

Introduction to Qwell

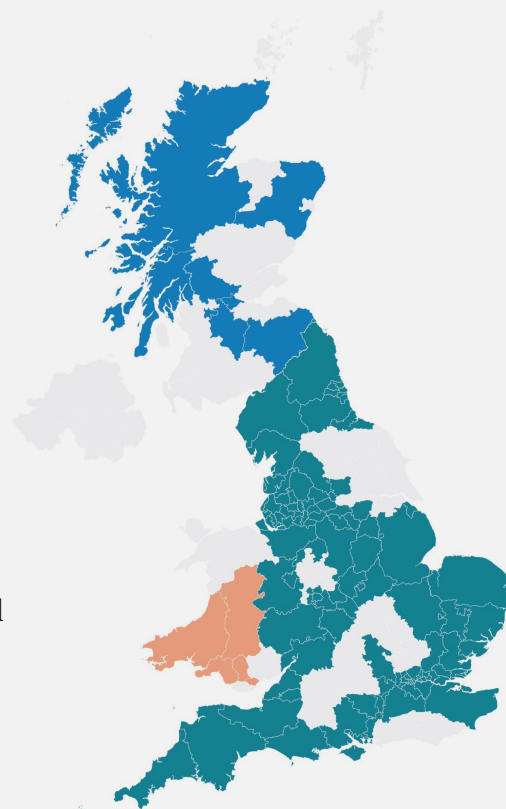
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Founded in 2001, Kooth is the UK's largest youth digital mental health provider. We are BACP accredited, safe and effective.

- Scotland
- England
- Wales



kooth coverage

NHS commissioned

bacp | Accredited Service

Kooth is available **to 65% of children and young people** in the UK. Over **15 million people** across the UK have access to our services.

Kooth is the largest contributor to **MHSDS** and has a 15+ year partnership working with the **NHS**.

Kooth has a bespoke and robust clinical governance framework - **iRespond model** and a pre-moderated approach.

Kooth is effective - **Outcomes** Significant improvement in >70% cases. 95% get support they want/need without long term counselling.



