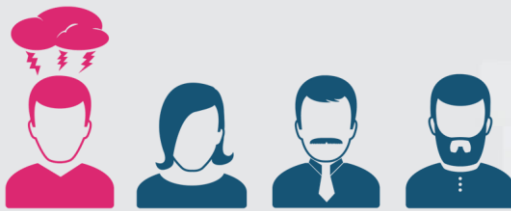




Transforming mental health services through digital

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

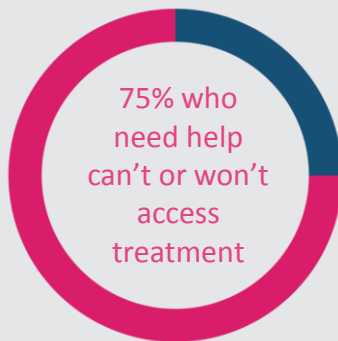
1 in 3 GP appointments involves significant mental health issues





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?



 Poorly accessible	 Stigma
 Waiting lists	 No choice

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

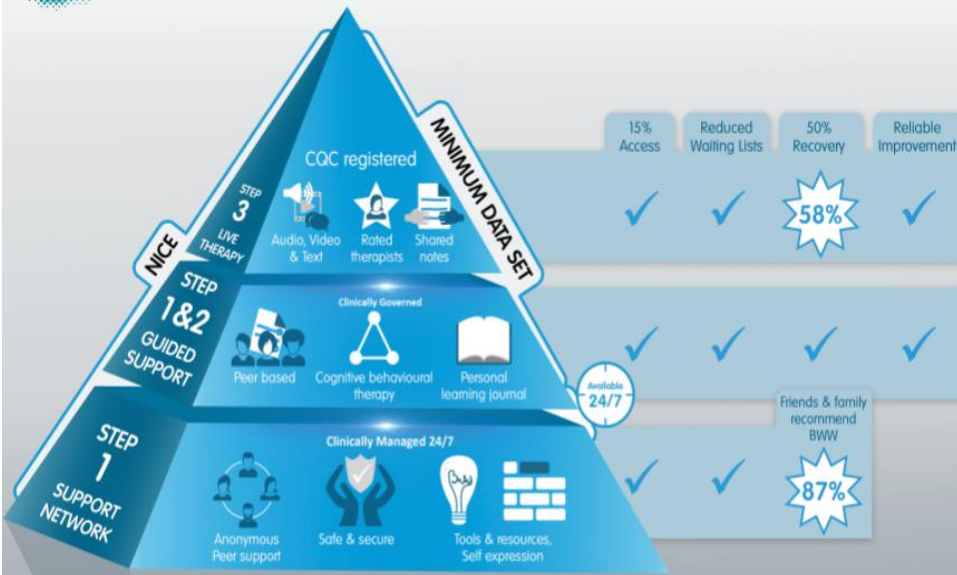
Peer Support

GuidedSupport Courses and self help library of content



Start your journey to feeling better

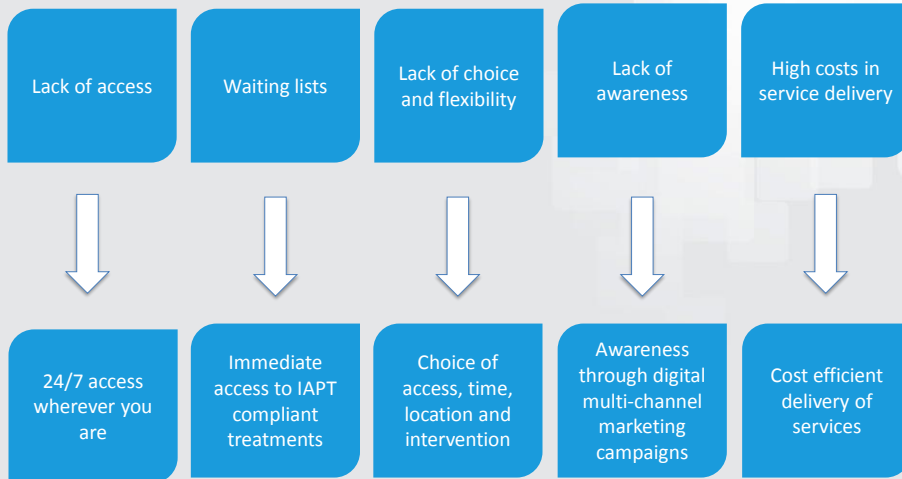
Big White Wall™ Digital Solutions for IAPT 24/7



