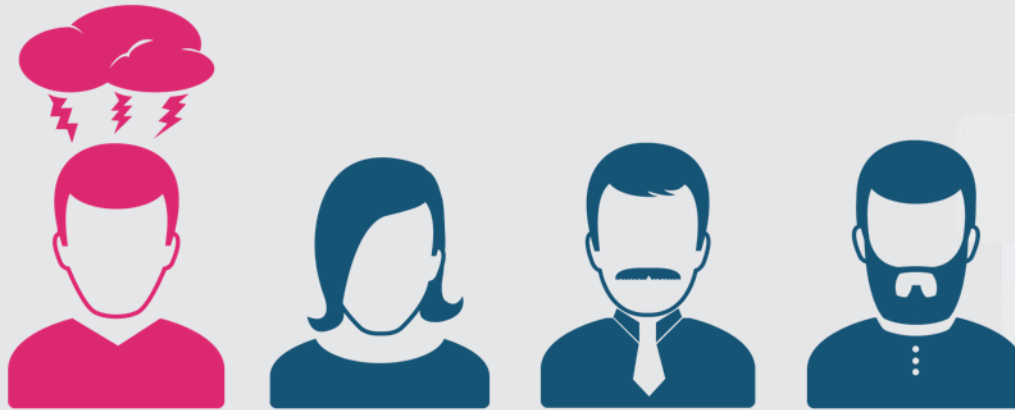


Transforming mental health services through digital



Mental Ill Health



1 in 4 impacted

Depression will be the 2nd largest cause of disability by 2020 (WHO)

£105bn annual cost in UK

75% of those with a diagnosable mental illness receive no treatment at all

People with poor mental health die 15 – 20 years earlier

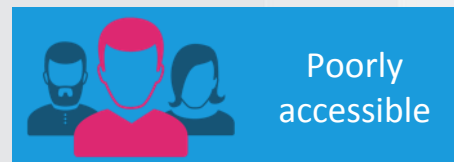
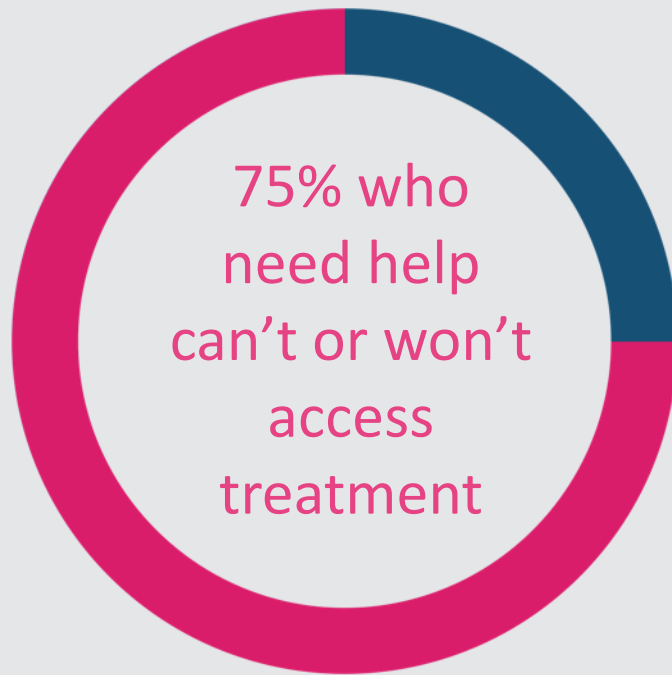
1 in 3 GP appointments involves significant mental health issues

The context...



- “No health without mental health”: parity of esteem
- Election 2015
mental health key election issue
- Time to change campaign:
Mind & Rethink – stigma
- Chief Medical Officer’s Annual Report:
focus on mental health
- London Health Commission: all
Londoners access to digital support
for mental health
- “Personalised Health & Care 2020”:
digital access to the NHS

So why the need for transformation?



The traditional healthcare model doesn't work for this group

What is Big White Wall?

BWW is a digital mental health service delivered via computer, or on tablet or smartphone app, including an option to schedule and deliver remote live therapy sessions via the system.



24/7 Professionally-facilitated,
clinically-supported, evidence-driven

Safe, anonymous, and secure
online environment

Peer Support

GuidedSupport Courses and self help library of content

The transformation that digital brings



- Access 24/7 from wherever you are
- Part of a community, not isolated and lonely
- Addressing of needs and support in a social context
- One size fits all personalised support and programmes
- Waiting for expert opinion, professional appointment 24/7
- PASSIVE AND SUPPORTED

Who uses BWW?

Broad commissioning base:



access possible
for 29% of UK
adults

Increasingly popular:



members joining
each month up
50% during 2014

Widening access:



1 in 3 members
getting no other
help

Diverse membership:



average age 38, 53%
in paid work

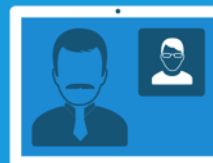


86% would
recommend
to family
and friends



57% report
reduced
isolation

LiveTherapy:



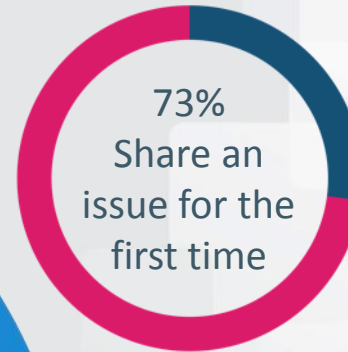
51% recovery and 62%
reliable improvement,
exceeding national average

GuidedSupport:



average anxiety score
reduced from 13.3 to 8.5

Achieving big results...



**£37,000 saved per
100 members**

**Available to 31% of UK
adult population**

...for big organisations



Armed Forces



Universities



Health and Social Care



Employers



IMPACT...



- Accessible 24/7
- Choice
- Empowerment
- Immediately available – no waiting
- Positive patient experience
- Meeting unmet need
- People access support earlier – before gets worse
- Reduction in recurrent GP visits
- Reduction in A&E attendance / use of walk-in services
- Reduced absenteeism and presenteeism



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