

Spotlight Session 2

Chaired by Linda Pollock, Interim Director, Healthcare
Quality and Improvement, Scottish Government

Event Supporter



Event Supporter



A digital-first approach to safe and effective care - at scale

Dr Donald Macintyre, Associate Medical Director, NHS 24

Event Supporter



Event Supporter



Outline

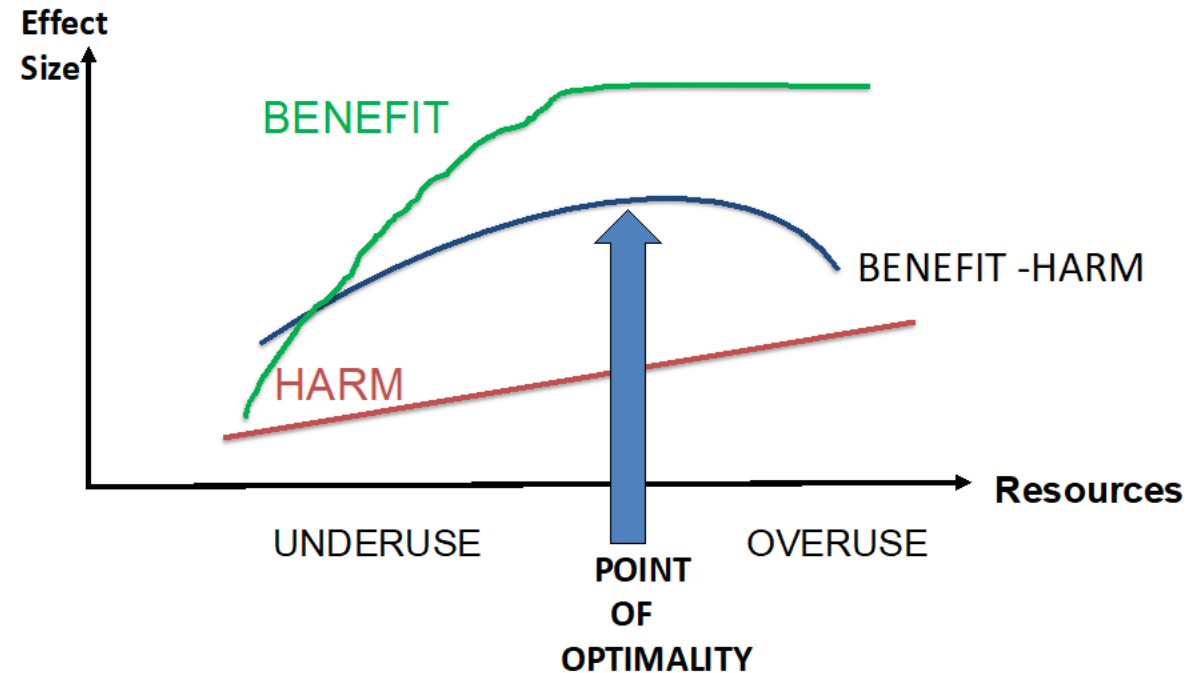
- Reflect on the conference themes
- Implementation at scale
 - cCBT & NHS Near Me
- A person-centred perspective
- A digital first approach
 - Search, marketing, signposting, sign up, PREMs
- Phase II expansion
- Summary
- Challenges / Opportunities
- Q&A

