



SilverCloud

MAKING SPACE FOR HEALTHY MINDS



South West Strategic Clinical Network

Gareth Jones, Business Development Manager
10thth July 2015.



WHO is SilverCloud Health &
WHAT we offer

WHO

Global healthcare technology company.

Online therapeutic solution, 10+ years of clinical and academic research.

Focus on bringing best to market through key strategic partnerships including Berkshire Healthcare, Wiley, Kings College and Trinity College Dublin.

Berkshire Healthcare
NHS Foundation Trust



WILEY



TRINITY
COLLEGE
DUBLIN

WHAT we offer?

EFFECTIVENESS, CARE, REACH

Broad library of programmes

Developed with world leading partners

Flexible online platform

Secure, anonymous, supportive, accessible 24/7

Professional services

Consultation, implementation, customisation & engagement



SilverCloud Solution

Programme suite

Space from
Anxiety
Space from OCD
Space from
Health Anxiety
Space from Social
Anxiety
Space from GAD
Space from Panic
Space from
Phobia

Space from
Depression

Space from
Depression
& Anxiety

Space from Stress

Space for Positive
Body Image

SilverCloud Solution

NEW programmes for LTCs

Long Term Conditions

Space from
CHD (Beta)

Space from
Diabetes IAPT

Programmes to support self-management of symptoms and promote wellbeing of people with chronic conditions

SilverCloud Solution

The VALUE of...

One provider, one solution,
all disorders

IAPT benefits

Quality treatment

Personalised programmes across anxiety and depression.
Resources for sleep, self-esteem, anger management, employment etc.

Outcomes equivalent to face-to-face. **50-60% recovery rates**

Cost saving

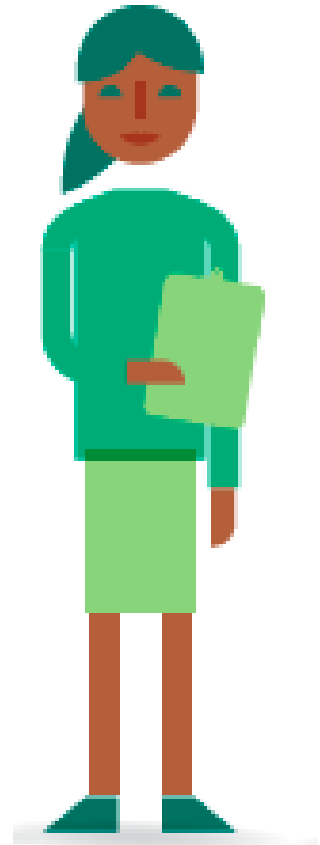
Savings in clinical hours. **Support 6 clients in 1 hour**

One provider, **reduces training and integration overheads**

Access and waiting time targets

Provides treatment from assessment. **Proven to reduce waiting times**

X6 capacity



Health Commissioners - Benefits

Integrates easily into care pathways

Stand alone **Step 2** intervention, a **waiting list treatment option**, **augmentation to Step 3** clinical intervention

Economies of scale

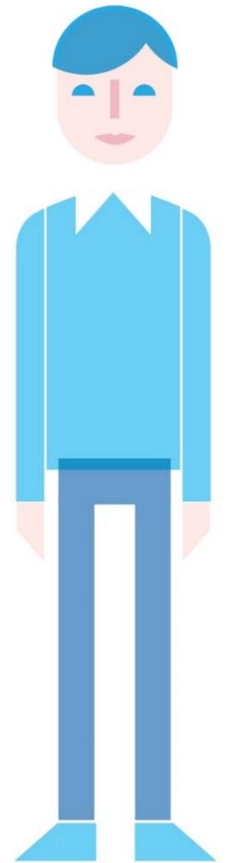
Reduce minimum contract value across multiple providers.

