

Good Thinking - Managing referrals to IAPT and beyond

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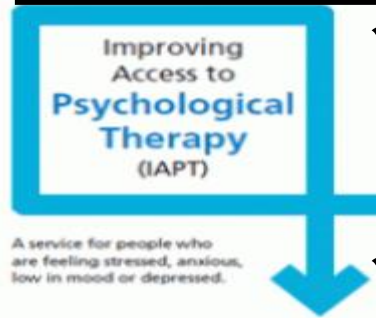


Today's Structure

- ✓ The case for change
- ✓ Opportunities
- ✓ Success, a working model
- ✓ Managing referrals and monitoring outcomes
 - managing (*acquire, convert, retain, recover*) referrals to digital therapy
 - monitoring outcomes
 - our experience



The case for change:

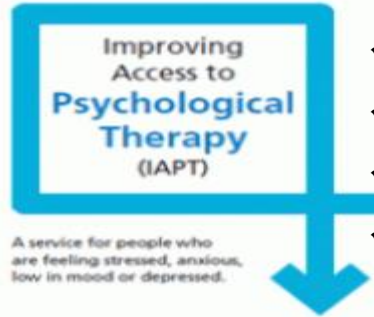


- ✓ Worldwide, IAPT is one of the few (4) national initiatives for treating CMHP, a bold and complex initiative, great achievements made since inception, however ...
- ✓ Slow adoption for #digital enabled therapies (only 28 services offer cCBT) in London CCGs (n.b. access to BWW, is not a cCBT intervention, is pure self help, NICE CG123).
- ✓ Access to therapy space is scarce & estates are expensive (IAPT Hackathon, 2018)
- ✓ Access stagnates at 16% London wide (PHE, 2019)

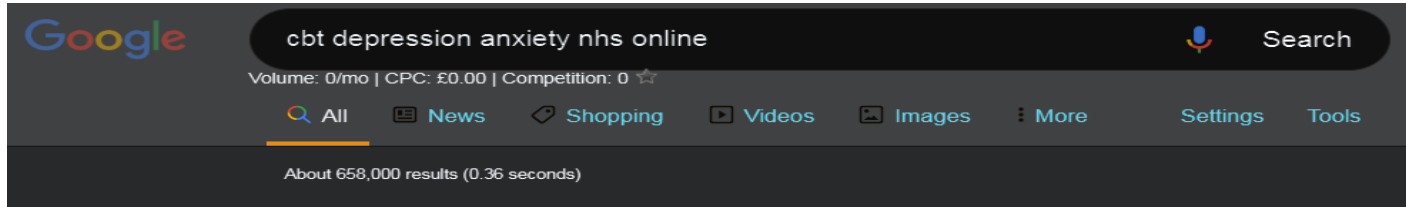


The case for change:

- ✓ Male clients prefer online (less stigma) but is not readily available (The Times, 2017)
- ✓ Millennials and Generation Z prefer online (24/7, instant & mobile) (LSE, 2017)
- ✓ Access for BAME, LGBTQ+ & disabled is still low (London Assembly, 2018)
- ✓ NHSChoices linking to a handful of the London IAPT Services
- ✓ Good-Thinking.co.uk website has only 25 backlinks
- ✓ Only 15 London IAPT services have an online presence (Twitter / Facebook)
- ✓ SEO wise, the top keyword for all provider websites, is “IAPT”, but how many Londoners google “iapt” ? (4400 / month = 0.04% of all Londoners).



Opportunities...?



coursera Explore ▾
What do you want to learn? 🔍
3 trial videos available. Create an account to watch unlimited course videos.
Lecture 7 - Cognitive Behavioural Therapy (20:30 min)

SKILLSHARE Browse ▾
Search for classes, skills, and teachers 🔍
CBT Cognitive Behavioral Therapy (Human Mind Owner's Manual)
Joel and Natalie Rivera • Follow

Cognitive Behavioural Therapy for Depression, Anxiety, Phobias and Panic Attacks
BESTSELLER ★★★★★ 4.2 (1,727 ratings) 12,376 students enrolled

Learn About the Many Risk Factors for Common Mood Problems - And Why "Biochemical Imbalance" Isn't One of Them
HIGHEST RATED ★★★★★ 4.7 (10 ratings) 1,573 students enrolled

Udemy Categories depression
231 results for depression
554 results for anxiety
Ratings ▾ Duration ▾



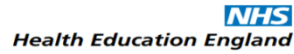


Convergences





Opportunities



The Topol Review
**Preparing the healthcare workforce
to deliver the digital future**