Recovery & Renewal



Resources & inequality

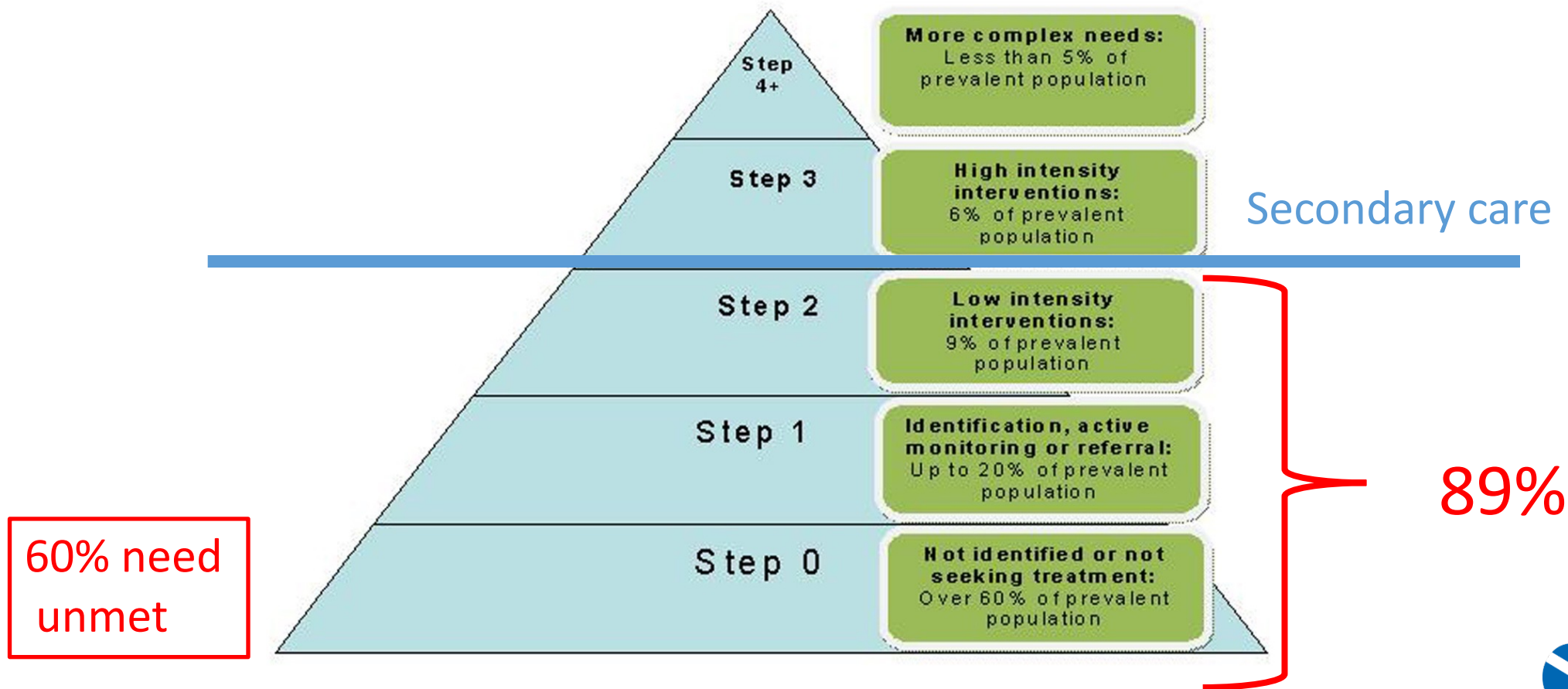
- Workforce / waits
- Immediate and long term challenge: productivity
- Demand - Realistic medicine principles
 - reduce overuse, harm and waste
- Service innovation at scale
 - More productive staff
 - Peer support – expertise
- Optimal resources don't solve inequality



Examples service innovation at scale

1. 'Beating the Blues' for depression
 - Fully implemented nationally in Scotland by 2018
 - At the time only NICE approved digital treatment
 - No more than 5 days wait
 - 10s of thousands patients treated each year
2. Telecare - reduce waste, improve access
 - VC service NHS Near Me
 - Mental Health Services biggest users
 - Resilience during pandemic

Most need is unmet



Common mental health problems: identification and pathways to care (NICE CG123)

Silvercloud

- Cognitive-Behavioural Therapy (CBT) based mental wellbeing tools

- October 2020
 - Procured by SG and added to staff National Wellbeing Hub (was promis.scot)
- Early 2021
 - made available to whole population - marketing left to Boards
- July 2021 onwards
 - NHS 24 develops signposting tool + digital marketing
 - >50% increase in uptake

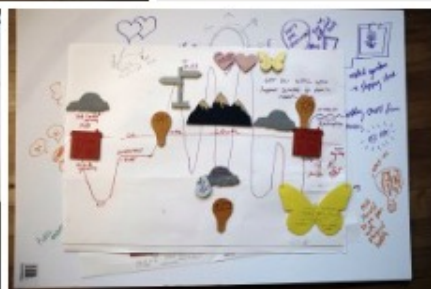
- Building resilience
- Better sleep
- Coping with stress
- Coping with Covid
- [NHS inform self help guide for anger]

