Sharing Digital Innovations in Mental Health

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Dr Donald MacIntyre and Mary Carrera – NHS 24

Donald MacIntyre is a Consultant Psychiatrist in NHS Lothian and Associate Medical Director for Mental Health at NHS 24.

He is honorary Reader at the University of Edinburgh, a graduate of the NHS Digital Academy and a Fellow of the Faculty of Clinical Informatics.

Mary Carrera’s work with the NHS so far has mainly involved developing self-management material for mental health and wellbeing. Recently Mary has moved into a senior content designer role, where she is leading on content design strategy and continuing to identify new ways digital can improve mental health.
NHS 24’s Mental Health Services

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NHS 24’s Mental Health & Wellbeing Services

- **130,000+ page views / month**
- **300 web chats per month**
- **8,888 calls per month**
- **10,700 calls / month**
- **1300 referrals / year**

**NHS Euroinform**
Self-help resources for common mental health conditions

**National (Workforce) Wellbeing Helpline**
Available 24hrs/ 7 days
Confidential listening, advice & information

**111 Mental Health Hub**
~30% onward referral

**Telephone CBT IPC**

**Living Life**

- **1300 referrals / year**
- **111 Mental Health Hub**
- **~30% onward referral**
Mental health self-help guides on NHS inform

- The MHSHGs were developed to provide a digital-first, accessible version of the guides on Moodjuice.
- We wanted to help users at the base of the stepped-care model.
- The project launched in February 2018, and the final guide adapted from Moodjuice was published in July 2020.
The content design process

User needs
Pair writing
Accessible design
The content design process

Prototyping and testing

Analytics

Launch

Continuous improvement
Self referral and signposting - finding and accessing support

Finding support (assessment)
- Determining person’s priorities
- Checking suitability
- Determining level of risk
- Signposting to appropriate tool, or to external clinical resource

Receiving Support (treatment)
- Managing risk of deterioration
- Monitoring ongoing level of risk
- Intervening at a set threshold
NHS 24 DMH second lockdown response

- Sleepio (sleep)
- Daylight (anxiety)
- Silvercloud
  - Sleep
  - Resilience
  - Stress
  - Covid-19
- NHS 24 self care guides x 13

Digital Marketing Campaign
Google AdWords, Facebook, Instagram, Twitter
Phase II and III

• Phase II
  • ‘Click to be contacted’
    – Help people choose, offer assessment
  • Bite Sized Guides
    – Short introductory videos

• Phase III
  • Facilitate a national consensus around self-referral to full range of digital therapies
  • Expand digital self-referral mechanism to full range
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