

Case study:

Barking & Dagenham Talking Therapies - NELFT Health Chat Platform

What is it?

A [wellbeing live chat platform](#) deployed by North East London NHS Foundation Trust (NELFT) across all NELFT services (Barking & Dagenham, Havering, Redbridge and Waltham Forest) to all NELFT employees (7,000+) and partners, supported by the four IAPT services serving their four boroughs.

How does it work?

- Patients can chat live to Psychological Wellbeing Practitioners (PWPs) via digital devices (smart phone, tablets or computer) between 8am to 5pm, Monday to Friday.
- Robotic responses are provided outside of working hours.
- Wellbeing advice and signposting to other services as required (via weblinks) are provided during the live chat.
- Patient data remains anonymous until the point of assessment for IAPT service.

Any challenges?

Low staff referrals into IAPT initially and resistance to engage with any emotional support due to the professional stigma, but the service developed more flexible support options and reassurance of confidentiality, and staff engagement levels increased.

What's been the impact? (as at Nov 2020)

Since its launch in April 2020, the site has received 5,853 visitors and supported in excess of 1,500 NELFT staff with following:

- 252 individual wellbeing conversations
- 271 BAME wellbeing needs survey data collected
- 1,396 live webinar attendees [94 (yoga) + 209 (mindfulness) + 592 (resilience) + 357 (posture & workouts) + 144 (crisis leadership)]
- 531 self-help videos watched (webinar recordings)
- 890 audio podcast listeners (Anxiety, Stress, Sleep, BAME, etc)
- 130 NHS staff have been formally referred to IAPT since inception - via chat as an acquisition channel.