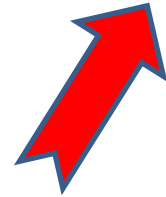
Digital Health in the UK
**An industry study for the
Office of Life Sciences**

September 2015

NOVEMBER 2017

**The Growing Value
of Digital Health in the
United Kingdom**

Evidence and Impact on Human Health and the
Healthcare System



Organisational barriers for adoption

- ✓ External existing barriers & assumptions
 - ✓ Therapists attitudes (threatened by use of technology ?)
 - ✓ Benefits of use were not explained to neither (patient nor therapist)
 - ✓ Lack of training in “Supportive Writing” & Coaching in cCBT – chief complaint
 - ✓ Power issues (letting go / trusting the client)
 - ✓ Organisational culture / policy lacks support for “positive risk taking”
 - ✓ Leadership not “pushing / selling” cCBT as a valid (default) intervention.


- ✓ GDPR. Information. Clinical and Risk Governance

Client barriers to Digital adoption

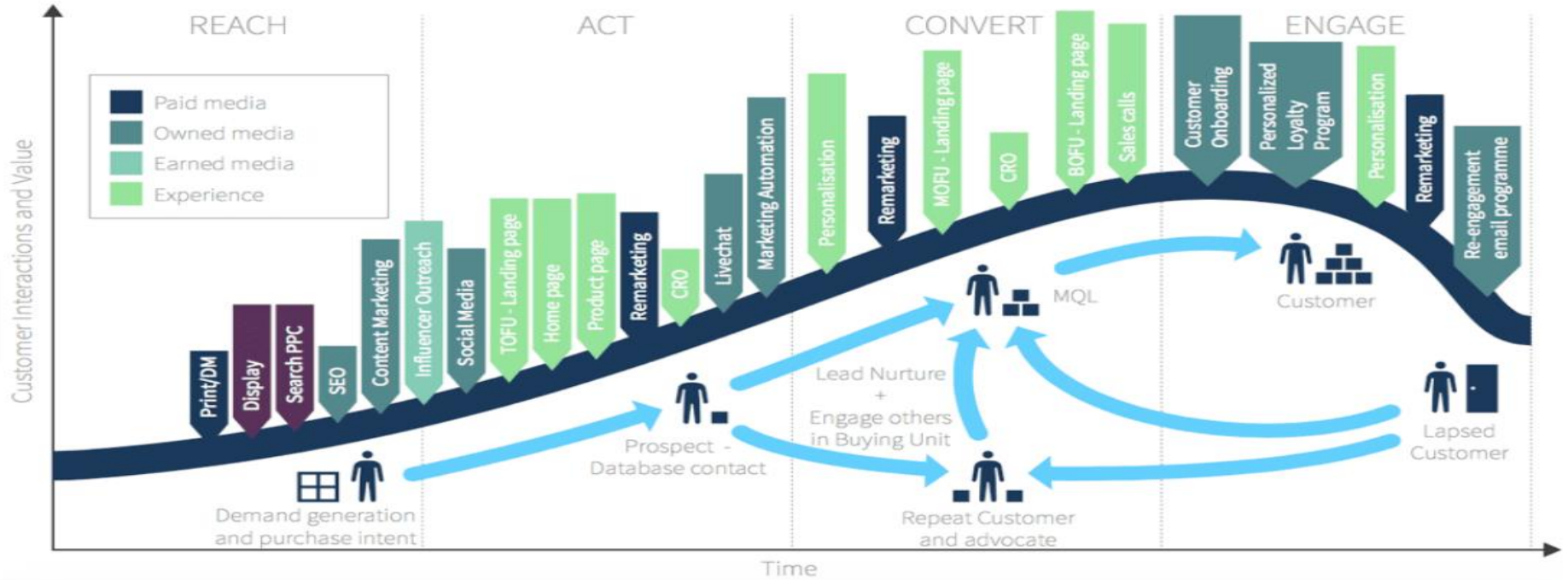
- ✓ Talking Therapies – not establish as a brand
- ✓ Patient unaware of their “journey”
- ✓ cCBT benefits not highlighted as valid intervention
- ✓ Interminable self referral forms (3 pages, 40 questions...)
- ✓ Unpleasant “on-boarding” experience
- ✓ Unnecessary steps ...

