

Lot 2b Service Definition Document: iaptus®

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About **Mayden**[®]

Mayden specialises in digital technology for health and care. We provide innovative cloud-based applications to support data driven, outcome focussed and people centred models of care. We believe that technology is an essential component in developing and delivering high quality, sustainable, efficient and cost-effective models of health and care.

The solutions we design and deliver help services do more with what they have, delivering high value and real, measurable impact. Together with our partners, we are building the foundations of a more connected and compassionate health and care ecosystem, helping services tackle their biggest challenges.

Over the last two decades, Mayden has become the UK's leading provider of case management solutions for mental health, neurodiversity, addictions and healthy lifestyles. Today, our software is used by over 30,000 people, and has helped to manage the care of over 7 million people. The Mayden product portfolio includes:

- **iaptus:** The EPR for improved outcomes - streamlined care for mental health, neurodiversity, and community mental health
 - 15+ years, 200+ customers, +8.5m episodes of care supported
- **Theseus:** Flexible case management for healthy lifestyles and addictions - inspiring healthier, happier lives through positive engagement
 - 25+ years, 25+ customers, +1,000,000 lives improved
- **Bacpac:** Intuitive patient management for psychological therapists - simple, portable, secure
 - 10+ years, 1000+ customers, +100,000 people treated
- **CLAI:** Ambient Voice Technology (AVT) built for the NHS - simplifying clinical documentation for more efficient, people-centred care
 - 30% Reduction in administration, 80% Clinical coding accuracy

Please note, when we refer to 'patient(s)' within this document, this also means 'service user(s)', 'participant(s)', 'client(s)' or any term that describes the beneficiaries of your services.

About iaptus®

Our flagship product, iaptus, is the leading electronic patient record (EPR) for mental health services in the UK. iaptus is used by over 220 services, with over 25,000 active users. Our customers are service providers across the public, private and voluntary sectors supporting adults, children and young people (CYP) through primary mental health care. The system can be configured to support a wide variety of services, including:

- Adult NHS Talking Therapies (NHS TT) services
- CAMHS/CYP mental health services
- Gambling harms services
- Neurodiversity services
- Psychological therapy services
- Staff counselling services
- Student counselling services
- Workplace wellbeing services

iaptus is adopted by over 66% of services delivering NHS TT provision, with over 70% of all NHS TT patient referrals handled by iaptus. Well over 1 million referrals each year are recorded in iaptus across all of our customers. iaptus is also well established within CYP mental health services, where according to NHS data, iaptus is one of the most used systems by CYP mental health providers.

At its core, iaptus supports service efficiency, clinical oversight, service management and patient engagement. Whether you're a therapist, administrative professional, service manager, clinical lead, director or data analyst, iaptus includes features and tools that enhance your EPR experience. These include:

- **Care Pathways:** Designed specifically to support individual service workflows
- **Case/Risk Management:** Registration, clinical encounters, supervision, diagnosis and medication
- **Customisable:** Local configuration including list management, fields, labels and templates
- **Data Sets (MDS):** Collection and reporting e.g. IAPT, MHSDS
- **Interoperable:** API integration/in-context views with iaptus instances and providers

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- **Measurement Based Care:** Outcome measures record progress and goal setting
- **Patient/Stakeholder Communication:** SMS, video, hybrid mail and e-letters
- **Patient Engagement:** Portal, NHS App, online questionnaires, appointment booking
- **Online Referrals:** Service integrated patient and healthcare professional referral forms
- **Self-Service Analytics:** Review patient and service data supporting quality improvements

iaptus was designed alongside users and continues to be developed to reflect their needs. It is clean and straightforward to use, guiding clinicians and therapists in progressing patients along their service's particular care pathways. The benefits of using iaptus include:

- **Adaptable:** Customisable care pathways improve care quality
- **Efficient:** Productivity enhancing tools e.g. ambient voice technology (AVT)
- **Flexible:** Support a variety of care settings and service types
- **Innovative:** Provide patients with direct access to 3rd party platforms
- **Intelligent:** Support waitlist management, reduce delays and manage capacity
- **Intuitive:** Logical user navigation supports services handling large patient numbers
- **Networked:** Integrations facilitate joined up care and seamless user experience
- **Patient Centred:** Record and monitor patient outcomes and recovery rates
- **Safe:** Reduce clinical risk by using custom labels and alerts
- **Value generating:** Features that deliver direct and indirect cost savings

iaptus Functionality Overview

Core Functionality

- Administrative alerts
- Bulk actions
- Care pathway(s)
- Caseload management
- Clinical assessment protocols
- Clinical encounter records
- Clinical risk management
- Clinical supervision
- Correspondence templates
- Diary and appointments scheduling