Increasing access to mental health care



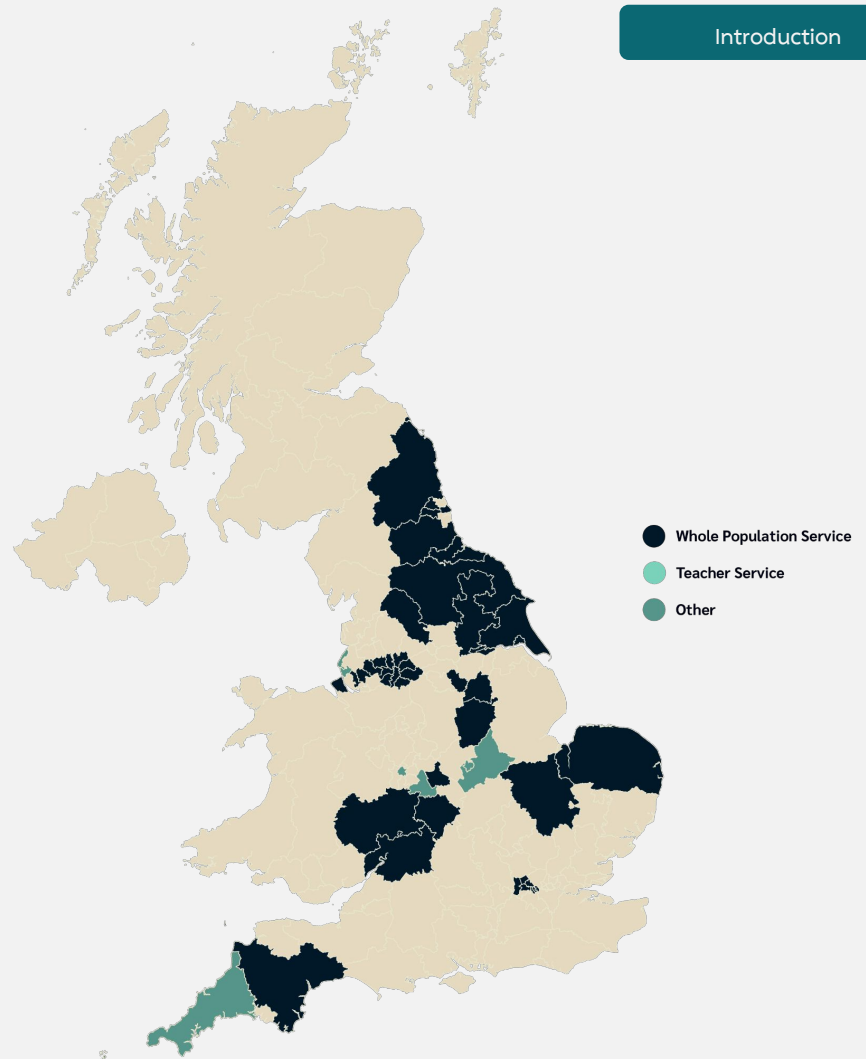
coverage



commissioned



Accredited Service



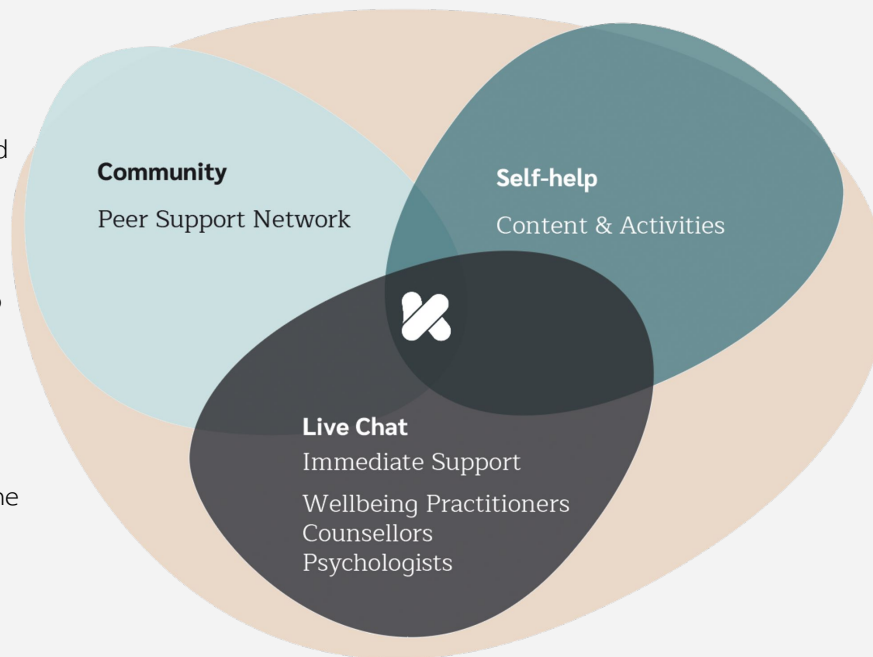
Personalised, accessible support

Founding Principles

Anonymity: Removing stigma and barriers.

Autonomy: Users empowered to choose support options.

Safety: Embedded throughout the platform.



The benefits

Democratise access: Mental health care at scale.

A personalised approach: Measurable outcomes.

Anonymous trends: Insights into the mental health of your population.

Prevention through to support for most vulnerable

Anonymous Users

Users remain anonymous, giving them confidence to speak out and access support without the fear of judgement.



Therapeutic Choice

We offer a full mental health toolkit - giving our users the opportunity to choose what kind of support works for them.

Self-help resources

Goal Setting

Personal goals can be set and monitored in a safe moderated environment

Journal

A private yet simple and effective way to track mood and identify personal triggers.

Community Support

Discussion Boards

Our vibrant community interacts with other users via our peer to peer support forums

Magazine

1000s articles, pre-moderated and 70% user generated

Practitioner intervention

Live Chat

Access to qualified practitioners through drop-in or pre-arranged online chat.

24-Hour Messaging

Message the practitioner team at any time of the day to receive support

Relevant content, addressing health inequalities

Let's talk about: postnatal depression



What is postnatal depression?

Postnatal depression (PND) is a type of depression that affects parents after the arrival of a baby. It's a surprisingly common issue that affects 1 in 10 new parents and occurs generally up to the first year of having a baby. While PND might be something lots of people associate with new mothers, it can in fact affect all parents, whatever their gender.

What are the symptoms of postnatal depression?

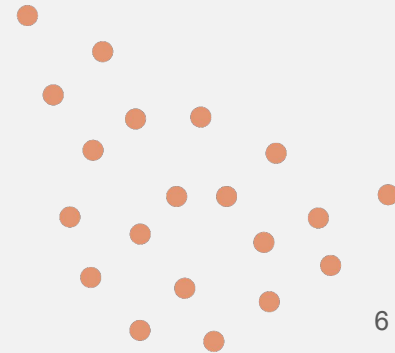
Everyone is different, so we all experience things in our own unique way. Here are just some common symptoms:

- Sadness or low mood that doesn't go away
- Lack of enthusiasm for things you would previously have enjoyed

The majority of the content on Qwell is user generated. However, we have a content team which produce **helpful, relevant and easily accessible content**.