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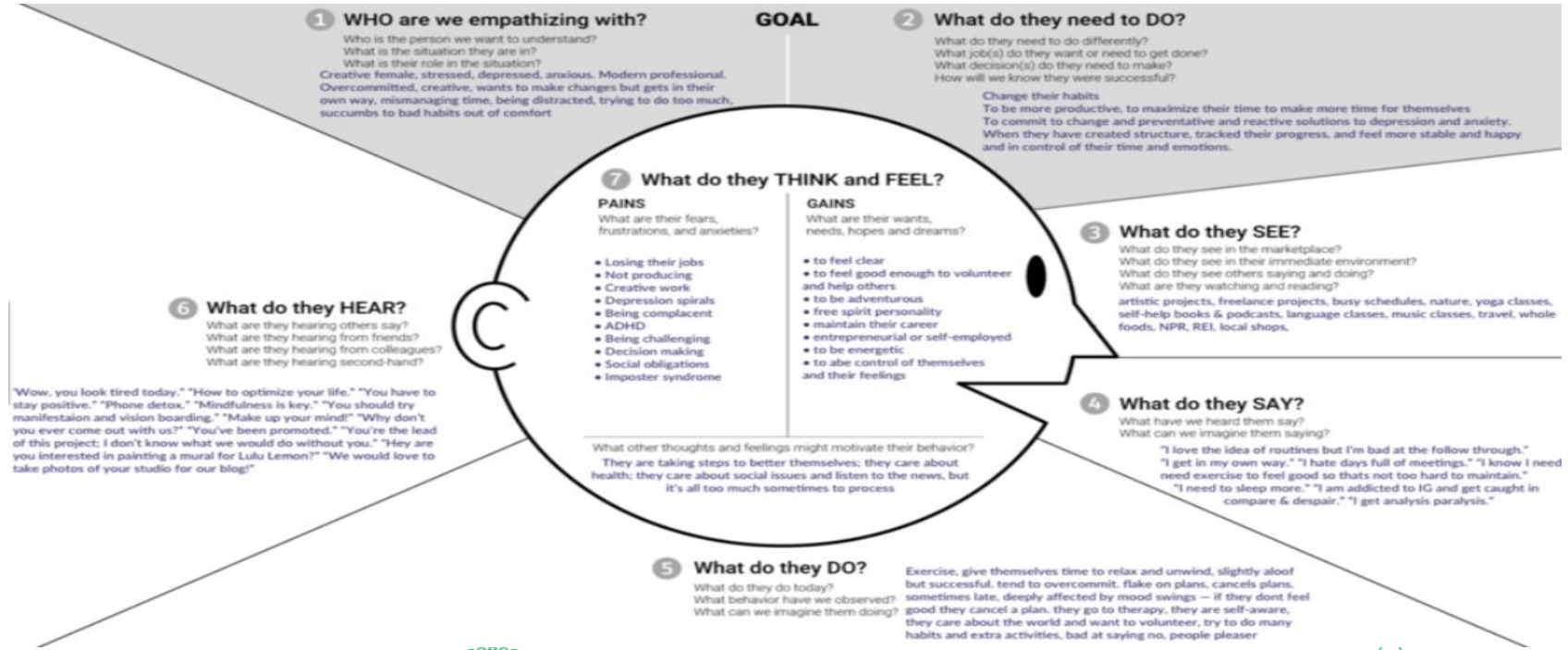
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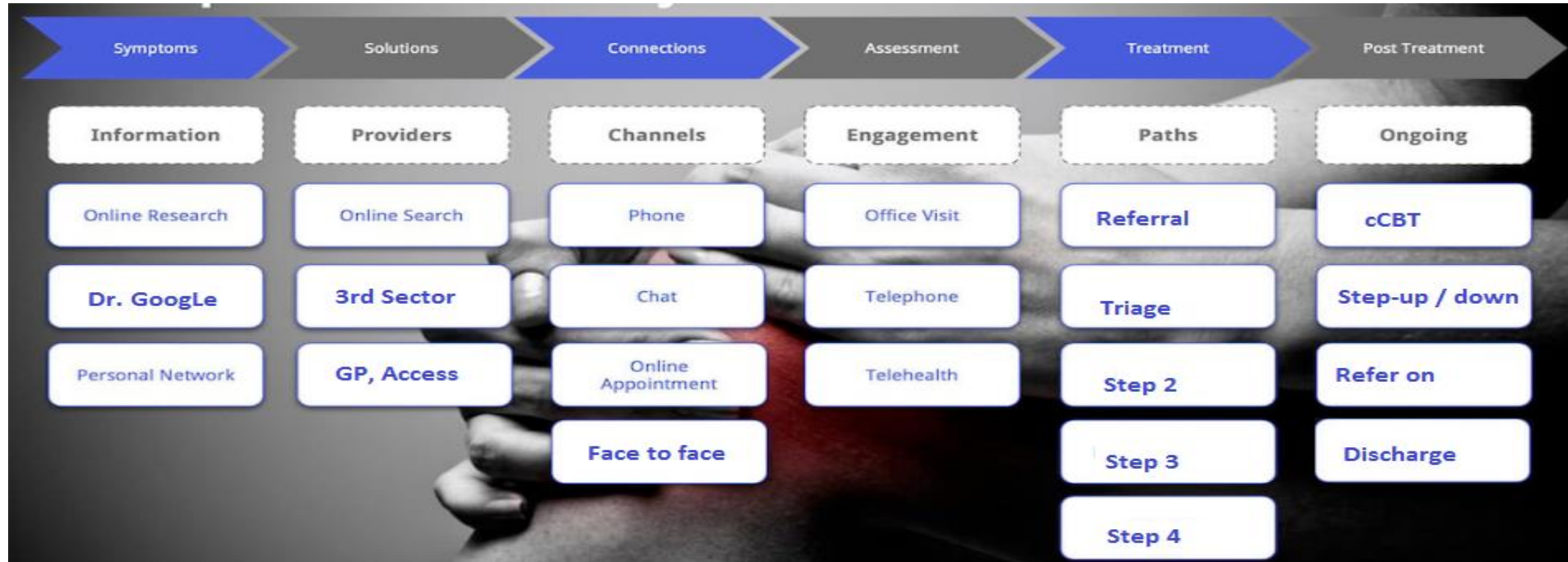
Get the (health) journey right



