



My Care Hub

PRICING Document

September 2025

Pricing Principles

The initial price for My Care Hub that Advice Firms will be charged is based on the following:

- The number of user licences bought (referred to as 'seats')

Understanding the My Care Hub Service

Subscribing to My Care Hub gives the user access to the following:

1. all the content within My Care Hub – including guides, videos, checklists, FAQs and more
2. *an e-mail-based **ASK AN EXPERT USER HELPLINE** for any queries arising from the use of the website, the nature of the service, the location of specific content, and answers to common questions about the care system to help a client along their journey
3. access to My Care Consultant's one-to-one online/telephone-based care navigation service (at a reduced cost)

The e-mail based **ASK AN EXPERT** helpline provides clients with access to the My Care Hub care experts to pose queries during the 12 month licence period to help them navigate the care system in meeting their caring or care needs. This service replaces the previous free 15-minute introductory calls operated by My Care Consultant*

*When responding to a user query received through the **ASK AN EXPERT** service, My Care Consultant reserves the right to judge whether the complexity of the query is such that a referral to the one-to-one telephone-based care navigation service at an additional charge to the end-user is more appropriate.

What are 'seats'?

- 'Seats' are individual user licences giving the user (and their legal representatives/immediate family members) access to the My Care Hub website.
- Each 'seat' will provide 12- month access to My Care Hub from the time a seat is taken up by the user, after which time access will be automatically switched off.
- To ensure the highest level of service, we are initially restricting the maximum number of seats that can be purchased during the first 24 months to 100 per purchase per Firm. If a Firm wishes to buy more seats My Care Consultant will consider requests on a Firm-by-Firm basis and if capacity exists will provide a costing at that time.

Pricing Bands

Package Options

Seat Number	Cost	Cost per seat
10	£300.00 + vat	£30.00 + vat
25	£500.00 + vat	£20.00 + vat
50	£750.00 + vat	£15.00 + vat
100	£1,000 + vat	£10.00 + vat

Discounts

From time to time, My Care Consultant may offer discounted access to the service for a limited period of time. Check with your Service Provider or Network if you are a member of one to find out if any special terms apply.

Can Firms charge their clients to use the service?

Yes. We have established the initial pricing of My Care Hub at a level that covered our manufacturing and service costs but also enabled the advice firm to recoup costs directly from their clients as a part of their overall service.

For example, if a Firm purchases the smallest package of 10 seats, they will only need to charge each of the 10 clients £30.00 + vat to access the site to recoup the Firms costs in making the service available.

How My Care Hub pricing will work in practice

1. The Advice Firm decides upon the number of seats it wants to buy.
2. If the Advice Firm has provided a number of clients with access to their seats that is nearing or has met their allocation (e.g. they have bought an allocation of up to 25 seats and have reached or are nearing their limit) they will be able to a) see their allocation and client usage directly within the My Care Hub resource, and, will be offered the option of purchasing more seats, or remaining within the current seat allocation.
3. The Advice Firm will also have the option of deciding whether to remove some seats from existing clients or pay for a new group of seats i.e. an additional 10, 25, 50 or 100 seats. The Advice Firm can remove or add seats directly when logged into My Care Hub, providing the Firm with control over how their seats are used and by whom. There will be no obligation to purchase more seats, this decision will remain with the firm should this scenario occur.

WORKED EXAMPLE

Date	Event	Cost
1 May	Firm purchases 25 seats to allocate over the next 12 months	£500.00 + vat
1 Aug	Firm has at this point handed out 25 seats (they have reached their limit)	
1 Aug	Firm can login to My Care Hub to see how many seats they have used, and which clients are using them. Then the Firm can either: 1. Select and Remove a number of seats to bring it down to below the limit to free up some seats to provide access to new clients (some users may no longer have a need for further access at this point). 2. Pay for the additional seats at whatever subscription package they would like (i.e. an additional 10 seats which would cost an additional £300 + vat). The payment can be facilitated online via STRIPE.	+ £300 + vat

Future Pricing

- My Care Consultant reserves the right to increase the cost of My Care Hub for supporting firms (at the point of purchase of additional licences) and new subscribing firms (at any point).
- Any price increases will reflect the cost of delivery and our experience of the overall level of user and technical care related email support experienced.

One to one Care Navigation service from My Care Consultant

- MCC's one to one online or telephone-based care navigation service will be restricted to users of My Care Hub.
- This is a chargeable service and not included within the cost of My Care Hub. The cost of this service will be determined from time to time by My Care Consultant and charged directly to the user.

Need to know more?

Please contact us at ask@mycareconsultant.co.uk

or alternatively, call us on 020 3290 3110

