

Partnership, not working in isolation is the key to implementing service at scale.

*If you want to go fast, go alone.
If you want to go far, go together.*

African Proverb

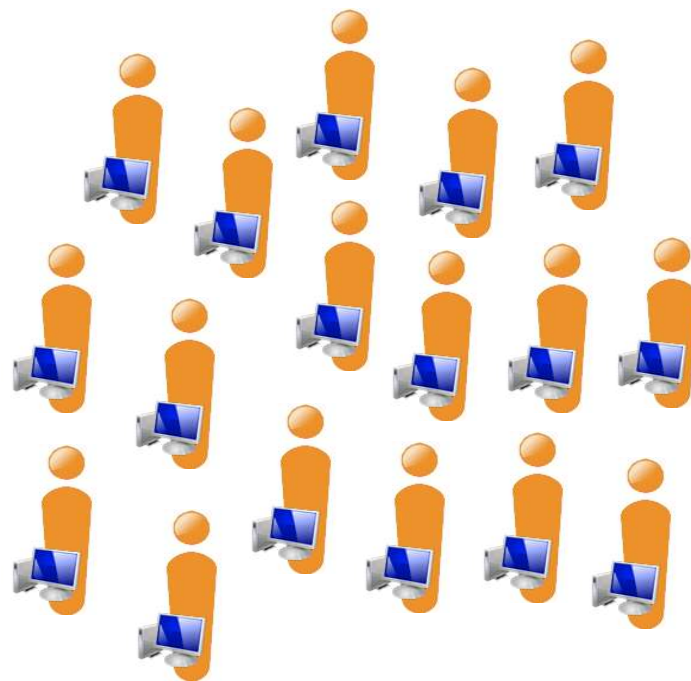
Successful service development now requires us to:

Think technology,
Do things differently,
Change the culture,
Work in partnership

Think technology, it is now a necessity...

only through working in partnership, not working in
isolation can we get technology to meet our needs

Partnership in Digital Mental Health



2013, the isolated approach



2014, the partnership approach

From partnership...

