

## Fact Sheet 3

### The price of Lucid software

#### Why does it cost so much to develop a computerised & normative test

We employ a highly qualified team of experts to provide evidence that our systems work reliably. Some of this evidence is in the public domain in the form of scientific research publications.

- 1 We place a great deal of importance **not only on the 'face validity'** of the tests that we create but also on obtaining statistical evidence that evaluate our developments. Our team has collected a significant amount of evidence pertaining to both **concurrent** and **predictive validity**.
- 2 We also ensure the statistical reliability of the tests meet expected professional standards.
- 3 We also place importance on creating true **'normative'** or 'statistically standardised' tests and as a direct consequence we are required to collect a great deal of normative data using proper and approved sampling techniques. Our standardisations are carried out to exacting professional standards, which include the use of random sampling protocols to control for sample biases.
- 4 Furthermore, Lucid's software complies with the Guidelines for the Development and Use of Computer-Based Assessments (1999) published by the Professional Affairs Board of the British Psychological Society.
- 5 Lucid are experts and pioneers in this field and this has additional cost implications. To our knowledge we were the first organisation in the world to produce a freely (commercially) available complete software system for the early identification of dyslexia. We continue to be pioneers with our other software developments.

**Development costs** are of course **in addition to the normal running costs** of any business.

#### The real cost of Lucid's software

##### No additional charges per test

Unlike most conventional assessments we do not make additional charges per assessment (as a minimum, charges are usually made for assessment booklets).

##### No additional costs in test recording, marking & scoring

Conventional assessments also incur administration **costs** in (i) **recording**, (ii) **marking** and (iii) **scoring** whereas these processes are automated in our software and therefore have no cost implication.

Presently, our Licences are based on periods rather than one off payments for outright Licences because (i) we do not charge per test; (ii) it establishes more regular and continuous contact with our users; (iii) it means a more even and continuous income stream is generated which is used to support each particular product, and; (iv) it facilitates the continuous improvement of each product.

Although a pricing scheme based on charging per test may make the systems more affordable to low volume users, we have been reluctant to develop and adopt such an approach because it would have the inevitable effect of discouraging use of the software as a screening tool. We have always hoped that our systems would be used by schools and educational professionals for screening all individuals and not just selected individuals. One of our original aims in creating this software was to identify the individual that is likely to experience problems later in their school career but that does not appear to be a cause for concern using conventional measures and observations. In this way, an individual's experience of subsequent learning difficulties could be avoided or minimised and their specific learning needs can be addressed as early as possible. One of our aims was to identify the child with 'unexpected' learning difficulties as well as to provide a useful profile for those children whom the teacher already suspects will have difficulties.

### **Conventional psychological assessments**

All in all, we believe that our systems offer a very cost effective way to screen and assess all children and this becomes especially true when you compare the assessment costs per child of our system to those that a psychologist would charge, of around **GBP 200 – 350** (Pounds Sterling), to carry out an individual assessment for dyslexia.

### **Lucid's prices**

Many users from the UK can obtain special discounts to purchase the Lucid software. The following two tables show two cost scenarios. Each table shows the equivalent costs per day of each software product. Table 1 shows the cost per day after a Special User Discount and a renewal discount have been taken into consideration, and Table 2 shows the cost per day if no discounts at all were obtained.

*Table 1 Equivalent cost per day based on the renewal of a UK Small School 5 year Licence †*

<b>CoPS</b>	<b>10p per day (GBP 0.10)</b>
<b>LASS Junior</b>	<b>9p per day (GBP 0.09)</b>
<b>LASS Secondary</b>	<b>12p per day (GBP 0.12)</b>
<b>CoPS Baseline</b>	<b>8p per day (GBP 0.08)</b>

† prices shown relate to the cost of the software and do not include VAT or postage and package costs.

For those that cannot obtain the discounts, the daily cost based on the Standard Price for each product is shown in the next table (based on a 5 year Licence for the Stand Alone products).

*Table 2 Equivalent cost per day based on a Standard Licence 5 year licence †*

<b>CoPS</b>	<b>17p per day (GBP 0.17)</b>
<b>LASS Junior</b>	<b>16p per day (GBP 0.16)</b>
<b>LASS Secondary</b>	<b>20p per day (GBP 0.20)</b>
<b>CoPS Baseline</b>	<b>14p per day (GBP 0.14)</b>

† prices shown relate to the cost of the software and do not include VAT or postage and package costs.

VAT of course is something that we have no control upon. We are liable to pay VAT where legislation requires.

We believe that the price of our software is very reasonable considering the costs and expertise involved in developing the systems and also the high professional standards for products such as these. You can see from the above tables and also by comparing the additional costs that conventional tests incur mean that Lucid's software is in fact extremely good value.

For more information about Lucid or the developments or research please visit the Lucid web site [www.Lucid-Research.com](http://www.Lucid-Research.com). The Lucid staff can be contacted by email [info@lucid-research.com](mailto:info@lucid-research.com), telephone +44 (0)1482 862121 or fax +44 (0)1482 882911.

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