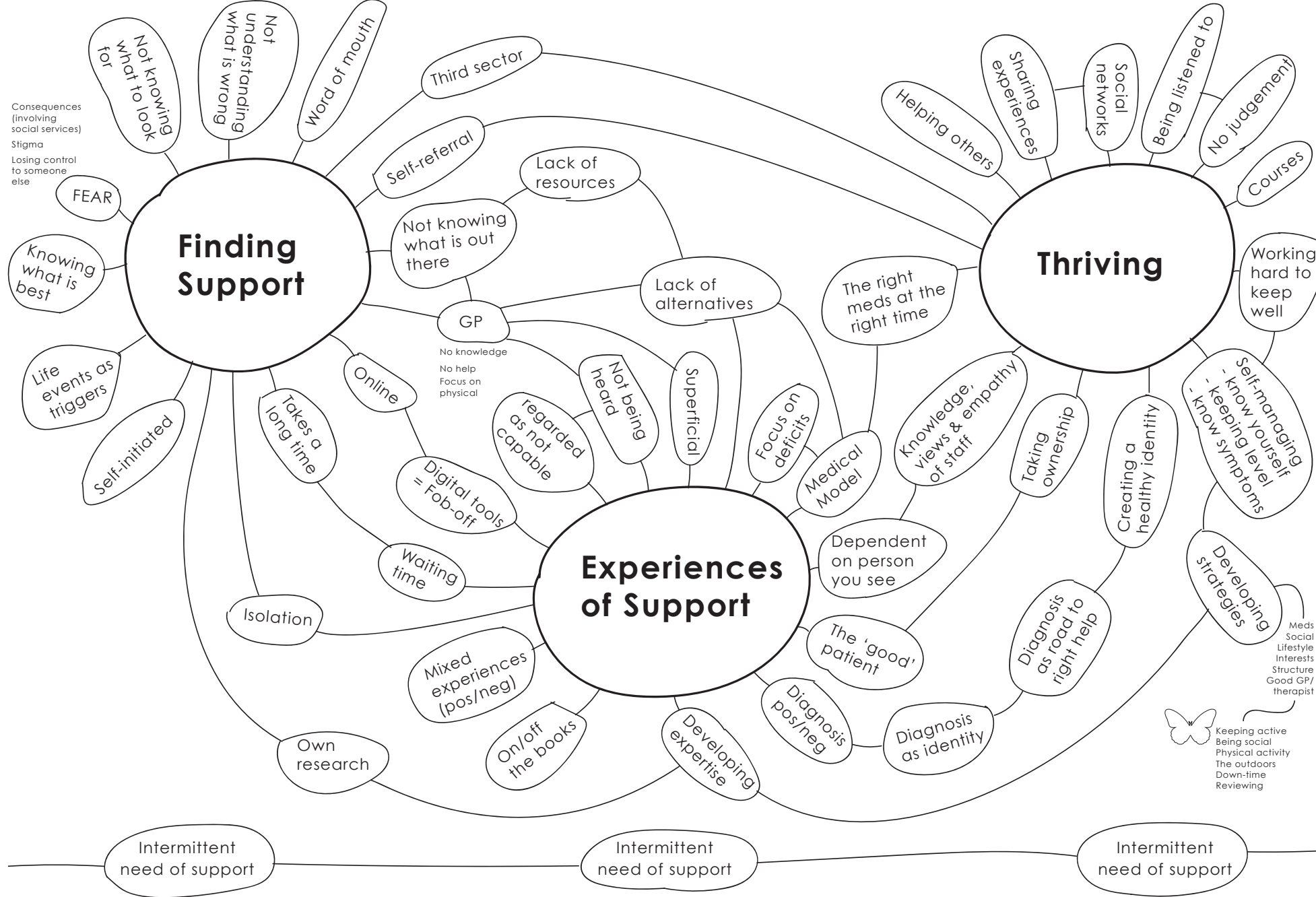
Person-centred perspective

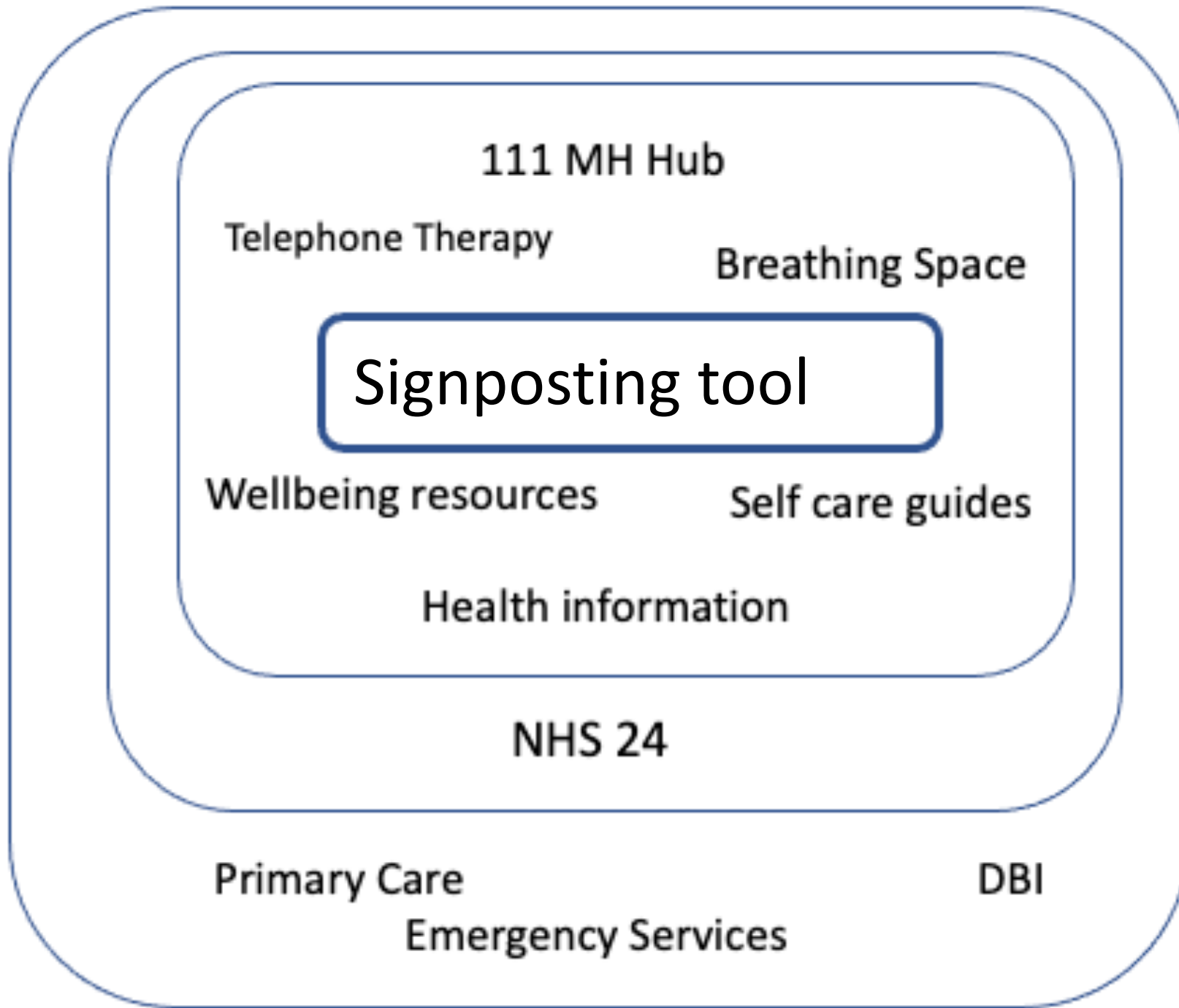
INSTITUTE OF DESIGN INNOVATION THE GLASGOW SCHOOL OF ART



**DIGITAL
HEALTH & CARE
INSTITUTE**







10:02

89

google.com

i cant sleep

i cant sleep **im scared**

i cant sleep **quotes**

i **can't** sleep

i cant sleep **meme**

i cant sleep **gif**

i **can't** sleep **enough without you**

i **can't** sleep **anymore**

Done

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123

space

go

Ad. www.nhsinform.scot/get-help-with-your-mental-health

Learn to sleep better

Find sleeping tips with NHS inform

Can't get to sleep, waking in the middle of the night, or waking up too early? Use the support tool at NHS inform and take the first step to a good night's rest.