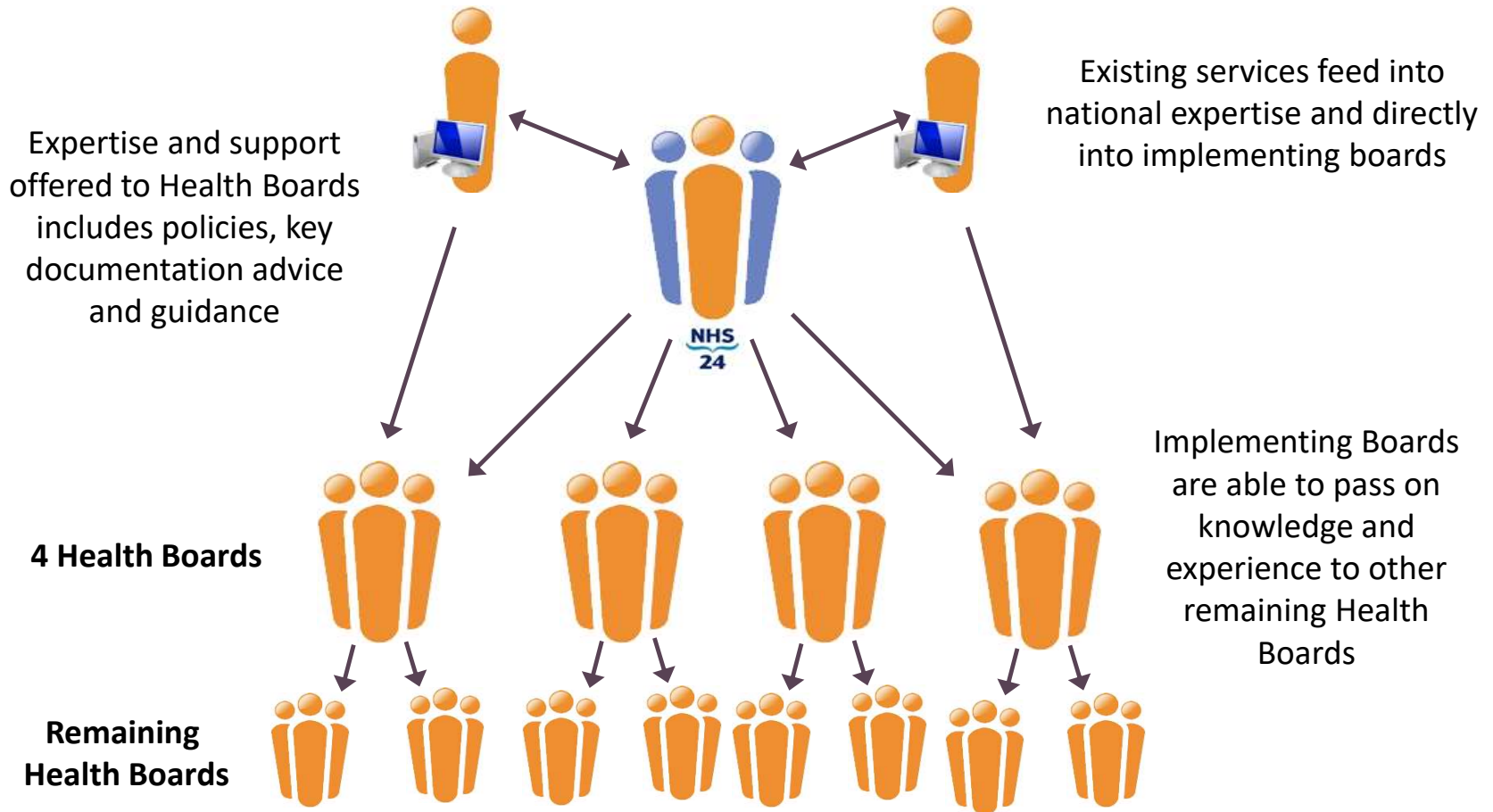
Digital Mental Health Programme



WORKSTREAM	DESCRIPTION
<i>Digital Therapy</i>	Face to Face, Group Therapy and CBT treatment delivered with the use of technology
<i>Online Self-management & Self-care</i>	Self-management, self-care and self-help tools, information and resource made available through digital channels
<i>Video Conferencing</i>	Video Conference assisted therapy and operational support
<i>Ongoing Evaluation</i>	Evaluation of service effectiveness and outcome
<i>Innovation</i>	The continued process of identifying and testing new technologies and service approaches

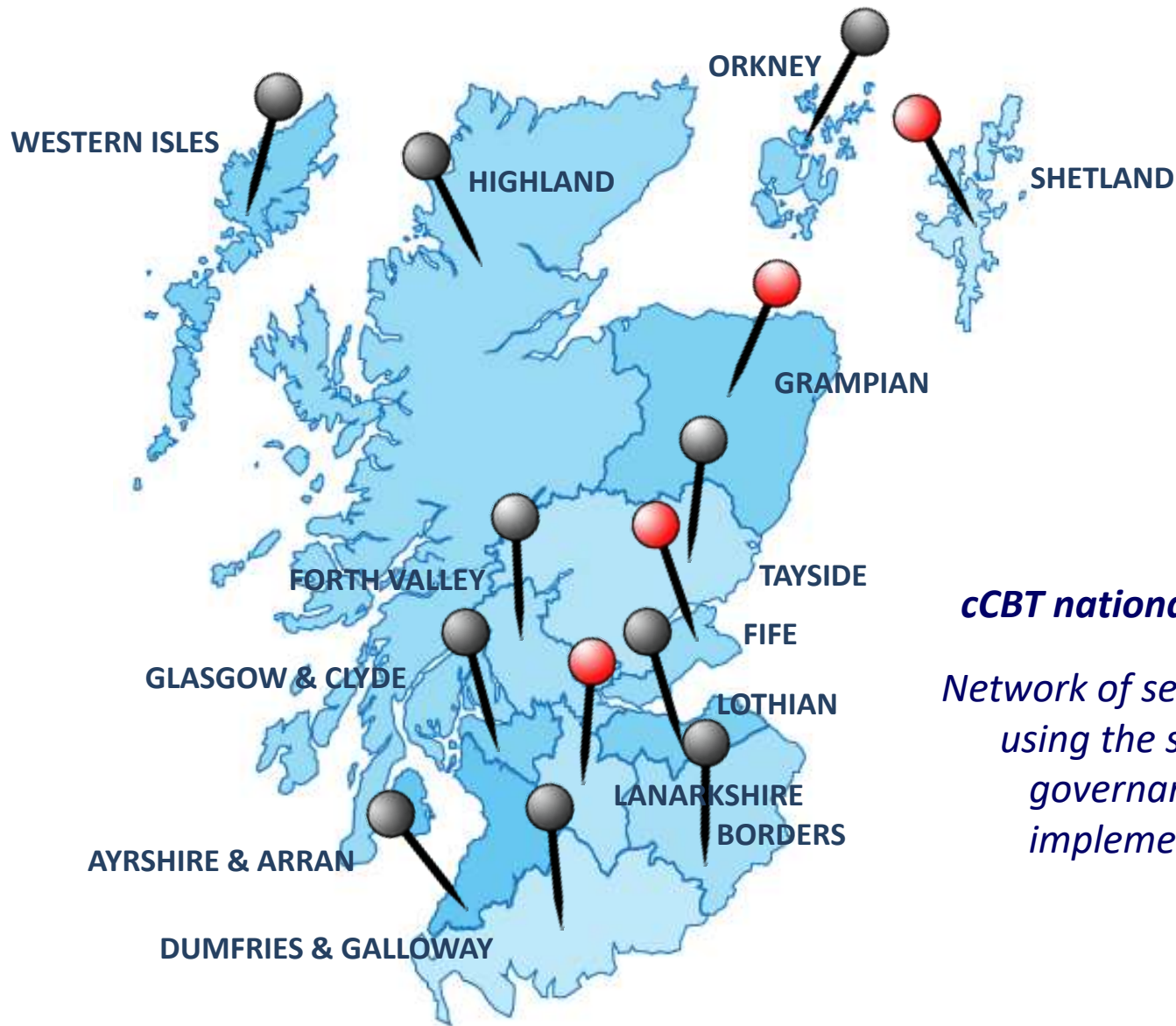
Programme of digital work developed, co-designed and driven by partnership working

