SilverCloud Health

Engaging Health & Wellness Solutions

The problem of engagement in online mental health programmes

Amy Colla & Ken Cahill

SilverCloud Health

Ken.Cahill@SilverCloudHeath.com

TRINITY COLLEGE DUBLIN
COLÁISTE NA TRÍONÓIDE

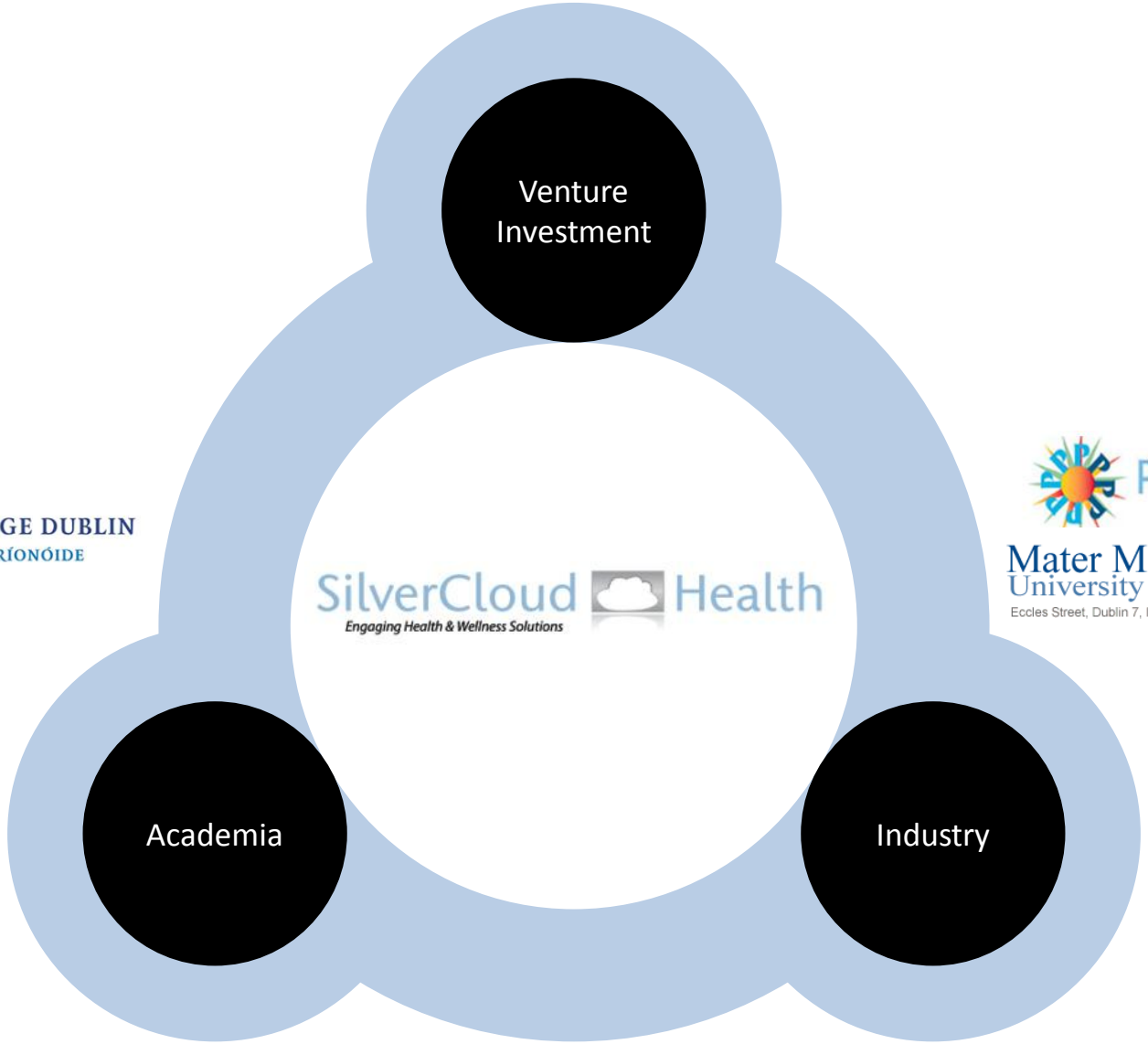
NDRC

Parents Plus

Mater Misericordiae University Hospital Ltd.
Eccles Street, Dublin 7, Ireland

Strictly Private & Confidential

SilverCloud Health History



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Parents Plus

Mater Misericordiae University Hospital Ltd.
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Core Management Team

Ken Cahill, *CEO*
with a highly successful entrepreneurial track record covering HR software to banking/ATM solutions. Ken has also worked with large multinational organisations such as Gateway, HP and Dell throughout the world.