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- Fields
- Group therapy management
- Improving Access to Psychological Therapies (IAPT)/ NHS Talking Therapies Data Set compliance
- Internal messaging
- Labels
- List management
- MFA secure access over internet
- NHS Mental Health Services Data Set (MHSDS) compliance
- Notes
- Outcome monitoring and reporting
- Patient consent facility
- Patient payments
- Patient registration
- Referral management
- Saved searches
- Self service analytics and reporting
- Training and account management support
- User tasks

Additional Features

Additional features for iaptus are listed below. Please refer to our Lot 2b pricing where features are grouped according to their pricing models, allowing customers to buy one or more from each group easily.

Group 1

- Client Advanced Exports (CAE) - Data exports suitable for importing iaptus data to a service's own MSSQL database (or other data warehouse). Typically carried out overnight.
- GRiST - May be launched directly from the patient record with the patient's GRiST ID.

Group 2

- NHS Number Lookup - Module to lookup/validate NHS numbers and key patient details against the PDS Spine service.
- Online Questionnaires (standard) - Electronic sending of questionnaires to patients for completion outside of session.
- Online Referrals - Provision of a service specific online referral form, choosing from a selection of available fields. Includes both self referral and health professional referral forms.

Group 3

- Online Questionnaires (advanced) - Includes 'standard' functionality plus additional clinical questionnaires (copyright and licensing dependent).

Group 4

- iaptus Insights - Enhanced AI and data-driven analytics. Provides powerful insights, a deeper understanding of patient data, and comparative service analysis.
- Online Questionnaires (custom) - Includes 'standard' and 'advanced' functionality, as well as customer and bespoke questionnaires (copyright and licensing dependent).

Group 5

- Online Appointment Booking - Module to allow a patient to select their appointment date and time online.

Pay as You Go (PAYG) Features

- GP Electronic Letters (eLetters) - Letters sent electronically, directly into the workflows of a GP system.
- Integrated SMS - Texting function for appointment reminders, confirmation and cancellations.
- Integrated Video - Video session links generated in iaptus can be automatically sent out within a reminder SMS.
- Online Therapy Integration (Prism Treatment) - Referral to an online provider directly from iaptus. Treatment updates will be sent directly back to iaptus.

- Online Therapy Integration (Prism Assessment/Direct to Digital) - Referrals received via external providers, when accepted, are captured within iaptus, including key assessment information.
- Patient Electronic Letters (eLetters) - SMS containing a link to a secure portal where letters can be accessed, viewed and downloaded.

Other Features

- Ambient Voice Technology (AVT) - Transcription of letters, generation of clinical coding and automation of follow up orders.
- Hybrid Mail - Physical letters may be created and sent at the touch of a button. A letter can be created in iaptus as normal, which is then transmitted digitally to our mailhouse provider who prints and sends it via Royal Mail.
- iaptus Connect - Unidirectional automated real time patient look-up of a single iaptus instance. Provides in-context view of patient care and history without additional logins.
- iaptus to iaptus Refer and View (ITIRAV) - Enables one iaptus instance to refer patients to another instance. This referral can be processed, with the option for completed clinical contacts - created in the receiving instance - to be transferred back to the sender where they can be reported on.
- Patient Portal - Suite of patient-facing features that enhance service engagement.
- Postcode Lookup - Accurate, fast and reliable postcode searches, which in turn, help populate a patient's address within their record.
- Rio Integration - Provides reciprocal automated real-time patient look-ups (instigated every time a patient record is accessed). This provides immediate access to in-context views of both iaptus and Rio without additional logins required.
- Shared Care Record Integration - An in-context launch of the local shared care record. Incorporates views of GP data, acute, secondary care and sometimes local authority and social care systems.

Integration with Clinical Systems, Digital Tools and Shared Care Records

iaptus is well networked, with embedded integration with many national, regional and local systems. We have developed a range of Application Programming Interfaces (APIs) to integrate with various clinician and patient facing systems and applications.