cCBT Implementation Approach



Nationally supported implementation reduced set-up time from 2 years to 5 months

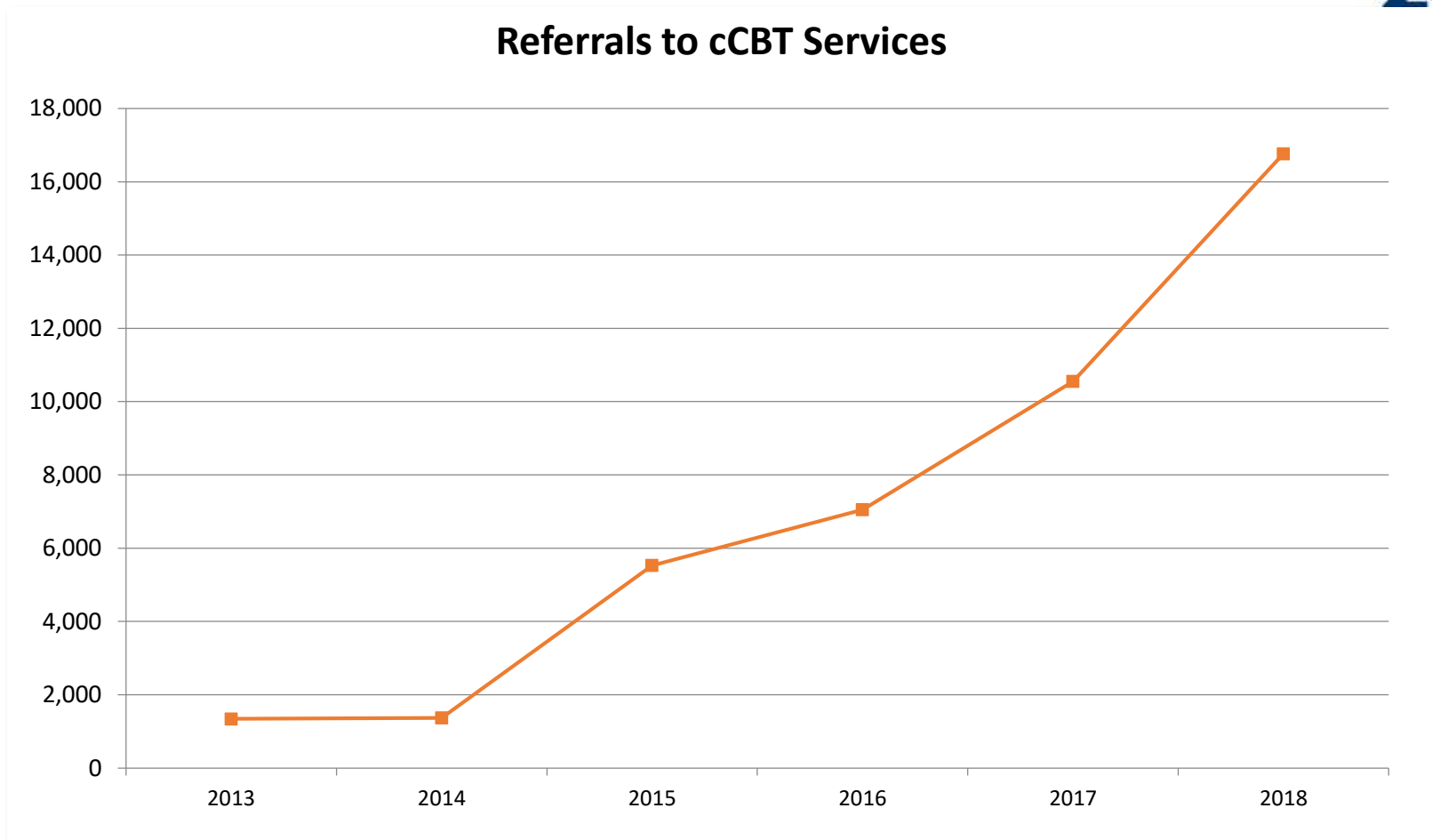
Genuine Scale Can Be Achieved



cCBT national role out completed.