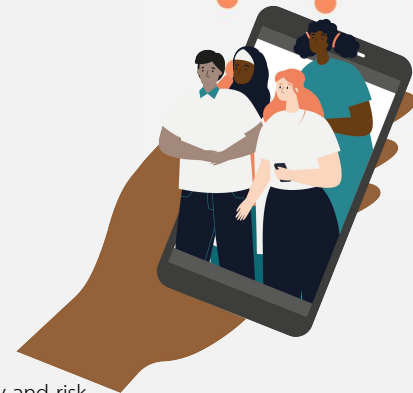
We have a range of content specifically designed for the varying needs of service users.

Combining the content with our detailed reporting, we can effectively target health inequalities.





Clinical Model



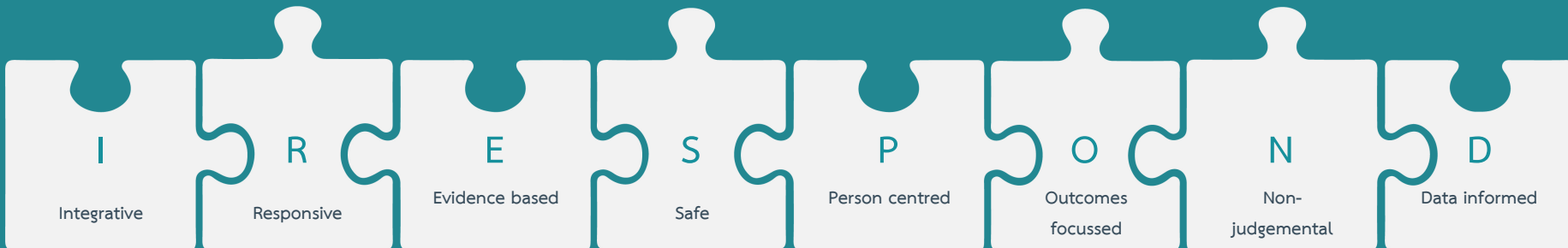
Safe, responsive & alongside you

A BACP accredited service with over 200 professionally qualified Counsellors and Emotional Wellbeing Practitioners.

All service user-generated content is moderated and visible content is pre-moderated.

A strong, robust Clinical Governance Model which ensures we stay alongside our users and are equipped to respond to complexity and risk.

Practitioners are all fully trained in using our back end recording system and our I-Respond approach:



The Qwell platform is built as an early intervention and prevention service, but our practitioners are well equipped to deal with complex presentations too:

Kelly* presented with multiple complex issues, including domestic abuse, depression and suicidal thoughts.

Our team encouraged Kelly to share PII. Emergency services were contacted and a safety plan put in place.

After three assessment chats, Kelly was offered structured support with a named practitioner.

