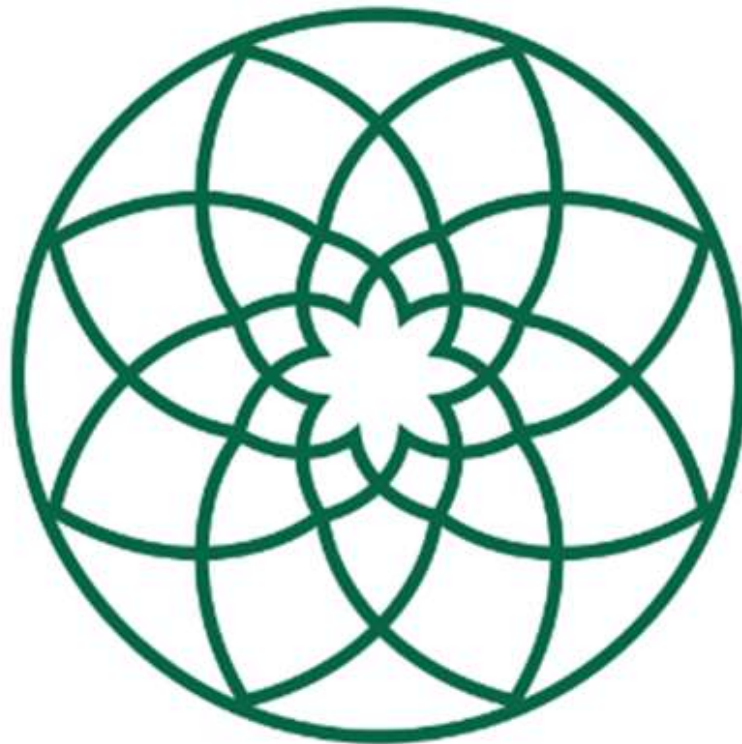


# Meaningful Measures' Measure Yourself Tools: MYCaW and MYMOP User License Policy Document



The information in this document is maintained by Meaningful Measures and may be subject to change without notice.

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# Using MYCaW and MYMOP

## 1. General:

Meaningful Measures Ltd manages the intellectual property rights of Measure Yourself Concerns and Wellbeing (MYCaW) and Measure Yourself Medical Outcome Profile (MYMOP) herein referred to as Measure Yourself Tools. Meaningful Measures distributes and commercialises MYCaW and MYMOP. If you would like to use MYCaW or MYMOP, written permission in the form of a license must be obtained.

Meaningful Measures Ltd is a company in England that serves as a single point of distribution for MYCaW and MYMOP. The Meaningful Measures team processes all incoming requests for using MYCaW and MYMOP. All licenses require anonymised data sharing at least once a year, this data is also processed by the Meaningful Measures Team. The vast majority of license requests result in a free-of-charge licensing with a small administration fee to pay. In instances where license fees are charged, this source of income allows Meaningful Measures to fund activities in line with its mission on its website. Main activities include providing support to users of the 'Measure Yourself' tools, analysing anonymised data shared with Meaningful Measures as part of the license, and creating large datasets of information on people's unmet needs.

The Measure Yourself tools are primarily designed for self-completion and have a reading age of 10 years. Self-completion allows respondents to complete the questionnaire themselves without assistance. In some circumstances if respondents can't manage self-completion, caregivers or professionals may scribe for them. In a few circumstances, a caregiver, or a member of staff may complete a tool on a person's behalf. Further information regarding administration is supplied with the license.

Data from Measure Yourself Tools can be entered on paper, and templates are available for EMIS and SystemOne. MYCaW can also be bought as a digitised add-on to the [Elemental Platform](#) which provides a digitised dashboard of score changes, clinically significant changes and any set KPI. Please contact us if you want more information about this.

## 2. Requesting permission to use:

A request to use either of the Measure Yourself Tools starts by filling out the registration form on Meaningful Measures Ltd website. After receipt of registration the Meaningful Measures office will determine the applicable policy and respond with more information on how the Measure Yourself Tool and license can be obtained.

Meaningful Measures Ltd prefers to license the Measure Yourself Tools to end-users. Third parties such as consultancies and vendors are required to disclose the name of the sponsor during the registration process in order to check existing active license agreements.

Depending on the result of the Meaningful Measures office team review (the request might be considered commercial or non-commercial), a license agreement will be drawn up and signed by the relevant parties.