Licence bundles applicable across the programme suite

Increase access points

GP referral, self referral etc

Demonstrate effectiveness in service provision, report on quality indicators: **access, recovery, reliable change**



User - Benefits

Flexible, accessible, convenient

Online **accessible 24x7**. Helps break down psychological and physical barriers of accessing services

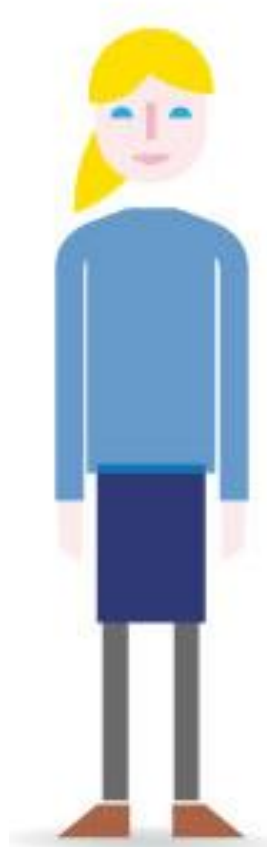
Effective

Puts the user in control – interactive, **engaging content**.
Personalisation of programme increases success.

Clinically proven RCTs

Supportive

Supporter guidance to optimise use of the content and tools. **Access to programme and tools for 1 year** to maintain wellbeing



X3 engagement

Different delivery models
Increase access...

Flexible Delivery

Self-referral - user sign-ups via a web page. Assessment questionnaires flag any risk on sign-up. User is re-directed to more appropriate services if required

Supporter invite - user is invited to access SilverCloud by a Supporter (counsellor, health worker, social worker, occupational health) who tracks their progress

GP referral – GP's refer clients to a sign-up page, increasing access points and reducing the steps to entry for online therapy



GP referral

Launched with NHS Isle of Wight Clinical Commissioning Group.

Simple referral process


1. GP assesses patient suitability for online CBT
2. GP provides the patient with a leaflet – explaining what it is and how to sign-up
3. Patient signs-up via a SilverCloud designed website. They are automatically assigned an IAPT PWP



The screenshot displays the SilverCloud website interface. At the top left is the SilverCloud logo. The main heading reads "Welcome to SilverCloud, your space for thinking and feeling better". Below this is a row of four stylized human icons. The page is divided into three columns of text: a testimonial from a "SilverCloud Health User", a "What is SilverCloud" section describing secure access to CBT programs, and a "How it works" section detailing the six-to-seven module program. Below the text is a "GETTING STARTED" section with five numbered steps: 1. Select a programme (with a mouse cursor icon), 2. Create a username and password (with a password field icon), 3. Complete 5 short questionnaires (with a checklist icon), 4. Complete the GP Referral Form (with a document icon), and 5. Tick to show you understand the agreement (with a checkmark icon).

GP referral - benefits

1. **Increase access points** and reduce the steps to entry for online therapy
2. **Provides anonymity** - access mental health services through confidential doctor-patient relationship
3. **Support and guidance** - from trained IAPT Psychological Wellbeing Practitioners throughout the programme



“The results from the programme have seen recovery rates above 60% for those who have completed treatment.”