Facebook Ads

 NHS 24   Sponsored · 

Can't get to sleep, waking up during the middle of the night, or waking up too early? Use the support tool at [#NHSinform](#) and take the first step towards a good night's rest 😴



NHSINFORM.SCOT
Learn to sleep better
Find sleeping tips with NHS inform

[Learn More](#)

Improving
mental
wellbeing



NHS 75
SCOTLAND YEARS
Thanking our staff #NHSScot75



Dealing
with anger

Dealing with
stress



 **Healthier
Scotland**
Scottish
Government

Get help with your mental wellbeing



📷 You can take care of your mental wellbeing by doing a SilverCloud course

▶ [What's mental wellbeing?](#)

SilverCloud courses

SilverCloud is a website with courses you can do to improve your mental wellbeing. You can learn new ways to deal with the challenges you're facing. It's designed by clinical experts, and supported by the NHS and Scottish Government.

SilverCloud is:

- secure
- supportive
- free from stigma
- flexible – so you can do a course at your own pace

Using this tool, answer a couple of questions about how you're feeling. We'll recommend the best SilverCloud course for you.

SilverCloud is free, and you'll need an email address to sign up.

i When you go into the SilverCloud site for the first time, enter the access code **NHS24**

Get help with your mental wellbeing

If you're in Scotland and having problems with anger or stress, having trouble sleeping, or struggling to cope with challenging situations, this guide can help you find support.

If you're in crisis, phone 111.

If there's an emergency, phone 999.

Start guide

i When you go into the SilverCloud site for the first time, enter the access code **NHS24**

Get help with your mental wellbeing

How are you feeling?

- I'm okay, but I'd like to improve my wellbeing.
- I'm not coping, and I need urgent help.
- I'm not sure.

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Get help with your mental wellbeing

What would you like to start with?

- Coping with difficult situations
- Sleep
- Stress
- Anger
- Coping with the coronavirus (COVID-19) pandemic
- I'm not sure

Previous

Next

Get help with your mental wellbeing



SilverCloud – Space for Sleep

The Space for Sleep course uses CBT (cognitive behavioural therapy) methods and lifestyle advice to help you sleep better and more easily. There are interactive exercises, diaries and calendars, and practical techniques to improve your sleep.

There are 5 online modules that you can work through at your own pace. In order to get the most out of Space for Sleep, it's recommended you spend around an hour per week on your programme.

Using SilverCloud - Space for Sleep

In order to access this course, you need to provide your email address, create a password, and type in the following access code:

NHS24

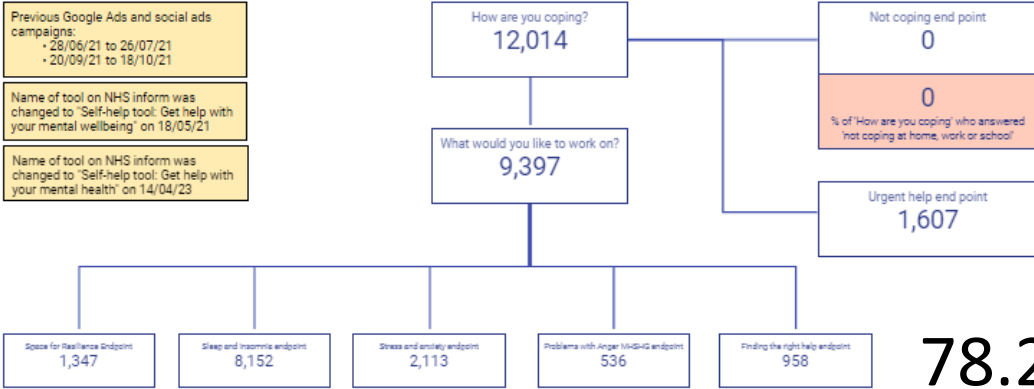
[Sign up for SilverCloud – Space for Sleep](#)