Ideal patient - Mild to Moderate



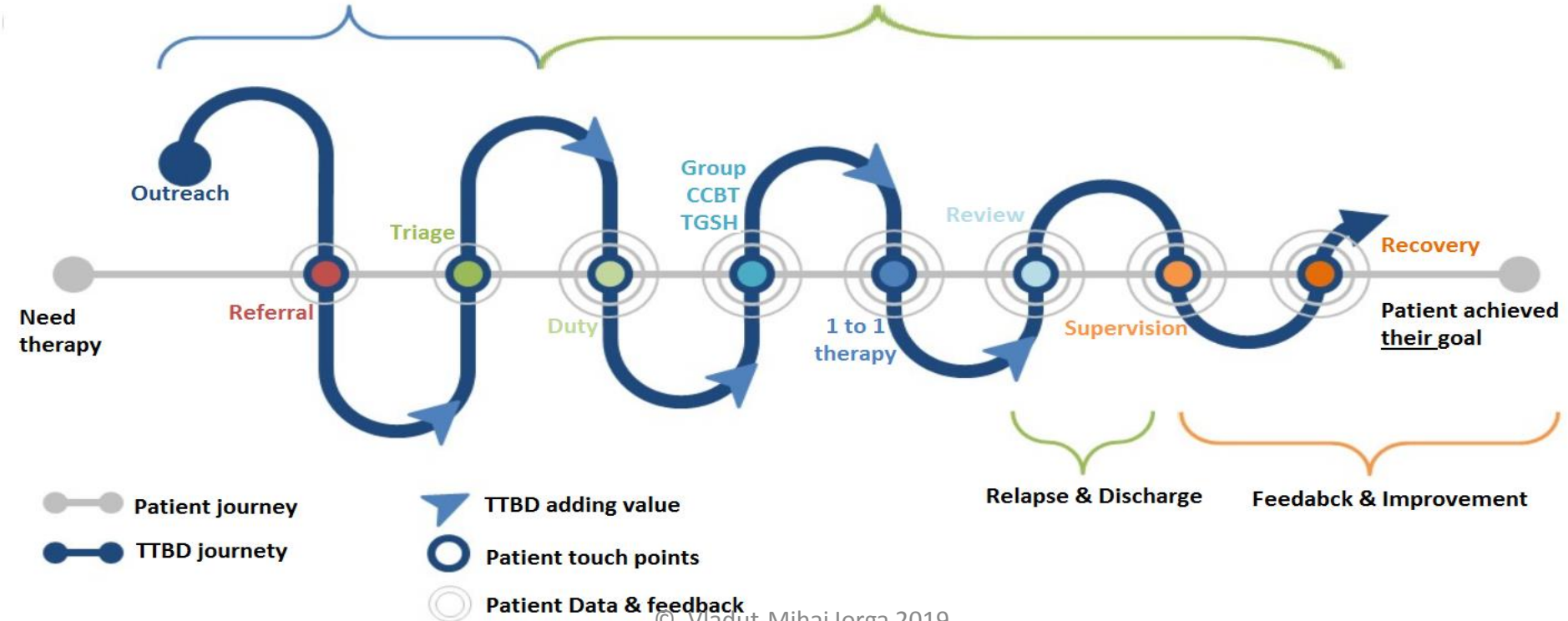
Where and When does treatment start ?