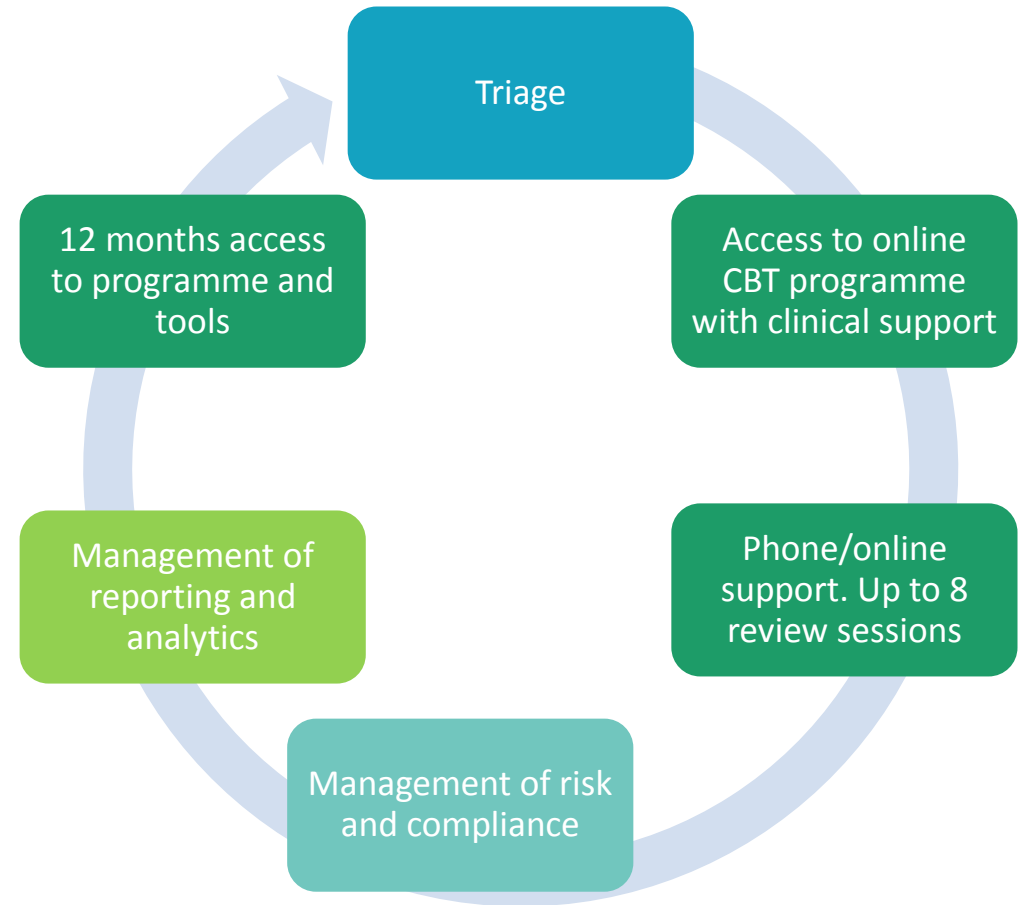
NEW supported service...

NEW Supported Service

Turnkey, IAPT ready supported service

Your interim solution to support staff shortages and training periods

Helps to overcome access and waiting lists problems until you are better resourced



Global partners

in healthcare help deliver the best

WILEY



Berkshire Healthcare
NHS Foundation Trust



Caring for young minds

Anna Freud
Centre



WHO uses it?

Some of our customers

Health Providers

18 NHS Trusts



Caring for young minds

Anna Freud
Centre



Organisations

8
universities



Health Businesses



For confidentiality reasons a high number of our customers do not wish to be referenced



WHO uses it

Berkshire Healthcare provides mental health services to a population of around 900,000.

April 2014 - launched SilverCloud as a step 2 level intervention.

To date 40% of step 2 clients use SilverCloud programmes.

The results...

- **Increased access** 3063 online clients
- **Shorter waiting times** average of 8.8 days for SilverCloud
- **57%** SilverCloud recovery rate
- **Cost saving** 1400 referrals have saved approx. one Band 5 post (£ 33,600)



WHO uses it

Nottinghamshire Healthcare's Let's Talk - Wellbeing service receives around 1200 referrals a week.

July 2014 - launched SilverCloud as a step 2 level intervention, and to augment step 3.

1126 clients use SilverCloud.

The results...

- **Improved clinical productivity.** Clinical hours saved
- Used to augment step 3 interventions – less face-to-face time needed
- **Immediate access**, provides treatment from assessment

From a PBR contract perspective this has improved the financial situation for the service.

Andy Sirrs, Clinical Lead
Let's Talk Wellbeing, IAPT
Service



WHY we're different

6 times capacity

Engage 6 times more service users than in face-to-face

Evidenced-based

Over a decade of clinical and academic research and testing

Outcomes

Equivalent to face-to-face

Engagement

3 times increase in engagement vs. competitor programs (67% vs. 23%)

X6 capacity 

 **X3** engagement





SilverCloud

MAKING SPACE FOR HEALTHY MINDS

Q&A

www.SilverCloudHealth.com