Review my answers

Mental wellbeing signposting tool - NHS inform

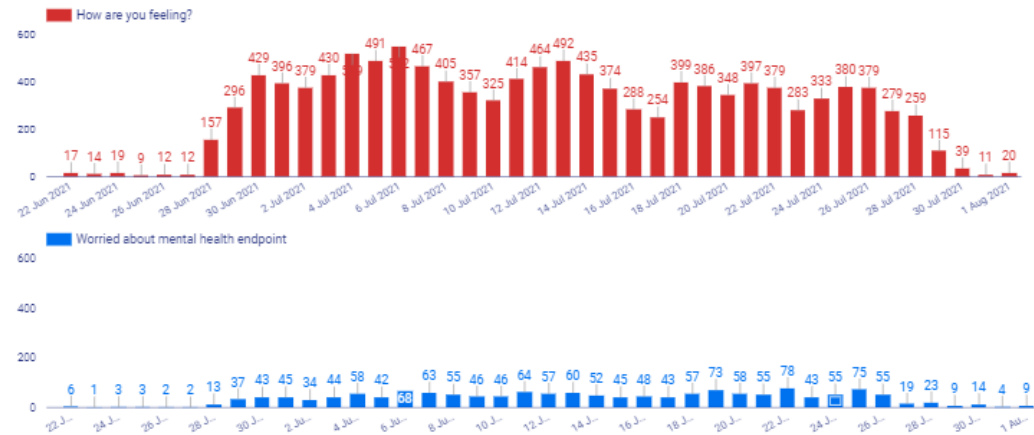


22 Jun 2021 - 1 Aug 2021



78.2%

Worried about mental health endpoint

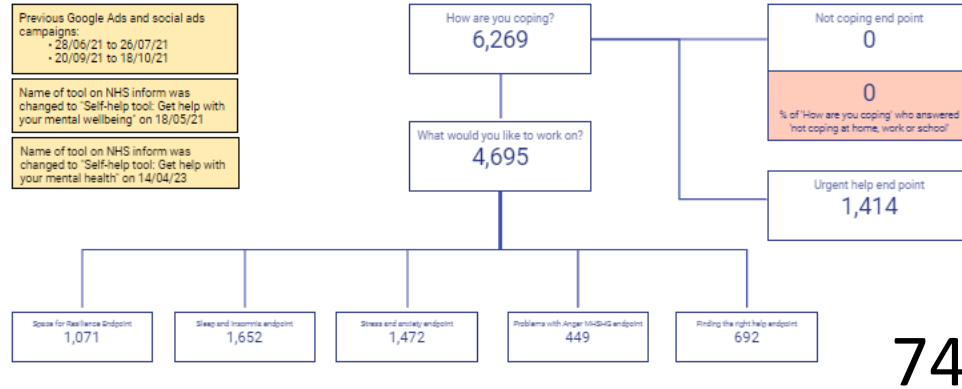


Mark I – July 2021

Mental wellbeing signposting tool - NHS inform

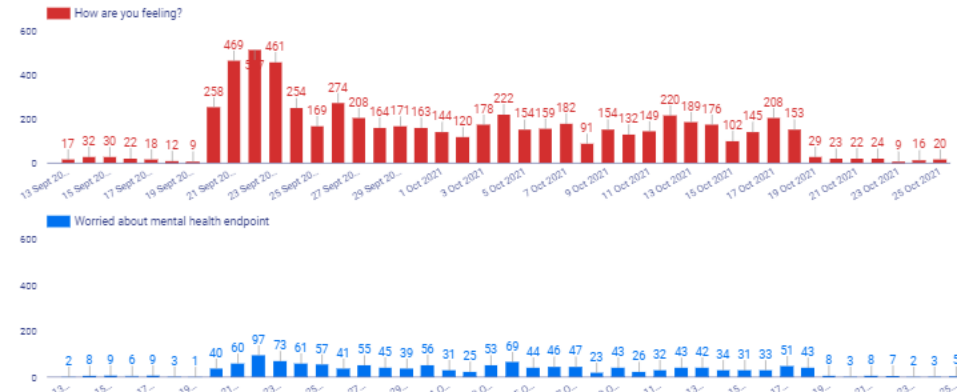


13 Sept 2021 - 25 Oct 2021



74.9%

Worried about mental health endpoint



Mark II – September 2021