These integrations are incorporated throughout the patient care pathway. They range from communications (SMS, electronic letter sending, video conferencing) to analytics; external platforms and digital tools to clinical systems. We also utilise NHS England TRUD downloads to automatically update key reference files including GPs, schools, dataset releases, ICD-10 and SNOMED CT code updates. iaptus is able to integrate with:

- Clinical support systems such as Docman, MIG and MESH
- Local systems
- Patient facing mental health platforms
- Mental health secondary care systems
- Shared care records
- Spine Mini Service Provider (SMSP)

Customisation and User Experience (UX)

iaptus can be customised to meet the needs of each service and the data they want to collect. The system is designed to be as flexible as possible for the local service manager to maintain. Examples of customisation include:

- Bespoke assessments
- Clinical session templates
- Customisable care pathways
- Drop down menus and checkboxes
- Mandatory, optional or not applicable (N/A) fields
- Patient engagement features
- Patient 'labels'

The Mayden product team, encompassing product owners, developers and designers, work collaboratively when implementing new features. This helps to ensure all new developments are accessible, intuitive, and designed with user involvement and feedback. This collaboration helps support continuous improvement and inform future system usability.

Accreditations and Standards

Mayden has a long history of storing confidential data for NHS, voluntary and private sector organisations. Mayden is compliant with NHS, industry technology and information standards. These include:

- [ISO 27001](#) - information security management (certificate # IS 621874)
- [Cyber Essentials](#) (certificate # 23378551-78ab-441d-bd3b-22999a89b8e1)
- [Cyber Essentials Plus](#) (certificate # f9be227d-f73f-4495-a1a5-b24fcfb3b30)
- DCB0129 - clinical risk management
- [DTAC](#) - digital technology assessment criteria
- GDPR compliance
- Improving Access to Psychological Therapies (IAPT)/NHS Talking Therapies (TT) Data Set compliance
- NHS Mental Health Minimum Data Set (MHSDS) compliance

Mayden has an in-house Governance, Risk and Compliance team. The roles within that team include:

- Information compliance lead and data protection officer
- Information security officer
- Cyber security analyst
- Cyber and information security specialist

Mayden is registered with the Information Commissioner's Office (ICO) under registration number [Z5351045](#).

Secure Access via the Internet

iaptus is provided on a software as a service (SaaS) basis as a cloud hosted solution. iaptus access requires:

- Browser on an appropriate device (typically a personal computer, laptop or a tablet)
- Internet connection (fixed or mobile)
- Email account associated with a registered iaptus user

Users log in to iaptus with their credentials followed by Multi-Factor Authentication (MFA). A code may be shared via email, SMS or via an authenticator app.

Security and Information Governance

For UK customers, data is hosted within data centres located in the UK. Mayden acts as Data Processors for the provision of SaaS. We only act on the instructions of the Data Controller. The iaptus hosting infrastructure undergoes weekly automated vulnerability scans. Our security team reviews problem areas before remediation. In order to maintain the required NHS DTAC accreditation Mayden commissions and carries out annual independent penetration tests.

To provide systems to the NHS, we complete the Data Security and Protection Toolkit (DSPT) on an annual basis. All relevant standards are incorporated into our Information Security and Management System (ISMS) policies. This ensures they are embedded in our own practice and regularly audited against. All areas of software development, deployment, hosting and Data Protection are covered.

Mayden provides Information Governance, Information Security, Cyber Security and Data Protection Training for new members of staff when they join the company. All staff are aware of their responsibilities when it comes to protecting and securing personal information. Ongoing training is undertaken throughout the year to ensure best practice.

Mayden is committed to protecting the rights and freedoms of data subjects, safely and securely processing their data in accordance with our legal obligations in the UK which include the General Data Protection Regulation (EU) 2016/679 (GDPR), the GDPR as amended by Schedule 1 of The Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019 (UK GDPR) and Data Protection Act 2018 (DPA).

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We undertake Data Protection Impact Assessments (DPIA) in accordance with GDPR guidelines and to fulfil our legal obligations. For any new systems or changes to current systems, a DPIA is undertaken. This ensures that Confidentiality, Integrity and Availability of systems and data have been assessed, and risks are identified and mitigated.

Where we act as a Data Processor for our customers' data, we will notify the customer of any potential data breaches. As Data Processors, we will not report data breaches to any regulatory body. This will be for the Data Controller to undertake. We will only act on the explicit instructions of the Data Controller.

Mayden ensures that all staff members and contractors are made aware of, and understand, what constitutes a data breach as part of their continuous development training. All members of staff have an obligation to report actual or potential data protection compliance failures.

