



The problem of engagement in online mental health programmes

Amy Colla & Ken Cahill

SilverCloud Health

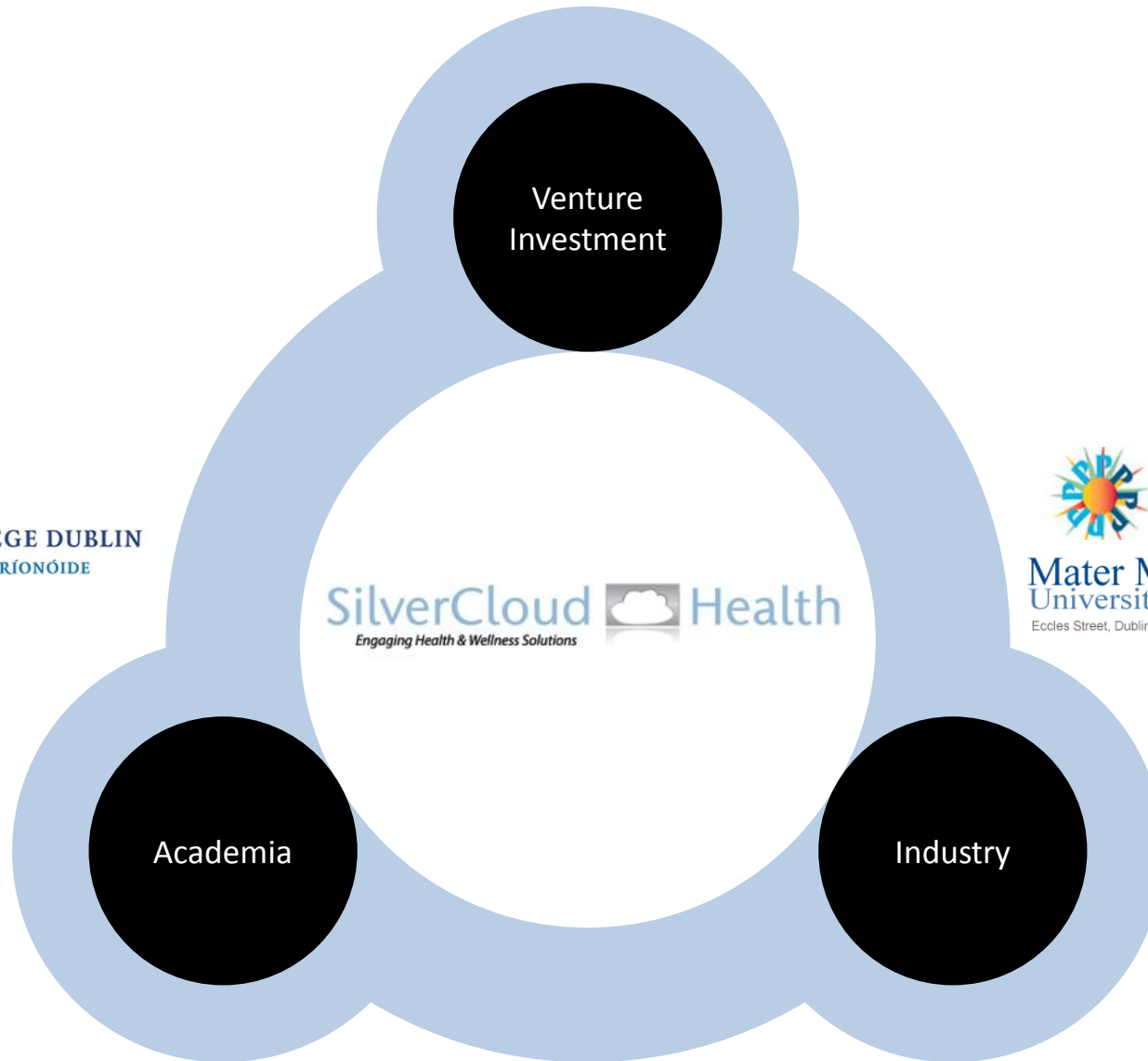
Ken.Cahill@SilverCloudHeath.com



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SilverCloud Health History



TRINITY COLLEGE DUBLIN
COLÁISTE NA TRÍONÓIDE

SilverCloud  Health
Engaging Health & Wellness Solutions



Parents Plus

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



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

Account Settings | Sign out

Mind Balance

Home Programme Apps Shared

My Profile

Ken

[Edit My Profile](#)

Backup and Support

[View support network](#)

[Add new supporter](#)

Help Now

[Find Help](#)

Apps

Journal

[Last Entry: 3 days ago](#)

ORS

[Take Test](#)

Mindfulness

[Click to View](#)

Depression: Myths and Facts

[See Result Completed](#)

Mood Monitor

[Click To View or Edit](#)

Understanding My Problems

[Click To View or Edit](#)

Emotions and your Body

[See Result Completed](#)

My TFB Cycles

[7 Cycles Completed](#)

Life Style Choices Chart

[Click To View or Edit](#)

Boosting Behaviour

[Take the Quiz](#)

Getting Motivated

[Completed.](#)

Activities

[Click to View or Edit](#)

Your Body Your Mood

[Click to view or edit](#)

Challenge Thoughts

[Take the Quiz](#)

What's your lens? What's your thinking style?