4 week marketing campaigns

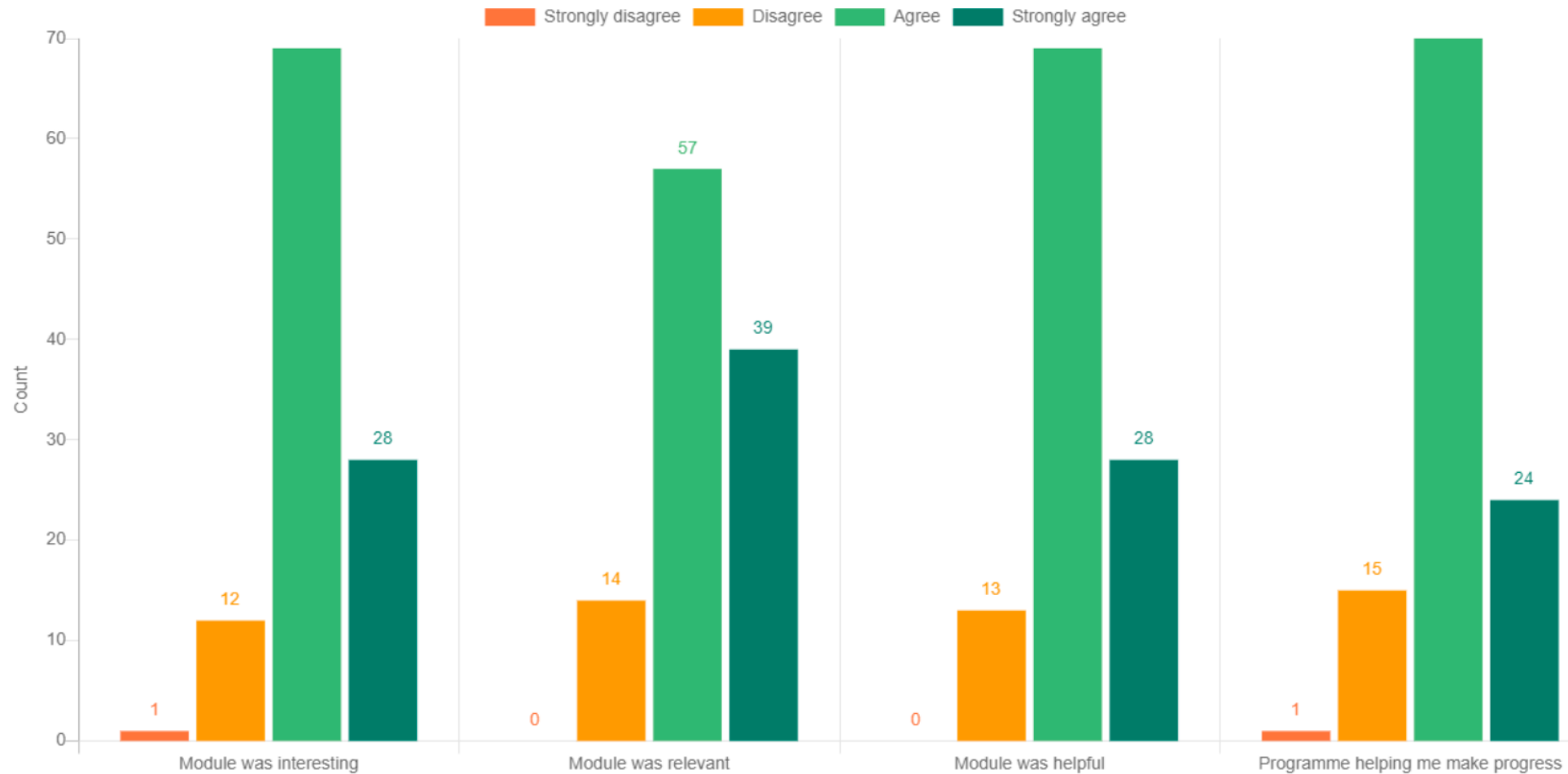
- Created in house. Internal monitoring.
- Budget 2 x £3k
- 100k views (~2000% increase)
- Click through rate (CTR) ~10%
- Cost per click (CPC) ~£0.17
- Live window into unmet need
 - Sentiment in September 2021 becoming more intense, desperate, sad
- CAMHS, work related, parents, loved ones, domestic violence

[NHS 24 FB account locked out for 1/52 during campaign.]