Service Performance and Availability

Mayden has robust disaster recovery planning (DRP) and business continuity planning (BCP) in place for our current areas of business. We run highly available systems with their own back-up solutions. We perform regular test restores, including from a position in which all infrastructure is down. We have experience of point-in-time recovery - as a baseline, nightly full and hourly incremental restore points.

iaptus is a highly available system with a target uptime of 99.7%. The architecture provides multi-redundancy and back-up process and disaster recovery systems. This provides high resiliency and reassurance to our customers.

iaptus is designed and built with multiple layers of recovery and failover hosted in multiple data centres throughout the UK. A combination of High Availability Database clusters are used to gain accurate point in time recovery with backups in geographically distinct data centres.

Database backups are encrypted before being stored in object storage i.e. as soon as they leave our environment. Database backups are stored on encrypted block storage volumes on cloud-based infrastructure. Any server-specific configuration is also stored within our codebases as Infrastructure as Code.

iaptus Customers

Support, Maintenance and Upgrades

Customer Support

Mayden has provided digital solutions to the NHS and other public sector providers for over 20 years, and we offer expert one-to-one support to our customers. We want our users to have the best possible experience and are driven to provide exceptional service.

Customers have access to Mayden's support team and are assigned a dedicated account manager. Mayden offers a fast and simple online support log for less urgent concerns or requests. Users log their issue and can track, update, sign-off support actions, and rate the service they receive. Telephone support is available during core office hours of 08:00 to 18:00 Monday to Friday with additional support outside of these hours subject to agreement. We pride ourselves on our customer support ratings. In 2024/25, 99% of customers were 'satisfied' or 'very satisfied' with the level of support they received from us. Over the last 15 years our customer retention rate has been 95%. We closely monitor the level and performance of the support we provide, ensuring our customers receive the best service.

Our relationship with our customers is focused on *their* goals. In-person and virtual conferences for existing customers are often run. Our 'Innovations' platform provides an area for users to provide feedback and request system changes. We have continuous feedback loops with customers. This ensures their voice is heard in the product development process.

Service Support Levels

Mayden's core service support is included within the system cost. We have developed processes to maintain high satisfaction levels and low resolution times. Customers have access to Mayden's support team by phone during core hours.

All calls escalated by the customer to Mayden will be assessed with an appropriate priority type assigned. 'High' priority would be assigned in the event of the whole user population being unable to access the service. The target maximum fix time would be up to 4 hours.

Please refer to the detail below for response and fix times, taken from our Service Level Agreement (SLA):

Priority	Response	Fix Time	Example Incident
1. High	1 hr	4 hrs	An acute error in the Software causing shut-down or failure of satisfactory operation of all or a substantial part of the Software.
2. Normal	4 hrs	8 hrs	A serious error in the Licensed Software which interferes with its operation but does not prevent its use or operation.
3. Low	8 hrs	A work around issued within 2 days and permanent fix in 4 days	An error in the Licensed Software where alternative solutions to a software correction and which are acceptable to the Client are available (unless the Client agrees to the contrary, manual operation of procedures normally undertaken by the Licensed Software).

Until a permanent fix is provided, fix times will represent the time duration before a temporary workaround is provided. When Mayden has developed a solution to an incident, the user will be contacted and asked to verify that the problem has been fixed. The incident will then be signed off in agreement with the customer and Mayden.

Out-of-hours support is offered for high priority incidents. Our Systems team has monitoring and alerting tools in place for all aspects of the system. Should the system be unavailable, our team are alerted and work to restore the service.

Upgrades

Mayden maintains a roadmap of future feature developments and continuous improvements incorporating planned work and fixes. This is actively managed and reprioritised as necessary based on defined needs by our highly experienced Product Owner team.

Our development teams adopt an Agile approach to software development, working in two week 'sprints.' This facilitates a continuous release cycle with several updates deployed across the system every week (typically 10-30 branches per week). This approach also means that delivery of value to the customer is enshrined in our way of working. To achieve this we work

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closely on an ongoing basis with our customers to understand and accurately scope their requirements.

Maintenance Windows

We take advantage of iaptus being a web-based SaaS product, working to a rapid and iterative development process. All instances of iaptus run from one code base with one version of iaptus in production. Downtime is not required for most system updates. In exceptional circumstances system wide updates are made in consultation with our user base. In most instances customers are not affected by system updates owing to Mayden's iterative and incremental development process.

