

points4life - Glossary of Terms

Term	Description
API	Application Programming Interface - the specifications of the interface between computer programs or routines to ensure interactivity between programs/routines.
applet	Small standalone software applications that perform a specific function, usually within a larger program.
Aspirational events	Rewards or activities that users may wish to achieve or participate in and usually cannot be bought directly and they will aspire to be involved in or take part with.
Authorised Representative	A Potential Bidder's representative whose role is described in Section 5.11 of the MOI.
Authority	NHSM, the Council and NewCo.
B2B	Business to Business - usually referring to transactions between different businesses, or describing businesses whose target market is other businesses.
B2C	Business to Consumer - usually referring to transactions between a business and members of the public/cardholder.
B2H	Business to Healthcare professional - in the points4life programme referring to businesses or transactions targeting those working in the healthcare professions, such as GPs, hospital staff and related activities such as physiotherapists.
B2M	Business to Medical Professional - often used in the same context as B2H.

Benchmark questionnaire	A health and well-being survey that users will be encouraged to complete at the time of first registering for the points4life programme. This may in total or part be repeated periodically in order to identify changes in behavior, lifestyle or well being.
Bidder	A Potential Bidder, Short Listed Bidder or Recommended Bidder or any of them depending on the stage of this Procurement process.
Bidder Guarantor	An organisation providing a guarantee, indemnity or other undertaking in respect of a Bidder's obligations.
Bidder Member	Any entity that forms a constituent part of a Bidder, whether as a member of a consortium, a sub-contractor or otherwise.
Bidder's Conference	Bidders Conference has the meaning given in paragraph 3.3.3 of the MOI.
Bonusing	Additional points given for specific activities, purchases or other reason, usually for a short period and not part of a regular programme offering.
Broadcasting	In the context of the points4life programme refers to the sending of audio, video or text messages to many of the users (card holders), often by mobile phone technology, but may apply to other methods.
Burn explanation pages	Pages on the website, or catalogue of goods, that describe the goods and services (offers) that are available in exchange for points and the terms and conditions relating to that redemption.

Burn rates	Statistics that identify how quickly points are redeemed.
Burning points	As a verb means the act of using the points acquired on the programme to obtain a good or service. Occasionally used as a noun to refer to locations (both physical and virtual) where these points may be spent or redeemed.
Catalogue of Goods	The list or database of healthy goods or services that are available for participants in the programme to redeem their points against. This is not intended to be a physical (paper) catalogue but available on the web.
CBS	The Commissioning Business Service.
CD	The Competitive Dialogue process that will involve Short Listed Bidders.
Click Through	Used to describe the process of clicking on a link in an email to visit an indexed site. This is an important link in the process of receiving visitors to a site via a marketing email, allowing the sender to track how effective messages are at driving recipients to a website or microsite.
CMS	Content Management System (CMS) - this is a system which allows a non programmer to interface with a website and upload information to it using a simple easy to understand interface and standard word processing packages.
Contact Centre	The operation that will act as the focus of answering any questions programme users (customers) may have and resolving any issues faced. All activities will be integrated so that they may respond to questions received via a variety of communication media, including telephone, SMS text, web-based, email. (Also see "CSA").

Continuous improvement	The expression signifies that those involved in managing or running the programme, either as suppliers, partners, managers or others, will monitor actions taken and progress achieved with the aim of implementing changes, on a relatively frequent basis, in order to improve the users' experience or to improve the programme itself.
Contract	The contract(s) to be entered into between the Authority and the Provider for the provision of the Services.
Council	The council of the City of Manchester.
CRM	Customer Relationship Management (CRM) is the ongoing plan of communications to a group of people. These communications would be changed or amended often based on previous behavior and are in effect 'managing the relationship' with that base of people/cardholders. This may also refer to a computer system for doing so, although the term really encompasses more than the computer system.
CSA	Customer Service Agent - an employee of the Contact Centre specialising in responding to question, problems, complaints or other communications regarding the programme.
CSF	Critical Success Factor
De-activation	Cancellation of the users registration to the points4life programme, whether upon leaving the programme or area or for other reasons.
DH	DOH.