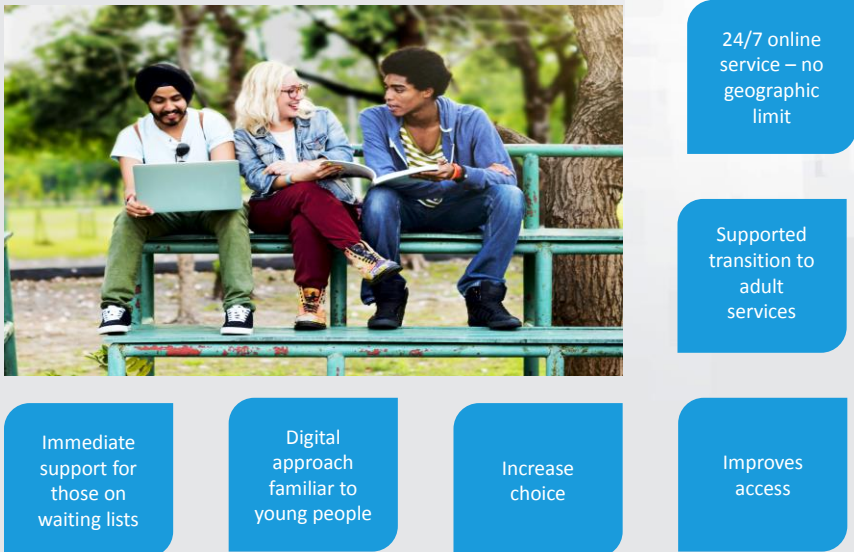
Start your journey to feeling better

Transforming IAPT through digital

IAPT success since 2008 with more than 2.8million treated. Current challenges:



Transforming CAMHS through digital



Who uses BWW?



Broad commissioning base:
access possible for 31% 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

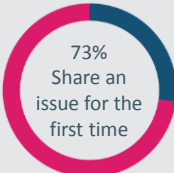
86% would recommend to family and friends

57% report reduced isolation

LiveTherapy:
57% recovery and 62% reliable improvement, exceeding national average

GuidedSupport:
average anxiety score reduced from 13.3 to 8.5

Achieving big results...



- Big White Wall has reached over 35,000 people since 2007, with more than two thirds of logins outside office hours
- 70% of members report that using the SupportNetwork improved at least one aspect of their wellbeing
- 57% of members referred into LiveTherapy by their GP move into recovery, 12% above the national average
- Using BWW is estimated to create up to £38,000 in direct healthcare savings for each 100 six month subscriptions

Achieving big results...

"It helped identify particular stresses in my life so I could take steps to make positive changes"

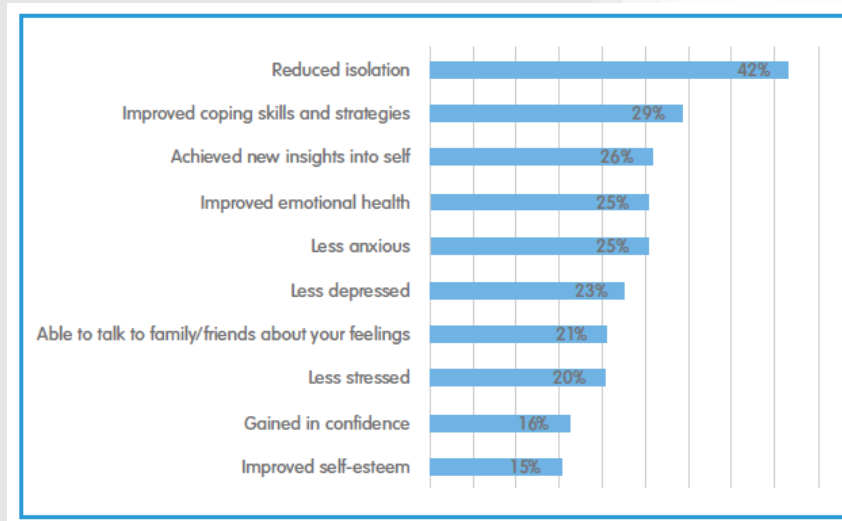
"I am feeling less alone with respect to certain struggles"

"Big White Wall gave me more confidence in talking about my issues"



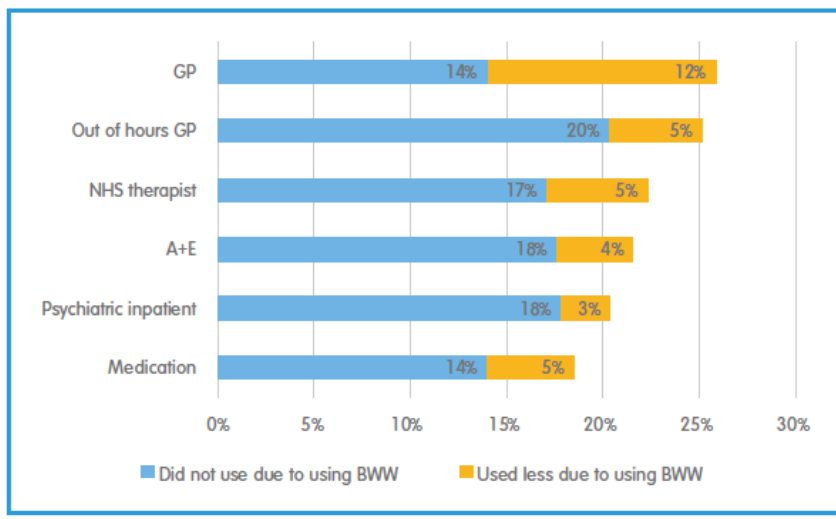
Start your journey to feeling better

Achieving big results...



Start your journey to feeling better

Achieving big results...



...for big organisations



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



Contact

Sarah O'Donnell

Business Development Manager
sarah.odonnell@bigwhitewall.com