Updates, change requests and bug fixes can be deployed when they are tested and ready, rather than infrequent point releases. This approach reduces risk to clinical safety as issues can be tracked and deployed quickly. Significant user training is not required for most releases due to a steady trickle of updated features rather than large numbers in major releases.

Where updates include changes to the user interface, notification is sent to users before the change. Where new features or significant changes to workflows are introduced, we will typically provide training through webinars, help guides and videos. We will roll out the changes behind a feature toggle at an agreed time with the service.

We perform scheduled monthly maintenance to our hosting environment. Each month, customers are notified of the changes to be made and alerted to potential impacts. Changes are made out-of-hours to minimise impact. For both software and system updates, a 'roll back' procedure is planned and can be executed should there be any issue with the changes. This approach reduces risk to clinical safety as issues can be tracked and deployed quickly.

Pricing, Ordering and Invoicing

iaptus is provided as SaaS. The annual licence cost includes:

- System hosting
- System backup and disaster recovery
- Storage of documents (subject to fair use policy)
- Help desk support

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- Frequent system updates

The cost of iaptus and options for procuring and configuring iaptus are set out in Mayden's pricing document which is provided on the Digital Marketplace.

- The licence to use iaptus will be determined by the number of users, starting at 10, 20, 30, 40 or 50 and increasing in increments of 50 after that.
- Additional features (listed previously) may be procured alongside the core iaptus system. These are available to procure either as standalone features or as pre-paid bundles. Please refer to the feature pricing groups within our Lot 2b pricing.
- Ancillary services for iaptus include implementation, training and migration. We have provided more detail on these services below. An indication of these charges is included in our Lot 2b pricing, based on our Lot 3 SFIA day rates. Please refer to Lot 3 'Mayden Group: Set up & Migration' and/or Lot 3 'Mayden Group: Training' for the SFIA day rates associated with these services. Additional services, including consultancy, may also be procured from Lot 3 'Mayden Group: Ongoing Support.'

Orders may be placed via the Digital Marketplace in accordance with Mayden's standard terms and conditions and those of the call-off contract. Additionally, Mayden provides a proposed SLA for the provision of user support and maintenance to iaptus. Customers are routinely invoiced for iaptus on a quarterly basis in advance in April, July, October and January. Payment is due within 30 days of invoice.

Implementation

Onboarding

Mayden has a track record of over 200 implementations of iaptus. As such, we have procedures in place to ensure that onboarding is fast and simple. All new customers receive a copy of our project initiation document (PID), which defines the onboarding and go-live process.

The Mayden team will support the customer through the onboarding process. Only once the site has been configured and accepted by the sign-off authority in writing will the product be deployed.

The price for implementation services differs depending on the scope and complexity of the services involved. An indication of the implementation charges is included in our Lot 2b pricing. Please refer to Lot 3 'Mayden Group: Set up & Migration' for the SFIA day rates associated with these services.

Migration

Where data migration relates to initial mobilisation, our data team at Mayden have significant experience of migrating data from legacy systems. We have transferred data into iaptus from over 50 systems and have a well rehearsed process to transfer, map and migrate data into iaptus.

Please refer to Lot 3 'Mayden Group: Set up & Migration' for the SFIA day rates associated with migration services.

Offboarding

Mayden liaises with the customer to understand if they want a copy of the data we hold or to continue accessing iaptus in read only. For a copy of data to be transferred a system closure date and data transfer date are identified.

Once transferred, Mayden will delete – as far as is practicable – all copies of customer patient data from its systems. Some bit-level backup data may be retained where it is difficult to extract it from other data. This will gradually diminish in line with the normal backup rotation cycle.

Mayden will remove all patient identifiable data from its systems within three months of service termination. Before all data is removed, Mayden will notify the customer of this intent.

Training

Mayden offers multiple training packages to suit our customers' requirements. Typically, all users receive in-person or online user training provided by Mayden's dedicated system trainer.

The system is intuitive and easy for staff to grasp, regardless of their level of computer literacy. iaptus users have access to the comprehensive iaptus help site which includes step-by-step tutorials and videos. We also offer a regular programme of online training refreshers. Services will also have access to their training site, so they can practise without disrupting live data.

Customers normally nominate an 'iaptus champion' who works particularly closely with us. Our experience has taught us that this supports user engagement and adoption throughout the service.

An indication of the training charges is included in our Lot 2b pricing. Please refer to Lot 3 'Mayden Group: Training' for the SFIA day rates associated with training services.