Disaster Recovery	The act of returning to operational condition after a major event or catastrophe. Commonly used in the context of recovering computer operations after a disaster such as a fire, flood or act of terrorism.
DOH	Department of Health.
DOH Segments	Groups of the population with specific characteristics/factors that may be targeted by the points4life programme - for more information on these segments, see http://www.nhs.uk/Change4Life/Pages/Default.aspx .
Donating points	Users may choose to give away some of their points earned to others, e.g. schools, charities or other family members.
Earn rates	The statistic signifying the rate at which points are earned on the programme, may refer to an individual or may refer to a specific segment of users or population.
Enrolment	The act of joining or "registration" to the points4life programme.
FAQ	Frequently Asked Questions - common questions that customers pose about the programme. Often can be answered by automatic or semi-automatic means, e.g. a web page or automatic text message, in order to minimise the time that "Customer Service Agents" take responding to these questions.
FIFO	First In First Out - the method by which the points are redeemed in the order of collection, i.e. first awarded are the first redeemed, hence minimising the risk of older points expiring before they are "burned".

FOIA / Freedom of Information Act	The Freedom of Information Act 2000 and any subordinate legislation made under that Act from time to time, together with any guidance and / or codes of practice issued by the Information Commissioner, the Department of Constitutional Affairs, the Office of Government Commerce and any other relevant body to which Authority is subject.
Fulfilment Centre	The location where documentation is stored, collated and despatched to those involved in the points4life programme. A separate fulfilment centre may be required to store and despatch goods to users redeeming points - see the context for the definition.
Goods Ordering/Distribution	A variety of methods may be used for ordering goods, including postal, telephone, fax, on-line and via the contact centre. These goods then need to be despatched to customers or arrangements made for their collection in the most cost-effective manner.
GSM	Global System for Mobile communications - the standard that most mobile phones operate to in the UK (& the rest of the world). Mobile communications is a key part of the points4life programme.
Healthy Purchase	User or participant in the points4life programme buying a good or service that is regarded as inherently healthy, e.g. fruit, vegetables, gym ticket or tennis court booking.
Home Page	The entry page of the web-site.
IM&T	Information Management and Technology.

IMD	Index of Multiple Deprivation (IMD) - A number of measurements that are assessed, such as economic, social, housing, education, health & disability, employment and income and combined to provided an indication of how deprived an area is. In 2007, Manchester was positioned as the 4th most deprived city in England.
IMEI	International Mobile Equipment Identity (IMEI) is the unique number associated with every mobile phone or similar device - it is not the telephone number called to make & receive calls, but a number used by the "GSM" mobile phone network to identify the device.
IVR	Interactive Voice Response (IVR) is a tool that may be used by the "Contact Centre" to respond to user calls in a timely and effective manner. It may be used to reduce communication costs and times to respond to questions; however, it is important that users are responded to in a professional, yet personal manner.
Key words	The keywords is a term used by web optimisation companies for information that makes up the metadata for the page and it is this information which search engines use to classify and categorise information. The key words entered by retailers will be used by the points4life search tool to classify and find what cardholders are looking for.
Kept warm	To ensure that a relationship is not lost or broken, to keep it ongoing but in a level manner.

Knowledge transfer	The means of transferring information and learning between people and organisations. This may be by formal training or other less structured methods. It is essential to the points4life programme that knowledge is transferred between the different organisations concerned and the Authority, in order to improve user's experience with the programme.
KPI	Key Performance Indicators (KPI) - factors or measurements that will provide an indication of how an operation or specific activity is meeting its objectives or required standards.
Lapsed cardholders	Users who registered with the points4life programme, but are not currently collecting points - this may include both inactive users, who may be re-instated, and others who have cancelled their membership.
Later Stage	It is recognised that some things may not be right to start at the launch of the programme. The term later stage has therefore been used to state that the event would happen post launch but detailed timings have not yet been confirmed or planned.
Linking cards	Multiple cards that are linked or associated, e.g. family members at the same address. May be used to share rewards.
Loyalty Platform/Engine	The platform or system which maintains member records, keeps track of points earned, burned and provides users with access to their details. In addition, retailers and suppliers may access the system to modify their points offerings, etc.

Mailing Schedule	A calendar indicating the types and frequency of emails, letters and similar communications that may be sent to participants in the programme - expected to be put together by the Marketing Services Partner.
Merchant	A partner who is involved in selling services or goods to cardholders.
Merchant website	Web pages for suppliers to the programme to demonstrate their offers, goods and services and, in particular, points that may be awarded.
MI	Management Information.
Mis-issuance	The awarding of points that should not have been awarded, either by mistake or by fraudulent behaviour.
Mitigation Plan	(See also "Risk Register") - plans put in place to minimise the effects of any potentially risky activity.
MOI	Memorandum of Information.
Money Can't Buy Offers	Good or services that cannot normally be bought, e.g. accompanying a Premiership team onto the pitch or participating in a penalty shoot-out at a Premiership Club, but may be available in return for points or as a bonus.
Mouse Tracking/Eyeball Solution	Possible solutions that could be used to follow the experience of users accessing the web-site and to identify the routes taken and the parts seen or visited. The aim is to improve the experience of those using the system to encourage greater use of the programme and improved loyalty.

