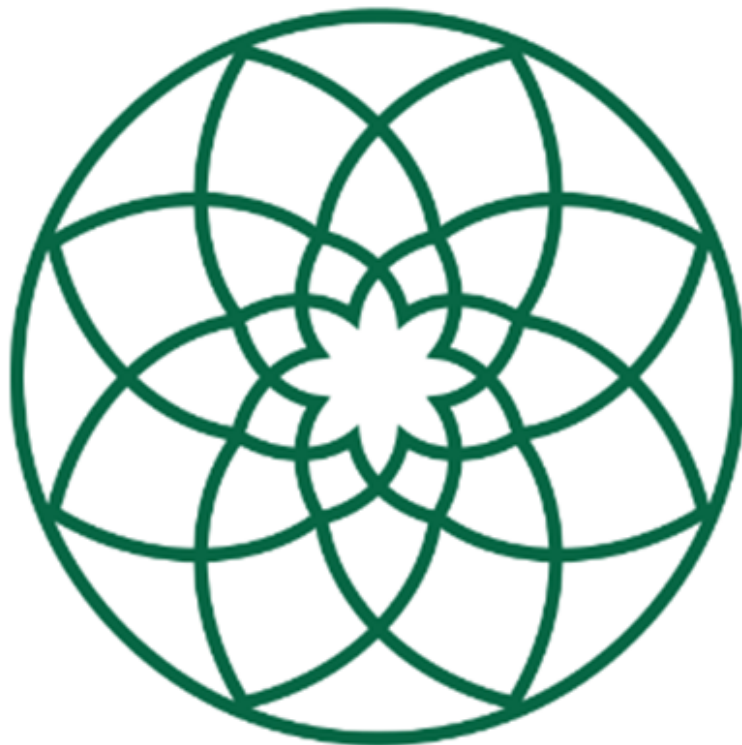


Meaningful Measures' Measure Yourself Tools: MYCaW[®] and MYMOP[®] User License Policy Document



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

Contact us: Meaningful Measures Ltd

13, St Mary's Park Road, Portishead, Bristol. BS20 6SN

Email: hello@meaningfulmeasures.co.uk

Using MYCaW[®] and MYMOP[®]

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 licence 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 licences require anonymised data sharing at least once a year; this data is also processed by the Meaningful Measures Team. The vast majority of licence requests result in a non-refundable admin-only fee to pay. In instances where licence fees are applicable, the income enables us to develop data analysis tools for our client base and create 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 where 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 licence.

Data from Measure Yourself Tools can be entered on paper, and templates are available for EMIS and SystmOne. MYCaW[®] can also be bought as a digitised version on digital platforms including [Access Elemental Platform](#) and [Help@Hand](#). MYMOP[®] is available on [YourClinic](#). All platforms provide a digitised dashboard of score changes and clinically significant changes. Please contact us if you want more information about access to any of these providers or see our [partnerships page](#) on our [website](#).

1. Requesting permission to use:

A request to use either of the Measures Yourself Tools starts by completing the registration form for either MYCaW[®] or MYMOP[®] on Meaningful Measures Ltd [website](#). After receipt of the registration form, the Meaningful Measures office will determine the applicable policy and respond with more information on how the Measure Yourself Tool and licence can be obtained.

Meaningful Measures Ltd prefers to licence 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 licence agreements.

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

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

The licence you require depends on the type of organisation you are working for. All licences have a non-refundable annual admin fee and commercial licences carry an additional charge. Please use the table below to determine if you need to apply for a commercial or non-commercial licence:

Type of licence user	Examples of licence user in this category*	Commercial licence?
Academic – Funded by Non-Commercial organisation	University research project funded by non-profit making organisation, or internal university funding	No, a commercial licence is not needed. An admin-only fee of £54.80 +VAT is charged annually.
Not-for profit organisation	Registered charities, registered community interest companies (CICs), government organisations, registered social enterprises, voluntary and community groups, faith organisations	
Publicly funded healthcare	NHS or other Public Health, Local Authority, NGOs	
Commercial Users	Any profit-making companies, private healthcare organisations, industry, digital platform providers	Yes, a commercial licence is needed. An annual non-refundable fee is based on the number of people administrating the Measures Yourself Tools.
Individual commercial users	For example, private small-scale individual medical practices, allied health professionals, therapists in private practice including complementary and integrative practitioners	
Academic - Funded by Commercial organisation*	University research project funded by industry or a profit-making organisation	

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

Please be aware that the commercial licence does not give you permission to publicly share Measure Yourself Tools or their guidance notes or for you to provide Measure Yourself Tools 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 above or contact us via email helen@meaningfulmeasures.co.uk
2. Complete and submit the relevant registration form via our [website](#) (commercial/non-commercial).
3. Meaningful Measures Ltd will send an initial email confirming receipt of your application and aim to respond to you within 3 working days.
4. Meaningful Measures Ltd will provide bespoke information regarding your requested access to a licence to use the tool. Applicants to reply to confirm their access choices and to supply a Purchase Order Number if necessary.
5. Meaningful Measures will respond with an invoice). Please note, all applicants are required to pay a small nonrefundable administration fee (£54.80) 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.
7. You will be sent a licence package with the tool and all supporting documents. A licence to use the tool for 12 months will be sent, which you will be asked to sign for your agreement and records.

