Sharing Digital Innovations in Mental Health
3 February 2021
Greig Thomson

Greig is an Engagement Manager at Big Health and has a background in Clinical Physiology and Clinical Services Design and Delivery, having previously worked with CRUK and Nuffield Health, respectively.

He has a BSc from Glasgow University and more recently investigated the impact of Time Restricted Feeding on Markers of Glycemic Control in Type 2 Diabetics, as part of his Masters programme at Glasgow Caledonian University.
Big Health
Bringing millions back to better mental health
Digital Therapeutics: Treatment for Insomnia and General Anxiety

3rd of February 2021

NHS Scotland | Sleepio and Daylight
1. Insomnia and Anxiety: treatment at scale

2. Sleepio and Daylight Tour

3. NHS Scotland
Insomnia and General Anxiety: treatment at scale
CBT for Insomnia (CBT-I) is the recommended first line treatment for Insomnia in the UK.

However, it is not routinely available to GPs, contributing to a reliance on monotherapy and 365,000 prescriptions for hypnotics with little year on year change.

*Morphy et al., 2007; Ellis et al., 2012; LeBlanc et al., 2009; Sivertsen et al., 2009; Morin & Benca, 2012*
Provision of evidence-based treatment for GAD in Scotland mirrors that of the rest of the UK.

This is both the epidemiology of the disorder and substantive lack of immediately accessible and widespread evidence-based therapeutic treatment.

473,000 adults in Scotland suffering disability due to anxiety

14% of adults reported 2 or more anxiety symptoms

72% of individuals with GAD experiencing a comorbid mood disorder

*Scottish health survey 2019; ScotPHO accessed Jan 2021; Kessler et al., 2002; Barrera & Norton, 2009
1. Insomnia and Anxiety: treatment at scale
2. Sleepio and Daylight Tour
3. NHS Scotland
Product Tour: Sleepio & Daylight
Developed by clinical and creative expertise

**Big Health Research & Medical Affairs team**
- Colin Espie, PhD  
  CMO & Co-Founder  
  Professor - Oxford Uni, 200+ clinical papers
- Jenna Carl, PhD  
  VP Clin Devt & Med Affairs  
  Boston University, MGH, VA
- Prof. Russell Foster  
  Head of Sleep and Circadian Neuroscience  
  Oxford University
- Chris Miller, PhD  
  Research Lead  
  Snr Research Fellow, Oxford Uni
- Jennifer Kanady, PhD  
  Clinical Sleep Lead  
  UC Berkeley, VA
- Alasdair Henry, PhD  
  Research Manager  
  Research Fellow, Oxford Uni
- Michelle Davis, PhD  
  Clinical Anxiety Lead  
  UT Austin, VA
- Dr. Andrew Krystal  
  Psychiatrist  
  UCSF Health

**Clinical Experts & Advisors**
- Dr. Michelle Craske,  
  Psychology, Psychiatry,  
  Biobehavioral Sciences  
  UCLA
- Dr. Michael Otto,  
  Psychological & Brain Sciences  
  Boston University
- Dr. Roz Shafran,  
  Chair of Translational Psychology  
  University College London
- Dr. Jasper Smits,  
  Psychology  
  UT Austin

**Creative Experts**
- Alex Woo, Filmmaker/ Animator  
  Pixar, Ratatouille, WALL-E, Cars 2
- Ellen Horne, Producer/ Director  
  (Audio)  
  NPR: Radiolab  
  #3 Podcast in US
- Rob Meyer, Filmmaker/ Director  
  A Birder’s Guide to Everything  
  (feat. Tribeca Film Festival)
- Henrique Penha, Design Leader  
  Oculus, Lyft, Apple, Google, iPhone, Android

NHS Scotland | Sleepio and Daylight
Digital therapeutics that feel more like entertainment than medicine

Insomnia & Poor Sleep

• Teaches & supports proven cognitive & behavioral techniques
• Highly personalized to each individual
• Validated by NICE, recommended in the BAP guidelines

Anxiety & Worry

• Teaches & supports proven cognitive & behavioral techniques
• Created with leading researchers from UCLA
• CE-marked and first RCT completed
Sleepio Programme Content

- Formulation
- Goal setting
- Diary keeping
- Motivational contract

- Sleep hygiene (lifestyle & bedroom)
- Progressive relaxation
- Thought checker

- Sleep hygiene (schedule)
- Stimulus control
- Sleep restriction

- Depending on priorities:
  - Cognitive re-structure
  - Autogenic training
  - Imagery
  - Mindfulness
  - Paradoxical intention

- Review goals
- Reinforce motivation

1. Get Ready
2. Your Lifestyle
3. Your Thoughts
4. Your Bedroom
5. Racing Mind
6. Filling in the Gaps
7. Graduate!
Proven techniques, personalised to you
Daylight Programme Content

Tense and Release:
- Progressive muscular relaxation
- Applied relaxation techniques

Worry Time:
- Schedule a specific time and place to worry
- Practice delaying worry until they are in this specific time and place

Thought Challenger:
- Cognitive restructuring
- Learning how to question thoughts

Worry Exposure:
- Interoceptive exposure
- Imagine the feared outcomes
- Considering how they would cope in that situation
Proven techniques, personalised to you
1. Insomnia and Anxiety: treatment at scale
2. Sleepio and Daylight Tour
3. NHS Scotland
NHS Scotland have partnered with Big Health to scale our evidence based digital therapeutics to the workforce.

Insomnia & Poor Sleep

- 2.3k Registrations
- 58% CBT conversion
- 56% remission

Worry & Anxiety

- 944 Registrations
- 53% CBT conversion
- 47% remission

www.sleepio.com/healthandcare-scot

www.trydaylight.com/healthandcare-scot
Big Health

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