Aislinn Enright, Sales Director
Having worked within the NHS for 13 years as both a clinician and project manager, more recently she has worked in private and non-profit organisations, within the mental health and primary care field. She has vast experience developing and implementing talking therapy services, primary care and Long Term condition motivational services.

James Bligh, *CTO*
with vast experience developing learning technologies in a mental health setting, including systems to support email counselling, online peer support and systems for learning and collaborating around creative tasks.

Karen Tierney, *Content Director*
with over 12 years healthcare experience. She also has a wide range of experience working with multidisciplinary healthcare teams and designing for end-users in relation to psychosocial support.

Dr John Sharry, *Clinical Director*
Child and Family Psychotherapist at the Mater Hospital Child and Adolescent Mental Health Service., award winning Parents Plus Programmes and Working Things Out Programme. Author of ten books including three professional psychotherapy books.

Dr Gavin Doherty, *UX Director*
Lecturer in the Department of Computer Science at Trinity College Dublin. Widely published and experienced in the area of technology for mental health.

Introduction

Major Issues for online interventions

- Low client engagement rates
- High client drop out rates

- Lack positive client outcomes

SilverCloud Approach

- Platform deliver a range of interactive programmes
- Interactive and engaging features & content
- Evidence based therapy methods - cCBT etc

Engagement & Outcomes

- Personal, Interactive, Social, Supportive

Personal

Personal

- Access own space
- Accessible
- Targeted Content
- Treatment Ownership

Interactive

Social

Supportive

Interactive

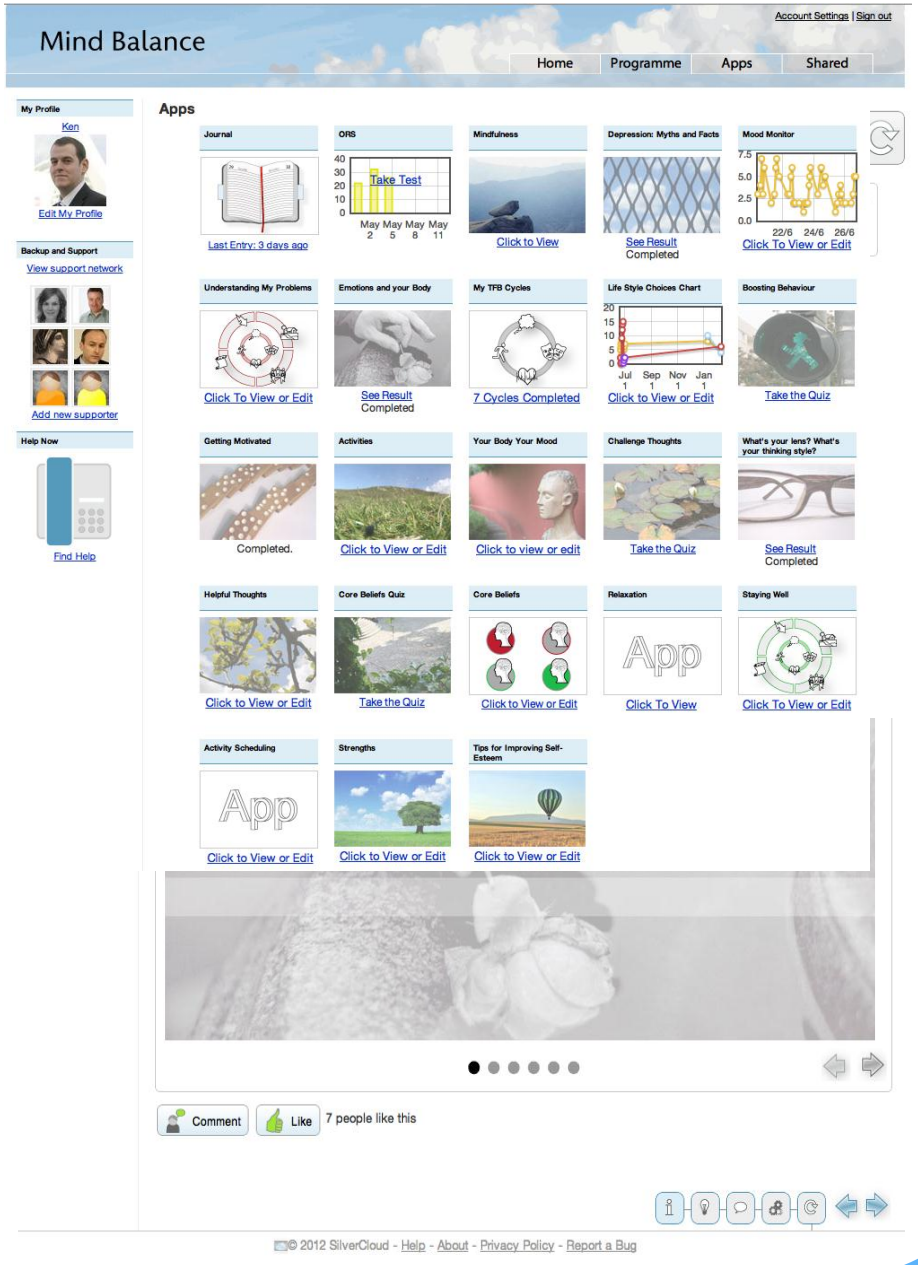
Personal

Interactive

- Rich Media
- Learning Flexibility
- Tools & applications
- Achievements

Social

Supportive



Social

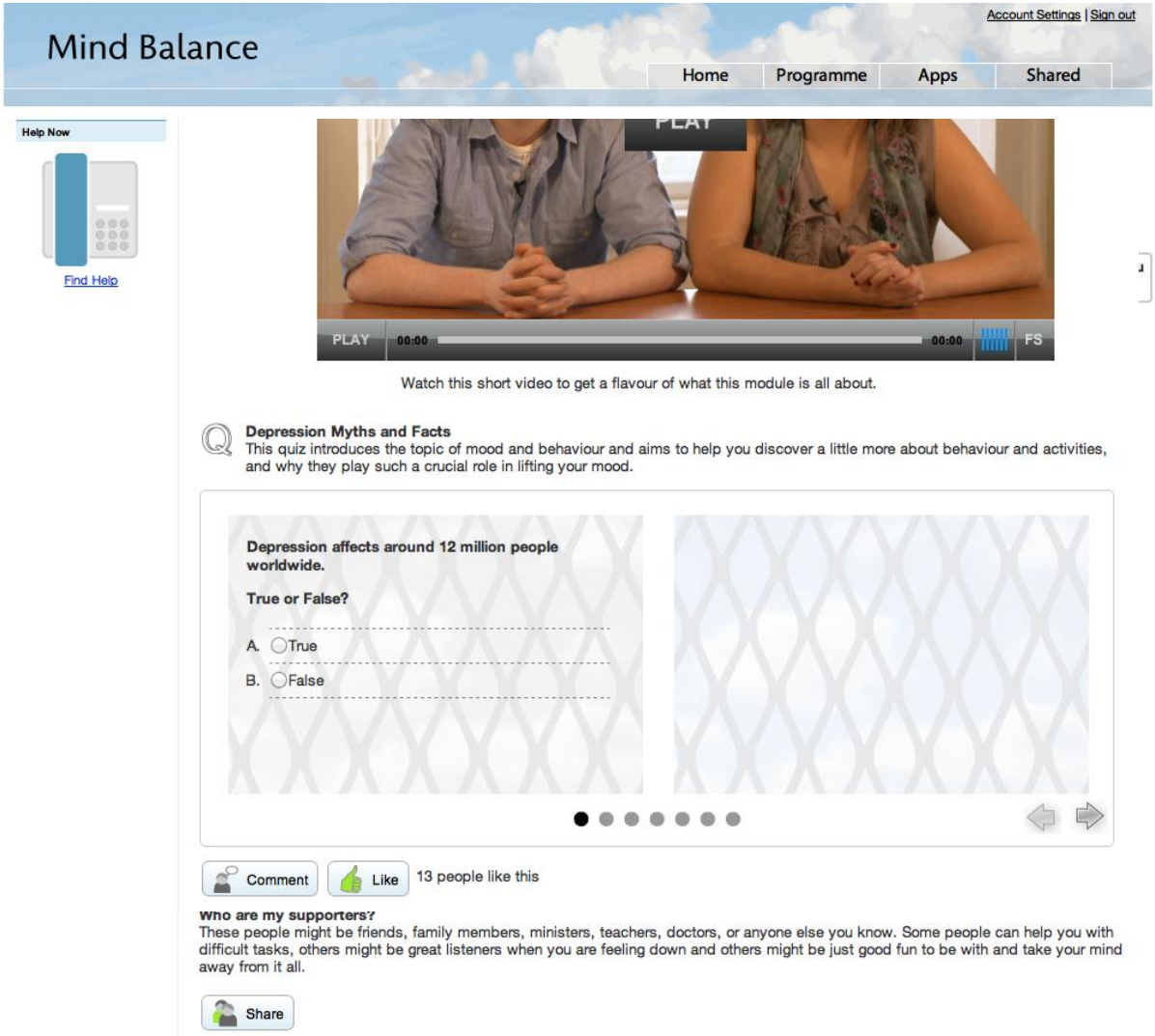
Personal

Interactive

Social

- Community Interaction
  - Low Level
  - Peer Support
  - Family
- Contribution