[See Result Completed](#)

Helpful Thoughts

[Click to View or Edit](#)

Core Beliefs Quiz

[Take the Quiz](#)

Core Beliefs

[Click to View or Edit](#)

Relaxation

[Click To View](#)

Staying Well

[Click To View or Edit](#)

Activity Scheduling

[Click to View or Edit](#)

Strengths

[Click to View or Edit](#)

Tips for Improving Self-Esteem

[Click to View or Edit](#)

Comment

Like

7 people like this

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Personal Interactive Social

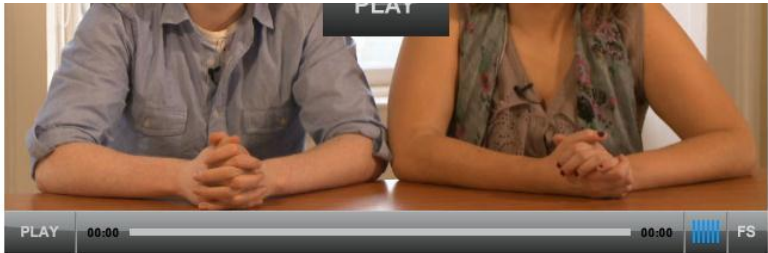
- Community Interaction
 - Low Level
 - Peer Support
 - Family
- Contribution

Supportive

Mind Balance[Account Settings](#) [Sign out](#)

Home Programme Apps Shared

Help Now

[Find Help](#)



Watch this short video to get a flavour of what this module is all about.



Q Depression Myths and Facts
This quiz introduces the topic of mood and behaviour and aims to help you discover a little more about behaviour and activities, and why they play such a crucial role in lifting your mood.

Depression affects around 12 million people worldwide.


True or False?

A. ☐ True

B. ☐ False

 **Comment**  **Like** 13 people like this

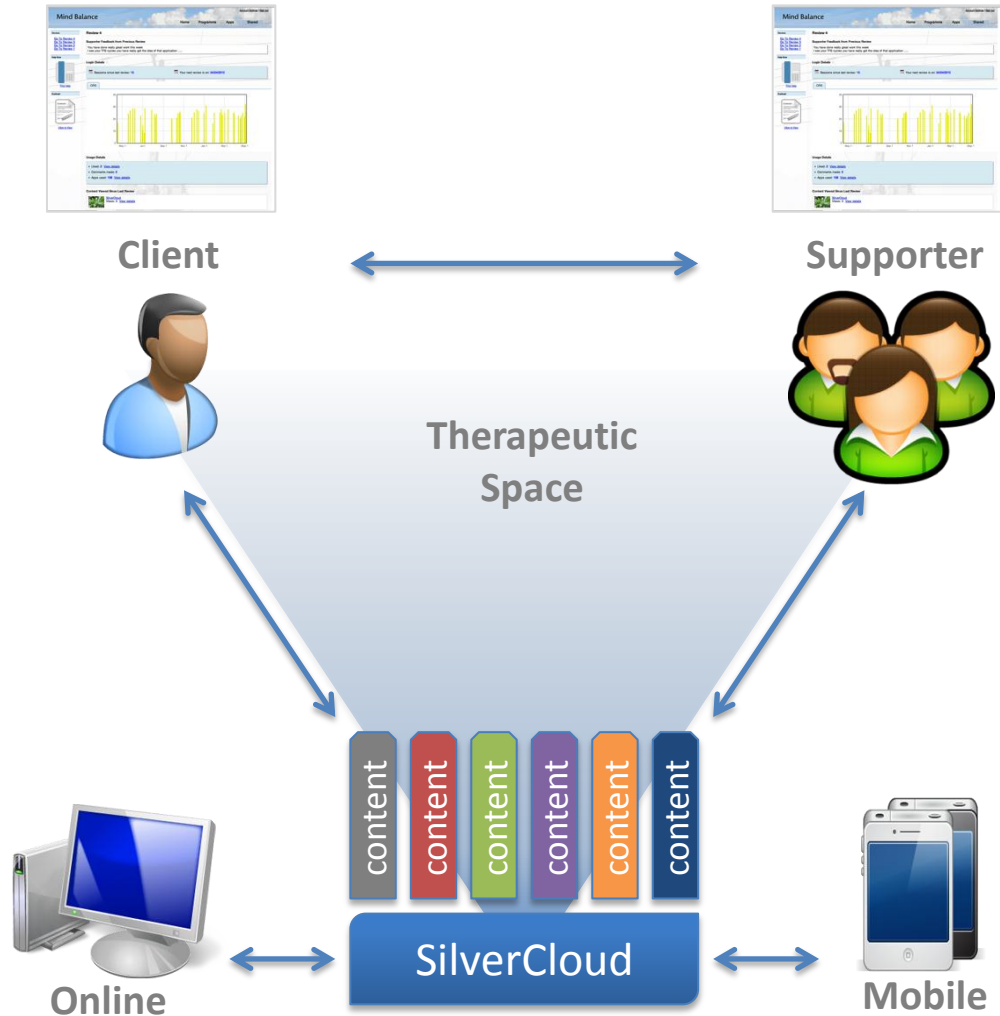
Who are my supporters?
These people might be friends, family members, ministers, teachers, doctors, or anyone else you know. Some people can help you with difficult tasks, others might be great listeners when you are feeling down and others might be just good fun to be with and take your mind away from it all.