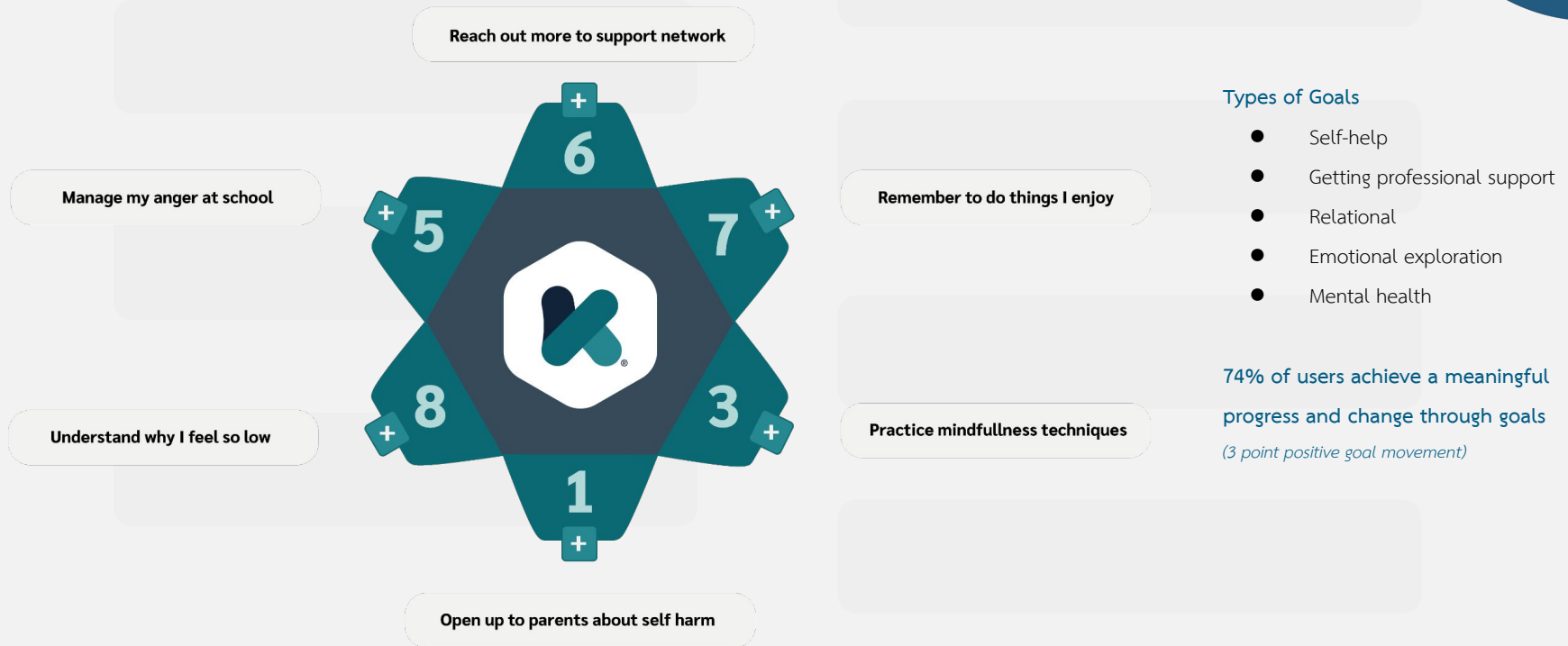
Kelly accessed many areas of the site, including journaling and goal setting.

Identified goals:

- 1) Regular contact with an independent domestic violence advisor
- 2) Reduction in suicidal ideation
- 3) On waiting list for specialist psychological therapy

***Kelly is a pseudonym**

Counselling Goals System (CoGS) is our Goal-Based Outcomes (GBO) measure



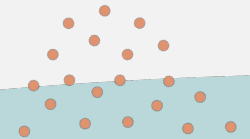
Qwell is an outcomes-focused intervention

Outcomes are measured using GBO's

In a recent research paper, our Research and Data Science Team (RaDS) established that on **average adults set two goals, and a third of those goals were fully achieved.**

Setting collaborative goals with adults typically led to higher levels of goal attainment. Collaboratively set goals moved on **average six points**, compared with self-set goals moved on average three points. This is encouraging and provides evidence for the great work practitioners do in supporting goal setting in sessions.

Link to the research paper - <https://onlinelibrary.wiley.com/doi/full/10.1002/capr.12584>



We are a pioneer in digital mental health. We've evidenced the impact of brief intervention support, peer support and therapeutic content.

Community Measure

- We developed the Community Measure to capture the therapeutic value in moderated community content and peer support on the platform.
- Users can now rate all that they see and do in the community and we can report against the scores and categories.

LET US KNOW...
Did you find this part of
Kooth helpful?

No Not really Don't know A bit Loads!

☹️ 😐 😐 😊 😄

SUBMIT

Only the Kooth team will see your feedback.

SWAN-OM (Session Wants and Needs) Outcome Measure

- This measure was developed to understand what service users want and need from a single session of therapy. Such interventions, known internally as the responsive pathway, were developed in response to [Theory of Change](#) - groundbreaking research that established Kooth's pioneering status as a positive virtual ecosystem.
- We can now report on how much users achieve their wants and needs in single sessions.
- Working with CORC, we have concluded that the measure does have validity, and two academic papers are due for publication outlining the different validity it has achieved so far.