2.3 Licence 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 a non-refundable admin-only fee (£54.80+VAT) is payable. Please note-anonymised data share of the data collected by the tool is required (where feasible) 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 licence fee for use of the Measures Yourself tools, based on the number of people/practitioners/advisors who are administering a Measure Yourself Tool.

The income from commercial licences enables Meaningful Measures Ltd to develop data analysis tools for our client base and create large datasets of information on people's unmet needs.

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

2. Digital versions of Measure Yourself Tools (MYCaW[®] and MYMOP[®]):

3.1 Access Measure Yourself Tools via the Meaningful Measures Ltd Digital Portal

Meaningful Measures has developed its own [digital portal](#) that allows you to access MYCaW® or MYMOP® digitally. You can enter some client information then either open up the Measure Yourself Tools during a consultation, email them directly to clients via our system or send a link in a separate email or text message. As follow-up forms are completed, score changes and clinically relevant changes are automatically calculated on your dashboard and within each client record. The portal comes with a range of features that support practitioner data collection, as well as evaluation and research. You can easily download all data collected into a .CSV file for analysis. For more information see our [website](#), or [download our brochure](#). Prices for Digital portal are available on asking.

3.2 Embedding Measure Yourself Tools within your own record management system

You may wish to have a digital version of the Measure Yourself Tools within your own client record management system or have a local template on NHS systems EMIS or SystmOne. In this scenario we ask you to apply for a licence (detailed in section 2.3 or 2.4 accordingly). We will provide developers notes on what can and cannot be changed when adding the tool into your system, to maintain the validity of the tools.

It is the user's responsibility to ensure the correct representation of the tool in a digital format. A Fidelity Check fee of £107+VAT will be payable in order for Meaningful Measures to confirm the format and presentation of the tools in your digital system and provide any advice on what is required to bring the tools in line with the validated versions.

3. Reselling a product containing Measure Yourself Tools (MYCaW® and MYMOP®)

4.1 Accessing Measure Yourself Tools on other digital platforms

MYCaW® is currently available on the [Access Elemental Platform](#) and on [Help@Hand platform](#). MYMOP® is currently available on [YourClinic](#). All platforms provide a digitised dashboard of score changes and clinically significant changes. For more information about accessing the Measure Yourself Tools on other digital platforms and the latest developments, please contact us at hello@meaningfulmeasures.co.uk

4.2 Incorporating Measure Yourself Tools into your own subscription-based platforms

Fees are applicable if you wish to incorporate a Measures Yourself Tool into a digital platform that you will sell access to. Initially we ask you to purchase a beta testing licence (£316.90+VAT). This provides you with 6 months to develop the Measure Yourself Tool into your system and test it on as many clients as you would like. The Fidelity Check fee also applies at this stage (£107+VAT) to ensure you remain compliant to the validated version.

After 5 months we will have a review meeting to determine next steps. Most frequently we set up an agreement on a pricing structure that you will pay to Meaningful Measures Ltd.

You can either:

quote the cost of access to the Measure Yourself Tools to your clients and allow Meaningful Measures Ltd to liaise, invoice and licence the clients directly

or

Incorporate the re-sell fee into your subscription to the client and then pay Meaningful Measures Ltd a quarterly fee based on the number of people that have subscribed to your platform per quarter. For new and small organisations, Meaningful Measures Ltd can retain the licensing process and can email licences out once specific client details are shared with us.

Please ensure you submit a request for this before starting to develop your platform or product. Meaningful Measures Ltd will work through our protocol for agreeing terms and conditions of the collaboration with you as a third party to determine suitability.

In all cases, the launch of the Measure Yourself Tools on your platform cannot proceed until a signed agreement is in place and each party has agreed the fee structure and communications to be released in social media and on websites.

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.

5.0 Accessing the tool for professional (non-student) members of your association:

As a professional organisation, you may wish to set up an agreement with Meaningful Measures Ltd to provide a discount on the price of access to the Meaningful Measures Digital portal (see section 3.1). This includes a discount on access to our digital portal every year, which can be redeemed by each member, using a designated code in their registration form. If, as a professional organisation, you would like to run a research project with your members, we can also offer a special rate for up to 10 people to use our digital portal. Please contact hello@meaningfulmeasures.co.uk to discuss further.

6.0 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.

4. Translations

Measure Yourself Tools have been translated into several languages. For current languages available please see our [website](#). To access an existing translated version of a tool, please register for a licence as described in section 2.3 and 2.4 and state which language you require.

If you want to develop a translation then please read our [translation protocol](#) which sets out the process required to develop new translations. Please firstly register your intention with us and obtain a licence. If we already have a language in development we will let you know. If you translate a new version of the Measure Yourself Tools, the intellectual property of the newly translated version belongs to Meaningful Measures Ltd. The cost of creating the translation rests with yourself. Once a translation has been completed and shared back with Meaningful Measures Ltd, we will provide you with free access to the Measure Yourself licence in perpetuity, as a thank you for your collaboration with us.

5. Useful contacts:

Registered Office
Meaningful Measures,
13 St Marys Park Road, Portishead, Bristol. BS20 6SN

General Enquiries

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Meaningful Measures Team:

Co-Founder/ Co-Director – Dr Marie Polley

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Co-Founder/ Co-Director – Dr Helen Seers

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