support Log or an email confirmation of the requirement and a Purchase Order (PO), constituting the agreement to proceed. For more complex projects, extensive data migrations, or consultancy, Mayden and the buyer will define the agreed scope and milestones in a short project brief or Statement of Work before work commences.

Professional services can either be invoiced as Time & Materials (invoiced monthly in arrears based on actual days utilised, mapped to the Mayden SFIA Rate Card found in our G-Cloud 15 Lot 3 (Cloud Support) SFIA Rate Card), or Milestone Based (invoiced on successful completion of agreed milestones).

Please note that any proposal to merge separate clinical services or legal entities into a single iaptus instance is subject to prior written agreement with Mayden. Approval for consolidation of iaptus instances is contingent upon a review of the increased clinical governance, data protection, and service management requirements. Where consolidation is agreed, the total aggregated user volume will be billed according to the rates in this pricing document.

All prices are exclusive of VAT.

Proposed Discount	Discount Criteria	Duration
Software Pricing Discount	Software Pricing outlined is discounted by 21.5%.	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
Commitment Discount	A 3% reduction is applied to annual license fees for Call-Off Contracts with a committed initial term of over 36 months and where payment is made fully in advance.	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
Rapid Deployment Scheme	A 10% discount on Year 1 Fees is available for orders confirmed between 1st Sept 2026 and 31st Dec 2026 with a service commencement no later than 31st Jan 2027.	This is a one-time credit for the first 12 months. Year 2 pricing reverts to list pricing
Legacy Modernisation	Organisations migrating from a non-Mayden legacy solution are eligible for a 20% discount on Year 1 Fees to offset dual-running costs.	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
Solution Discount	Integrated Video bulk buy discount. Must be used within 12 months of purchase: - 500 - 5% discount - 1,000 - 8% discount - 2,000 - 12% discount - 3,000 - 15% discount - 5,000 - 20% discount - 10,000 - 25% discount - 15,000 - 28% discount - 20,000- 30% discount - 25,000 - 31% discount - 30,000 - 32% discount - 40,000 - 34% discount - 50,000 - 36% discount - 70,000 - 40% discount	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
Solution Discount	(Patient) eLetters bulk buy discount. Must be used within 12 months of purchase: - 5000 - 19% discount - 10,000 - 21% discount - 15,000 - 24% discount - 20,000- 26% discount - 30,000 - 28% discount - 40,000 - 30% discount - 50,000 - 32% discount - 60,000 - 34% discount - 70,000 - 35% discount - 80,000 - 37% discount - 90,000 - 40% discount	Discount valid to 31st March 2027, after which pricing reverts to list pricing.

Solution Discount	GP eLetters bulk buy discount. Must be used within 12 months of purchase: - 2,500 - 7% discount - 5,000 - 12% discount - 10,000 - 17% discount - 15,000 - 21% discount - 20,000 - 24% discount - 30,000 - 28% discount - 40,000 - 31% discount - 50,000 - 34% discount - 60,000 - 36% discount - 70,000 - 38% discount - 80,000 - 41% discount - 90,000 - 43% discount - 100,000 - 45% discount	Discount valid to 31st March 2027, after which pricing reverts to list pricing.
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Discount Notes:

The Rapid Deployment Scheme and Legacy Modernisation discounts are one-time mobilisation incentives designed to offset transition costs. These apply exclusively to the first 12 months (Year 1) of the initial Call-Off Contract. On the first anniversary of the Service Commencement Date (Year 2), these specific discounts expire.

Volume-based discounts for Integrated Video, Patient eLetters, and GP eLetters operate on a "use-it-or-lose-it" basis. Credits must be used within 12 months of the purchase date. Unused credits do not roll over and expire at the end of the 12-month period.

To ensure sustainable service delivery, multiple discount schemes (Pricing Discount, Commitment Discount, Legacy Modernisation Discount, and Rapid Deployment Discount) can be combined ('stacked') only up to a maximum aggregate discount of 30% of the standard List Price in any single contract year.