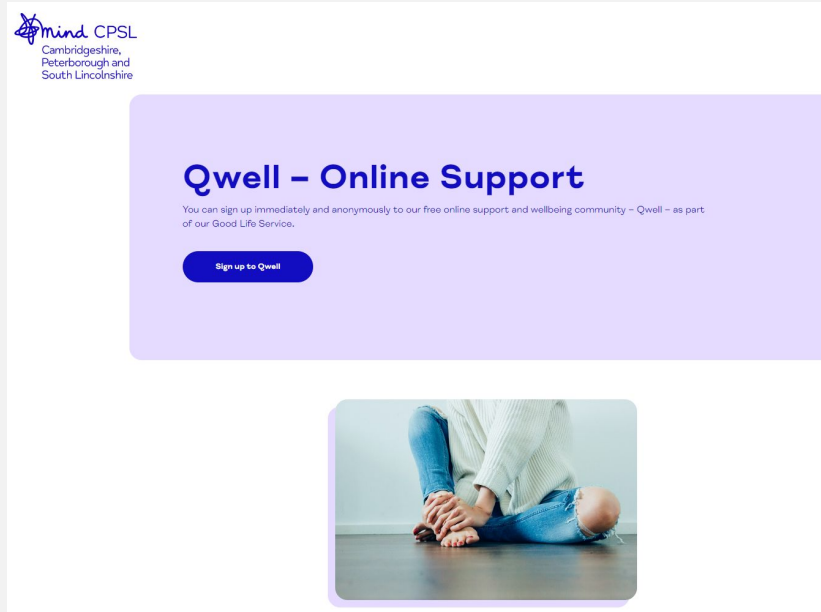
Development partners:



Development partner:



We integrate with local providers, to ensure Qwell complements existing services




Mind CPSL
Cambridgeshire,
Peterborough and
South Lincolnshire

Qwell - Online Support

You can sign up immediately and anonymously to our free online support and wellbeing community - Qwell - as part of our Good Life Service.

[Sign up to Qwell](#)



In Cambridgeshire and Peterborough we work within CPSL Mind's Good Life Service.

Qwell is an overarching digital offer made available to service users which complements local face to face provision.

Qwell Pathways

Self-directed & Qwell Community - moderated self-reflective therapeutic content and community-centred forums where users share personal experience, advice and emotional support with one another.

Responsive - users seeking immediate support, validation and normalisation of experiences; a safe space to feel heard engaging with practitioners on a one-off (single session) or intermittent basis.

Structured - a series of scheduled sessions with a consistent Qwell practitioner

Ongoing sessions - where an individual's circumstances are particularly complex they might return to Qwell on an ongoing basis to receive support i.e. those adults who typically dip in and out of inpatient or crisis service, present in A&E and frequently to their GP

Step 1

Engagement via Primary Care and local resilience support services



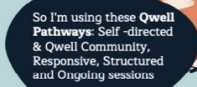
Step 2 & 3

Alongside targeted community support, IAPT provision and specialist MH provision



Step 4

MH Crisis Response Services, Inpatient Provision



Pathway from Qwell to IAPT

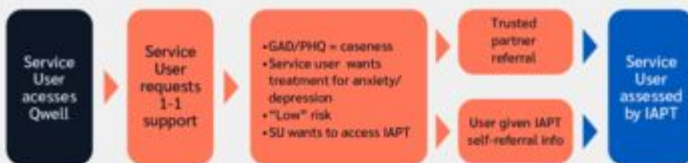
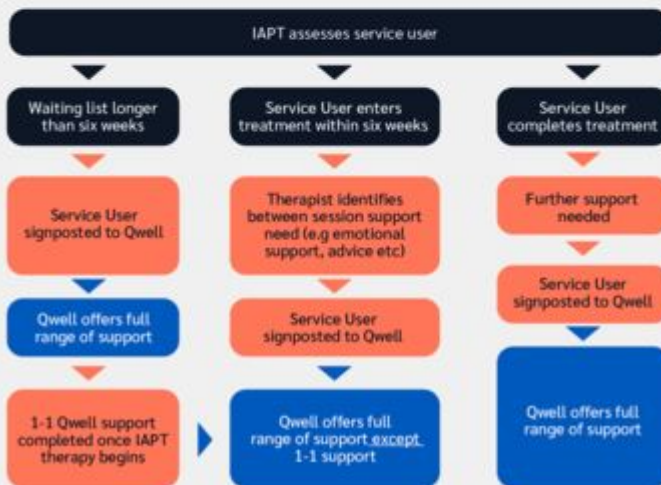


Fig 1. Qwell - IAPT Pathway Diagram

Pathway from IAPT to Qwell



Qwell: Stakeholder consensus

Whole population:
Complement Kooth CYP for adult population health - brand recognition & mixed economy



Cohort:
Teachers, parents/carers, workforce.