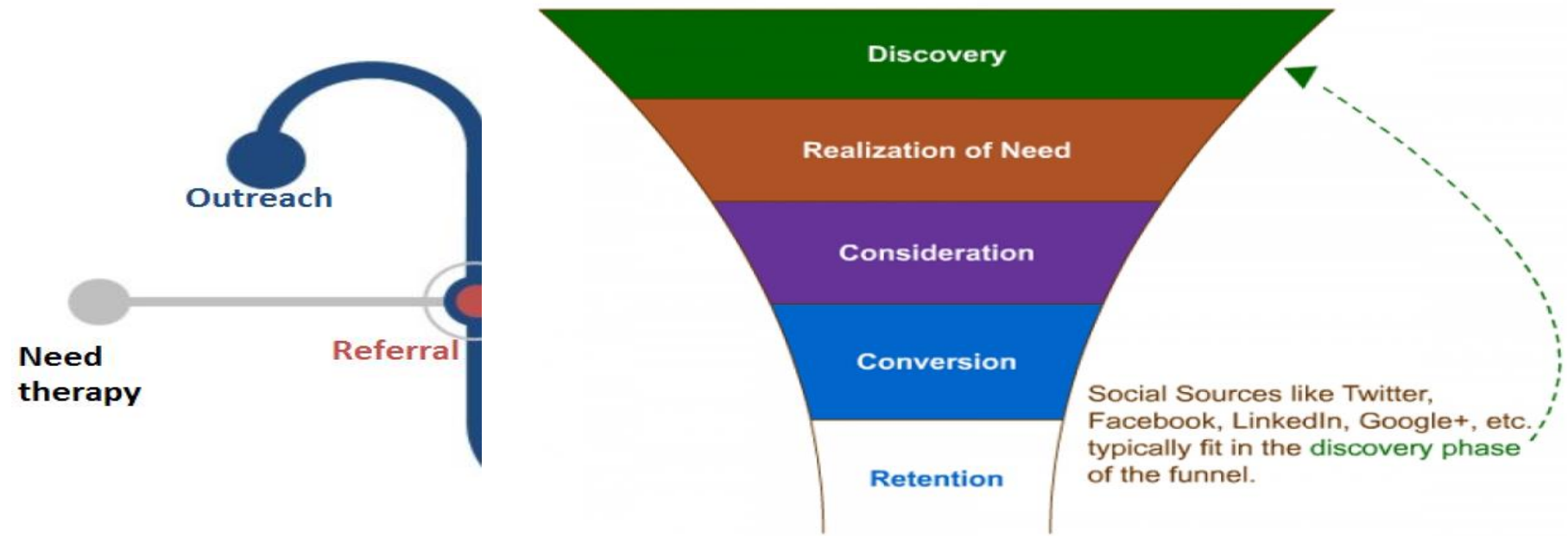
Get the #digitalIAPT journey right

Referral and triage

Treatment/s



Where & When does treatment start ?



E-referral Good thinking - IAPT



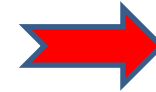
do i have

do i have depression

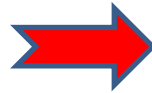
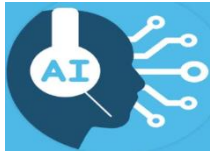
do i have diabetes

do i have anxiety

do i have adhd



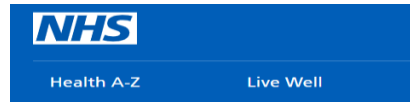
E-referral Good thinking - IAPT



Self Service
Portal



NHS choices



[Home](#) > [Find a psychological therapies service](#)



TALKING
Therapies



Key points:

- ✓ Establish acquisition channels
- ✓ Start early and everywhere (web)
- ✓ Ensure service visibility
- ✓ Make it easy to adopt *



RAPID EXPERIMENTING

DATA ANALYSIS

LEAN STARTUP

CRO

PROTOTYPING

SEO/SEA

A/B TESTING



- ✓ Be transparent
- ✓ Explain the journey
- ✓ Explain the (function) of cCBT
- ✓ Trust the client
- ✓ Sign post to Safety *
- ✓ Be flexible (Stepped care)
- ✓ Monitor and reach out

Future developments... ?

✓ Hey ...

Siri + Alexa + Google + Cortana +Ai

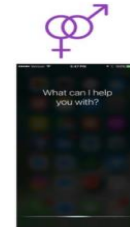
✓ Do I have... arachnophobia ?



AMAZON'S ALEXA



GOOGLE'S ASSISTANT



APPLE'S SIRI



MICROSOFT'S CORTANA

Happy to collaborate, consult and work together,

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