 **Share**

Supportive

Personal Interactive Social Supportive

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

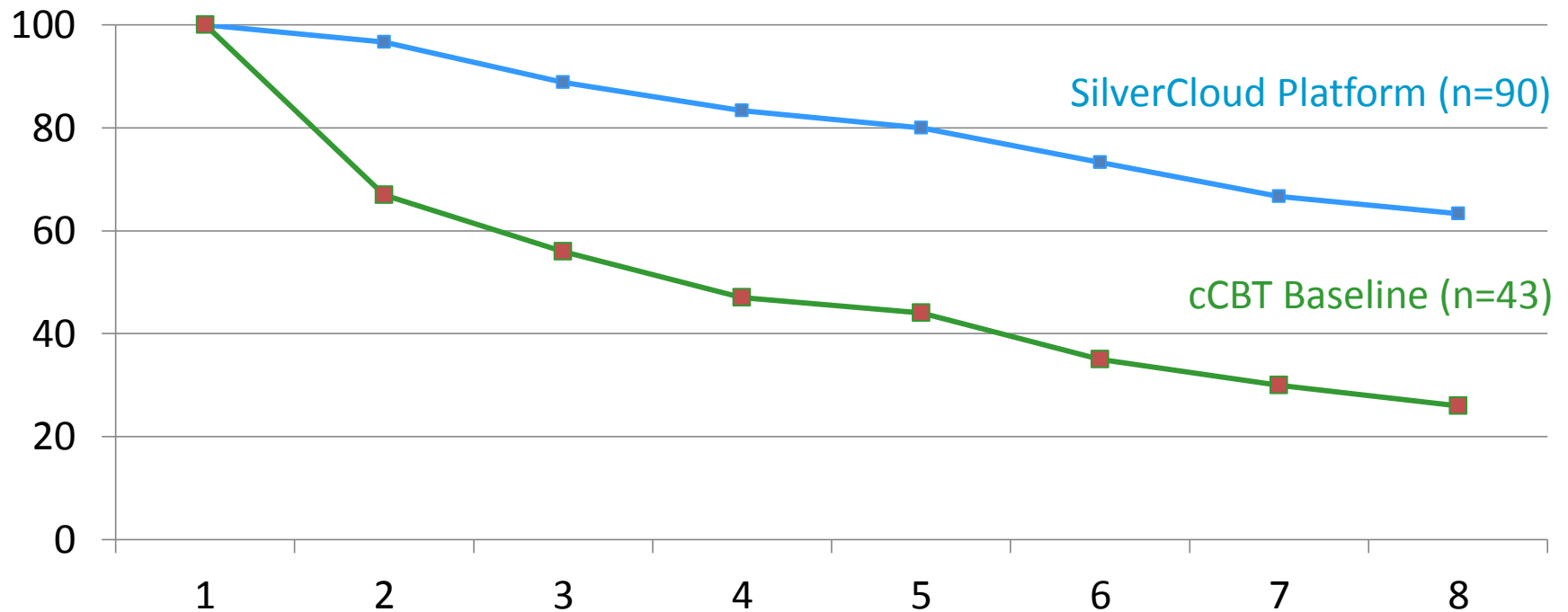


Clinical Results October 2012

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 <i>d</i> |
|-----------------------------------|-----------------------------------|---|--|
| 25.62 (SD: 8.06) (n=60) | 15.83 (SD: 9.47) (n=60) | T(59)= 8.27, <i>p</i><.001 (statistically significant) | <i>d</i>= 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

Amy.Colla@SilverCloudHealth.com
www.SilverCloudHealth.com