Mystery Shopping	Used to check the performance of suppliers using people who perform transactions, purely for this purpose, not as part of their normal day to day activities. This could be, either the process of purchasing goods or services from a participating supplier to ascertain it was operating as per the programme guidelines, or, alternatively, redeeming points.
Natural Search	Sometimes called 'organic search' they are results that refer to those listings in search engine results pages that appear by dint of their relevance to the search terms, as opposed to their being adverts.
Newco	The joint venture vehicle to be established by MPCT and MCC in connection with points4life.
NHS	National Health Service.
NHSM	Manchester Primary Care Trust.
OJEU	Official Journal of the European Union.
OJEU Notice	Means the notice relating to this Procurement published in the supplement to the OJEU.
ONS	Office for National Statistics (UK Government department).
Open rates	The amount of emails sent which have been opened by recipients. Used to track success of email campaigns.
Partner	An organisation, other than the Provider that supports and/or is involved in points4life. This organisation could be a voluntary group, a private company, a sole trader, a partnership or any other entity and the support and/or involvement could include the issuing and/or redemption of points.
Partner Pages	Pages on the points4life website that are provided to programme partners to display their goods or services.

Partner toolkits	This information is provided to Partners at the time of their enrolment in the points4life programme, in order that they can operate the programme effectively to everyone's advantage. These may be updated, if material changes are made to the points4life programme.
PCT	Primary Care Trust.
Personal Measuring Device	A device that could be used for measuring an unstructured physical activity, e.g. pedometer, that could then be used to verify the performance of that activity and the awarding of points for completion of the said activity.
Physical activity activators	People within the Manchester community that may use points4life as motivators to encourage participation in a physical activity such as jogging, swimming, etc.
Picking	A term used in distribution and fulfillment around the collecting together of several items for dispatch as a single consignment.
Points breakage	If a cardholder ends their relationship with the points4life programme and there are points left on their card these points have a nominal value. This value is called breakage.
Points earning opportunities	Usually related to activities that provide the user or programme participant with the opportunity to increase their points; however, it may also refer to simple purchase of healthy goods.
Points expiry	Points expire 3 years after being awarded and must be redeemed before this time or they will be removed from the user's entitlement. To minimise this risk, points are redeemed on a "First In First Out" basis.

Points issuance	Crediting the users with the points at the time of purchase of the good or service or the term used for the issuance of points.
Points tracking	This may be the ability of the user to access the web-site and to review the points they have earned or redeemed ("burned") or, in a different context, e.g. carrying out "unstructured physical exercise", may refer to tracking the points earned during a walk or cycle ride.
points4life	The health driven loyalty solution to be procured by this Procurement.
POS/EPOS	Point of Sale (POS) or Electronic Point of Sale (EPOS) usually refers to the equipment used to record transactions and exchange money, cards, cheques, etc. in exchange for a good or service purchased.
Potential Bidder	A single operating organisation or consortium that is expressing an interest in this Procurement by submitting a PQQ Response.
PR	Public Relations.
PQQ	Pre-Qualification Questionnaire.
PQQ Documentation	The PQQ, MOI, and all other documents listed in Section 2.1 of the MOI.
PQQ Response	A submission in response to the PQQ.
Pre-Qualification	The process by which Short Listed Bidders are selected following the submission of PQQ Responses.

Pressured group	One of the clusters (segments) of individuals defined by the DOH that may be targeted by the points4life programme.
Procurement	The procurement of points4life being carried out for the Authority by CBS.
Provider	The successful Bidder who is awarded the Contract by the Authority to provide the Services.
Recommended Bidder	A Short Listed Bidder that has through the CD process been selected to proceed to the final stage of this Procurement.
Redemptions	Another term for spending or "burning" the points awarded on the programme, by purchase of goods or services or attendance at Aspirational Events.
Registration	"Enrolment" or joining the points4life programme - usually referring to users, not Partners and Suppliers.
Relevant Organisation	An organisation(s) or person connected with a PQQ Response and / or connected with a bid submission including (without limitation):
	i. the Potential Bidder;
	ii. the Short Listed Bidder;
	iii. the Recommended Bidder;
	iv. the Provider;
	v. any Bidder Guarantor; and
vi. any Bidder Member.	
Remote hosting	The operation and storage of computer systems, web-servers and other IT applications at another site or service provider than the one using the products and services. In the case of points4life, they will expect a third party provider to "host" the application and services and do not expect to provide them themselves.