July 2021 – November 2022

- 26 334 people used tool
- 80% offered an evidence based support
- 1/3 activated a programme
- Average use time 44 mins (cf. 27 mins for Board activations)
- 85% satisfaction

NHS 24 PREM_s



User satisfaction (agree or strongly agree): **87 %**

Activations by boards

- Rank of user location does not correspond with population size or need (e.g. GG&C 5th)
- Sign up ~100/month
- User satisfaction 91%

Activations through NHS inform

- Rank closely corresponds with population size
- With marketing, sign up 5-10x higher than Boards combined
- User satisfaction 88%

Mark III signposting tool

- Added Sleepio & Daylight
- Very high quality
- Strong evidence base
- Suitable for those with moderate difficulties
- More structured programmes
- More commitment needed by users
- Reminders and encouragement built in
- Sleepio app based (integrates with wearable devices)

you.

Get help with your mental health

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If you're in crisis, phone [111](tel:111).

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Start guide

SilverCloud

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questions about how you're feeling. We'll recommend the best online course for you.

Get help with your mental health

How are you coping?

- I'm okay, but I'd like to improve my wellbeing
- I'm not coping at work, at school or at home
- I need urgent help

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SilverCloud

SilverCloud is a website with courses you



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- Sleep
- Stress or anxiety
- Anger
- I'm not sure

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SilverCloud

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Get help with your mental health



To get help with your sleep problems you can try:

- Silvercloud for mild sleep problems
- Sleepio for mild to moderate sleep problems and insomnia

SilverCloud – Space for Sleep

Try SilverCloud - Space for Sleep for mild sleep problems.

The Space for Sleep course uses CBT methods and lifestyle advice to help you sleep better and more easily. There are 5 online modules that you can work through at your own pace. Each module takes 40-60 minutes to complete. In order to get the most out of Space for Sleep, it's recommended you spend around an hour per week on your programme.

for Sleep

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NHS24

[Sign up for SilverCloud – Space for Sleep](#)

Sleepio

Try Sleepio for mild to moderate sleep problems and insomnia.

Sleepio

Try Sleepio for mild to moderate sleep problems and insomnia.

Sleepio is a digital sleep improvement programme based on Cognitive Behavioural Therapy (CBT.) It's clinically proven to help address the root causes of poor sleep and insomnia.

Sleepio is structured into six 15-20 minute CBT sessions.

You can use Sleepio on your web browser or download the Sleepio app for iOS and Android devices.

To access this course, you need to provide the first half of your postcode and an email address.

[Sign up for Sleepio](#)

Review my answers

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Recovery & Renewal



Summarise learning

- Digital first approaches can improve access to evidence-based interventions
- Our findings suggest they can reduce inequality
- Facilitate early intervention and prevention
- Digital marketing + unlimited licence = highly cost-effective
 - service requires continuous management
- Generate live data about outcomes that matter to patients
 - rapidly detect changes in population health
 - qualitative data to identify unmet needs

Challenges

- Digital therapies are more effective when blended with human support
- Creation of self-referral pathways for clinical conditions
 - Clinical governance
 - Assessment / matching
 - Monitoring / reassessment
 - Integration local services
- Digital exclusion
- High risk groups / multimorbidity / equality & diversity
- Risk Draw focus & resources away from people with severe illness

Opportunities

- National approach to online mental health help and support
- Online peer support community
- QI - Learning health system
- Research - large scale knowledge generation
- Other common chronic/recurrent conditions e.g. endometriosis

Q&A

Acknowledgments

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- Lindsey Thomson & Lucy Hartley, NHS 24 digital & comms teams
- Greig Thomson, Big Health
- Steph Phillips, Director of Transformation, NHS 24