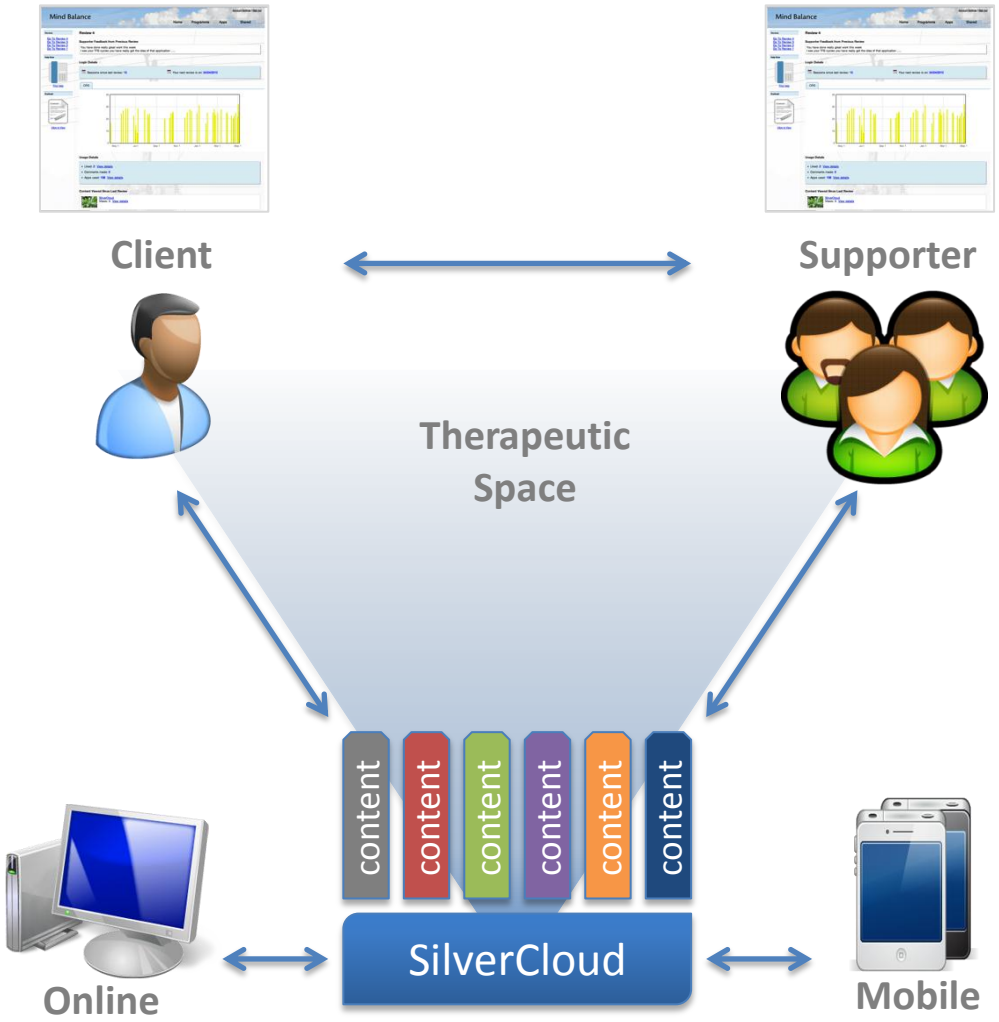
Supportive



Supportive

Personal
Interactive
Social
Supportive

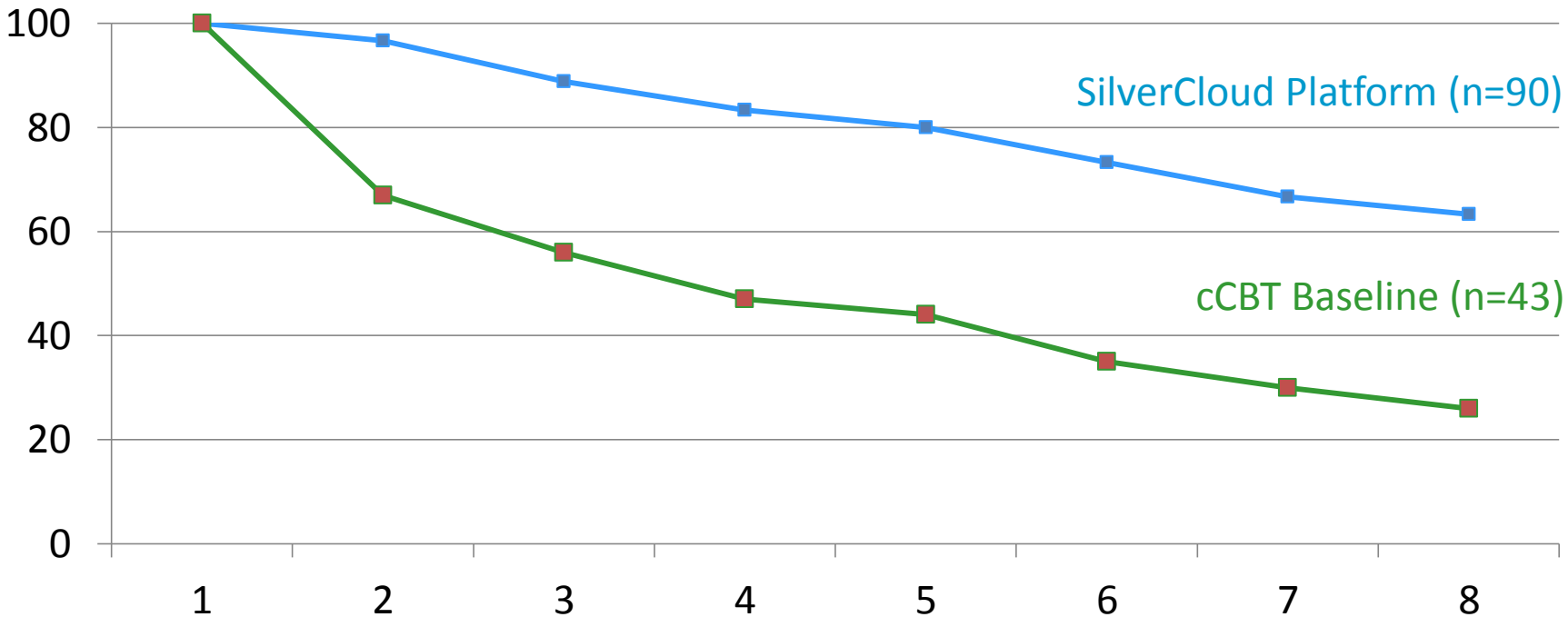
- Securely Connect to:
  - Volunteer
  - Supporter
  - Therapist
- Trusted & Transparent
- Low touch High reward



Clinical Results October 2012

Ongoing Practice-based Effectiveness Research

Dropout rate: SilverCloud=37%
cCBT Baseline=74% (Richards 2010; same service)



Clinical Results October 2012

Change in Symptomatology of Depression

Mean BDI pre-intervention	Mean BDI post-intervention	Repeated measures t-test	Cohen's *d*
25.62 (SD: 8.06) (n=60)	**15.83** (SD: 9.47) (n=60)	T(59)= 8.27, ***p*<.001** (statistically significant)	***d*= 1.52** (large effect size)

- Reduction in BDI scores **statistically significant** at $p<.001$ level.
- Other therapist-supported computerised programmes: effect size estimated as between $d=0.61$ and $d=1.0$.
- Effect size in this study is larger (Cohen's $d=1.52$), but must be treated with caution without a control group (we cannot account for spontaneous improvements without intervention).

Clinical Results October 2012

Change in Severity range of Depression

BDI Range	Pre-intervention	Post-intervention
Minimal (0-13)	0% (n=0)	52% (n=31)
Mild (14-19)	25% (n=15)	15% (n=9)
Moderate (20-28)	43% (n=26)	18% (n=11)
Severe (29+)	32% (n=19)	15% (n=9)

- Post-intervention, 72% of participants' BDI scores indicated a lower range of severity than pre-intervention.
- Change in BDI scores is **clinically meaningful:** SilverCloud appears to be **effective** in a real-life clinical setting.

Ongoing Research concerns

Looking at **how** people interact with the system, in order to **maximise client engagement**.

• Doherty, Sharry & Coyle(2012) assessed:
-Engagement over time
-Time spent in the system
-Patterns of use
-Qualitative feedback on unique features of the system.

• **Findings to date**:
-People take different paths through the content.
-People's content and feature preferences are varied.

Thank you

Questions & Answers

Ken Cahill

Ken.Cahill@SilverCloudHealth.com
www.SilverCloudHealth.com

Amy Colla

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