Risk Register	A list of possible incidents that may affect operation of the points4life programme, an assessment of the likelihood and potential severity of these risks and the actions taken to minimise the possible effect of the risks and to take if the incident were to occur.
Segment	One of the service workstreams that forms part of the requirements of the Authority, details of which are contained in Appendix 1 and "Segments" shall mean all of them.
Segmentation	As part of the statistical analysis, data may be segmented based upon "DOH clusters" or segments or based upon information supplied by the user as part of the registration process and "benchmark" questionnaire.
SEO	Search Engine Optimisation (SEO) - Processes to encourage users to visit the points4life website by careful structuring, use of keywords, etc. to position it in the first few responses to common search requests through search engines.
Services	The services being procured by the Authority, being all Segments.
SHA	Strategic Health Authority
Short Listed Bidder	A Potential Bidder that has been short-listed through the PQQ evaluation process and invited to participate in the CD stage of this Procurement.
SIM	Subscriber Identity Module (SIM) is the small, removable, card within a mobile phone which identifies the user. (Also see "IMEI" which identifies the phone.)

SLA	Service Level Agreement.
SMS	Short Message Service (SMS) is the communications protocol for the exchange of messages between mobile phone users. (Also see "texters" and "MMS".)
Static Measurement Point	A location which could be used as a starting point for a specific activity, e.g. location within a park for commencement of a walk. This point may be predefined and tools put in place for recording purposes, e.g. remote readers, or by the user texting a number representing the measurement point and time to show the start (& finish) of the activity.
Statements of Need	The details contained in Appendix 1 for each of the Segments.
Take one leaflet	A method by which potential users may be encouraged to find out more information about the points4life program, e.g. by a dispenser of leaflets in a doctor's waiting room, gymnasium, health food store, etc. with a bold injunction to "Take One". May be incorporated with a "tipped on card" to encourage immediate registration.

Texters or Talkers	Although mobile phones may be used for a number of activities, an University of Plymouth study showed that users are predominantly, either a "texter" or a "talker", i.e. the majority of their communications is by one of these methods. The service providers should adopt a variety of methods to ensure coverage, whatever the dominant characteristic of the user.
Tipped on cards	A system in which a physical card is attached to a leaflet using a glue that allows the two to be separated without damaging either element. This allows the user to register and start receiving points/benefits without delay.
Treaters	One of the clusters (segments) of individuals defined by the Department of Health ("DOH") that may be targeted by the points4life programme.
Ts & Cs	Terms and Conditions.
Unstructured physical exercise	An activity that is carried out on an ad-hoc basis, often without supervision, e.g. jogging, a cycle ride or swim, i.e. not part of an organised event or team game or activity of a fixed duration where a formal booking/payment procedure is gone through. The latter would be considered as "structured" physical exercise.
url	Uniform Resource Locator (URL) specifies where a specific resource is and is commonly referred to as the web address.
VfM	Value for Money which is the optimum combination of whole-life cost and quality (fitness for purpose) to meet the overall service requirement.

Virtual statement	The users record of points awarded or redeemed and available electronically, e.g. on a web-site or to a mobile phone, rather than as a paper copy.
W3C	Short for World Wide Web Consortium, an international consortium of companies involved with the Internet and the Web. The W3C was founded in 1994 by Tim Berners-Lee, the original architect of the World Wide Web. The organisation's purpose is to develop open standards so that the Web evolves in a single direction rather than being splintered among competing factions.
WAI Level Double A Standard	WAI stand for Web Accessibility Initiative. Web accessibility makes it possible for people with disabilities to access a Website's content, more specifically : to understand, to browse, and to interact with a Website. The mandate of one W3C initiative is to improve global accessibility of the Internet for people with disabilities. This initiative is named : WAI (Web Accessibility Initiative). Several standards have risen from this initiative and Double A is one of the standards.
Web analytics	Statistics identifying the use of a particular web-site or specific pages, including number of "hits", time spent, where the user browsed, the previous and subsequent pages visited, etc. Points4life wishes to monitor these statistics and improve take-up of the programme and may use techniques such as "Mouse Tracking".
Welcome packs	Information provided physically or virtually to people enrolling on the points4life programme.

Wobblers	Promotional or advertising items designed to attract user attention, often of relatively flimsy nature and designed to "wobble" in a breeze or slight nudge by the user.
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