## 2.1 What sort of licence do I need – Commercial or Non-Commercial?

The license you require depends on the type of organisation you are working for. Some licences, e.g. for commercial licenses, have a cost attached to them. Please use the below table to determine if you need to fill in a commercial or non-commercial licence:

Type of licence user	Examples of licence user in this category*	Commercial licence? (Fee available on request)
Commercial Users	Any profit-making companies, private healthcare organisations, industry, digital platform providers	Yes
Individual users - commercial	For example, private small-scale individual medical practices, allied health professionals, therapists in private practice including complementary and integrative practitioners	Yes
Academic - Funded by Commercial organisation**	University research project funded by industry or a profit-making organisation	Yes
Academic – Funded by Non-Commercial organisation	University research project funded by non-profit making organisation, or internal university funding	No
Not-for profit organisation	Registered charities, registered community interest companies (CICs), government organisations, registered social enterprises, voluntary and community groups, faith organisations	No
Publicly funded healthcare	NHS or other Public Health, Local Authority, NGOs	No

\*If you can't find a category that represents your organisation, please get in touch with us, so we can support you [helen@meaningfulmeasures.co.uk](mailto:helen@meaningfulmeasures.co.uk)

\*\***Educational Institutions:** If a non-commercial educational institution there is a free licence with an admin fee. If a commercial then there is a fixed fee and admin fee.

**Please be aware that the commercial licence does not give you permission to publicly share MYCaW or its guidance notes or for you to provide MYCaW to other parties for their use under your licence.**

## **2.2 Obtaining a licence**

1. Decide which licence you think you require (commercial or non-commercial) – use our table below ([HOME - Meaningful Measures - The home of MYCaW and MYMOP](#)).
2. Complete and submit an application form (commercial/ non-commercial).
3. Meaningful Measures will send an initial email confirming receipt of your application, we will then review your request and aim to respond to you within 3 working days of your submission.
4. Meaningful Measures will either send you an email agreeing to grant you a 12-month licence to use the tool, or we will send you a further email asking for more information about your request.
5. You will then receive a further email from Meaningful Measures regarding any payment necessary for use of the tool (non-commercial licence users will be issued a licence for free). Please note, all applicants are required to pay a small administration fee (£46.20) to enable processing of their application.
6. Once your invoice has been paid then we aim to release the MYCaW tool (licensed for 12-months), guidance notes and supporting documents within 3 working days.

## **2.3 License for Non-Commercial Use**

Non-commercial uses of the Measure Yourself tools may include routine outcome measurement and data monitoring, research, evaluation, or benchmarking in a non-profit organisation. For non-commercial requests no license fee is charged to use the Measure Yourself Tools, but a small admin fee to process the request and generate the license is charged. This is in line with the rationale that implementation of Measure Yourself Tools for research, audit, evaluation and routine data monitoring in services will enable a great incorporation of a person's voice in the care they receive. This will benefit the health and social care community and the scientific community as a whole. This will also benefit patients and people receiving supportive services by enabling their unmet needs to be systematically recorded and tracked.

Please note- anonymised data share of the data collected by the tool is required every 12 months by Meaningful Measures -for more information [see here](#):

## **2.4 Licence for Commercial Use**

Companies and organisations that are registered as profit-making will be charged a license fee for use of the Measures Yourself tools. The license fee is structured according to the number of people/practitioners/advisors who are administering a Measure Yourself Tool and the scope of the work.

Once your request has been received by the Meaningful Measures team, a license fee will be proposed based on your situation. Once agreed, a commercial license will be drawn-up for both parties to sign. The income from commercial license goes towards activities that are in line with the mission of Meaningful Measures. This is in line with the rationale that implementation of Measure Yourself Tools will enable investment in generating tools and datasets that will benefit all Measure Yourself users.

Please note- anonymised data share of the data collected by the tool is required every 12 months by Meaningful Measures -for more information [see here](#):

### **3. Using digital versions of Measure Yourself Tools (MYCaW and MYMOP):**

MYCaW is currently available on the Elemental Platform but is not currently available for other popular platforms. It is intended that digital versions of all the Measure Yourself Tools will be available in the future. For more information about using MYCaW on the Elemental platform, please contact us at [hello@meaningfulmeasures.co.uk](mailto:hello@meaningfulmeasures.co.uk)

If you want to develop a beta digital version of either MYCaW or MYMOP, please contact us so we can take you through the protocol for doing this. Upon a request being received, the Meaningful Measures Team will scope out the type of use (commercial or non-commercial) and work with you accordingly.

#### **3.1 Non-commercial use of a digitized version**

If the use of the digital version of Measure Yourself Tool is in a non-commercial setting, a license will be provided as detailed in section 2.3.

It is the user's responsibility to ensure the correct representation of the tool in a digital format. In this situation a one-off screen-shot review fee of £55 will be charged to compensate for the resources needed to review and approve screenshots.

#### **3.2 Commercial use of a digitized version**

If a company, or a practitioner working in a commercial setting wants to utilize the Measure Yourself Tools as part of their service or practice in a digital format, a license will be provided in section 2.4.

