Transforming mental health services through digital
Mental Ill Health

1 in 4 impacted

1 in 3 GP appointments involves significant mental health issues

- 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
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?

75% who need help can’t or won’t access treatment

The traditional healthcare model doesn’t work for this group

- Poorly accessible
- Stigma
- Waiting lists
- No choice
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
- Guided Support Courses and self help library of content
The transformation that digital brings

- Travel to and wait for appointments
- Access 24/7 from where you are
- Feel isolated and a number
- Part of a community, accompanied by others
- Addressing one aspect of me at a time
- The whole of me – physical, mental, social
- One size fits all generic treatments
- Choice of personalised support and programmes
- Waiting to receive expert opinion, next appointment
- Access to information, professionals available 24/7
- PASSIVE AND ALONE
- ACTIVE 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...

- 73% Share an issue for the first time
- 95% Members feel better
- 80% Self manage
- £37,000 saved per 100 members
- Available to 31% of UK adult population
...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
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