It is the user's responsibility to ensure the correct representation of the tool in a digital format. In this situation a one-off screen-shot review fee of £100 will be charged to compensate for the resources needed to review and approve screenshots.

### **4. Reselling a product containing Measure Yourself Tools (MYCaW and MYMOP)**

If you want to incorporate a Measure Yourself Tool into a digital platform that you will sell access to, fees will be charged. The fee proposed will be determined by the scope, size and usage of the tools. Please ensure you submit a request for this before starting to develop your platform or product.

Meaningful Measures has an ethos of keeping the Measure Yourself Tools free at the point of access for non-profit organisations and we would expect this to be reflected in a resell pricing structure.

Two potential resell routes are offered to resell (see 4.1 and 4.2 below). In each case the launch of the Measure Yourself Tools can not proceed until a signed agreement is in place and each party has agreed the communications to be released in social media and on websites.

#### **4.1 Licensing via Meaningful Measures Ltd**

For newly established or small organisations, a collaboration will be explored whereby Meaningful Measures Ltd retain the licensing process and the partner organisation pays an annual fixed fee for the product. Clients wanting access to the tool then access it via the existing commercial or non-commercial pricing structures. Meaningful Measures will work through a protocol for agreeing terms and conditions of the collaboration with the third party to determine suitability.

#### **4.2 Sublicensing by third party**

Where a third party is established in size, turnover and client base, Meaningful Measures Ltd will consider a collaboration and sublicensing of the Measure Yourself Tools by a third party. Fees charged will be agreed and reflect the potential usage of the tool and additional legal processes required to enter into this agreement. Meaningful Measures will work through a protocol for agreeing terms and conditions of the sublicensing arrangement with a third party to determine suitability.

#### **4.3 Licenses obtained on behalf of a Professional Association or organisation**

Professional associations or organisations may establish a relationship with Meaningful Measures Ltd whereby licenses can be supplied via the association or organisation to their members. Here, the association/organisation agrees to gather the details of their members wishing to obtain a licence and then passes these on in a password protected file stored securely on the Meaningful Measures' google drive. Details are passed every month to Meaningful Measures, and licenses are issued in a bulk in an economical way to the relevant individuals. The association also should administrate the payment of the licence fees by their members, and, once a quarter pass these accrued fees on to Meaningful Measures. If the administration processes are reduced on the part of Meaningful Measures, then a commercial fee, and reduced administration will be agreed.

### **5. Ownership of Intellectual property, and copyright ownership**

All intellectual property rights for the Meaningful Measures Tools – MYCaW and MYMOP, and all of their subsequent translated versions belong to Meaningful Measures Ltd. MYCaW™ and MYMOP™ are trademarks belonging to Meaningful Measures Ltd.

## 7. Translations

Please contact Meaningful Measures if you wish to obtain a tool in another language, and the feasibility of this will be explored. Please note all translations will involve a cost being passed on to the person requesting the newly translated version. The intellectual property of the newly translated version all belong to Meaningful Measures Ltd.

**Steps for generating a translation of MYMOP or MYCaW tools (and optional guidance notes), based on Beaton et al. Guidelines for the process of cross-cultural adaptation of self-report measures. Spine (PhilaPa 1976) 2000, 25(24):3186-3191.**

1. Obtain English original with licence from Meaningful Measures, and declare wish to translate
2. Person 1 (native speaker in required language) creates translation from English to required language
3. Person 2 (native speaker in required language) creates translation from English to required language
4. Persons 1 and 2 agree on new translation version by resolving and discrepancies and generating “newly translated version”
5. Person 3 (native speaker in English and naïve to original English version of tool) to back translate newly translated version to English
6. Person 4 (native speaker in English and naïve to original English version of tool) to back translate newly translated version to English
7. Persons 3 and 4 agree on back translated version by resolving and discrepancies and generate “back translated version” to show to review panel
8. Send the newly translated version and back translated version to the Meaningful Measures review panel to check the quality of the newly created tool and agree that it is a viable translated tool to use.
9. Final translation produced and ready to use. Note, this translation is the intellectual property of Meaningful Measures, as the copyright of the tool is owned by this company.

## 8. Useful contacts:

Registered Office  
Meaningful Measures,  
91 Phoenix Way, Portishead, Bristol BS20 7FG  
[hello@meaningfulmeasures.co.uk](mailto:hello@meaningfulmeasures.co.uk)

Meaningful Measures Team:

Co-Founder/ Co-Director – Dr Marie Polley  
[marie@meaningfulmeasures.co.uk](mailto:marie@meaningfulmeasures.co.uk)

Co-Founder/ Co-Director – Dr Helen Seers  
[helen@meaningfulmeasures.co.uk](mailto:helen@meaningfulmeasures.co.uk)