*Network of service working together,
using the same service model,
governance structures and
implementation approach.*

Increasing Access to Service



2018/19 = **17,358** (10,553 in 2017)

What Has Been Achieved



47,264 referrals received during implementation programme

50 members of **staff have expertise** in cCBT

Suicide ideation of **over 2,800 patients is monitored** a month

Patients **wait no long than 5 working days**

85% come from GPs across all areas of Scotland

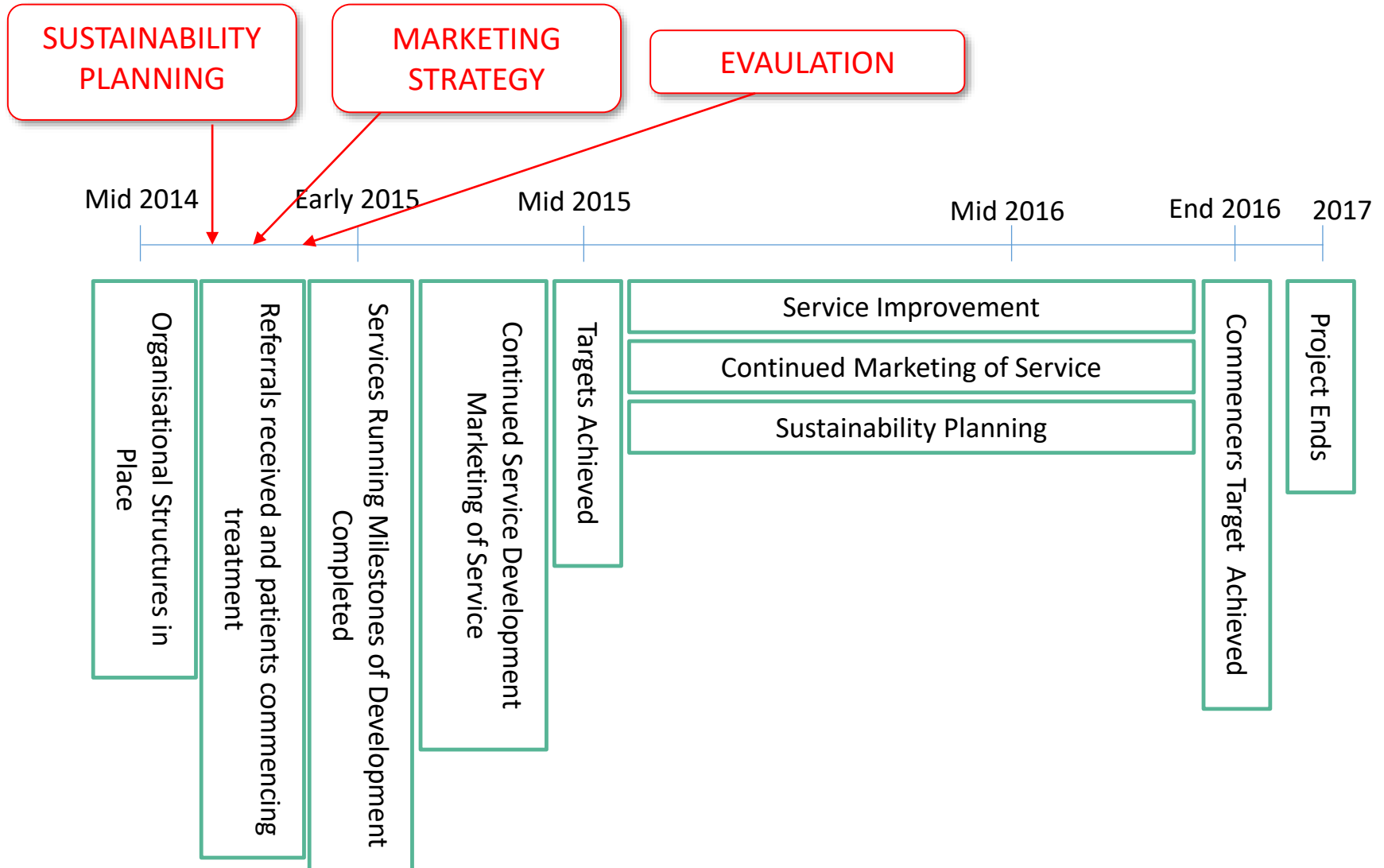
Referrals come from **23 different clinical sources**

Action 25 in the 10 year Mental Health Strategy

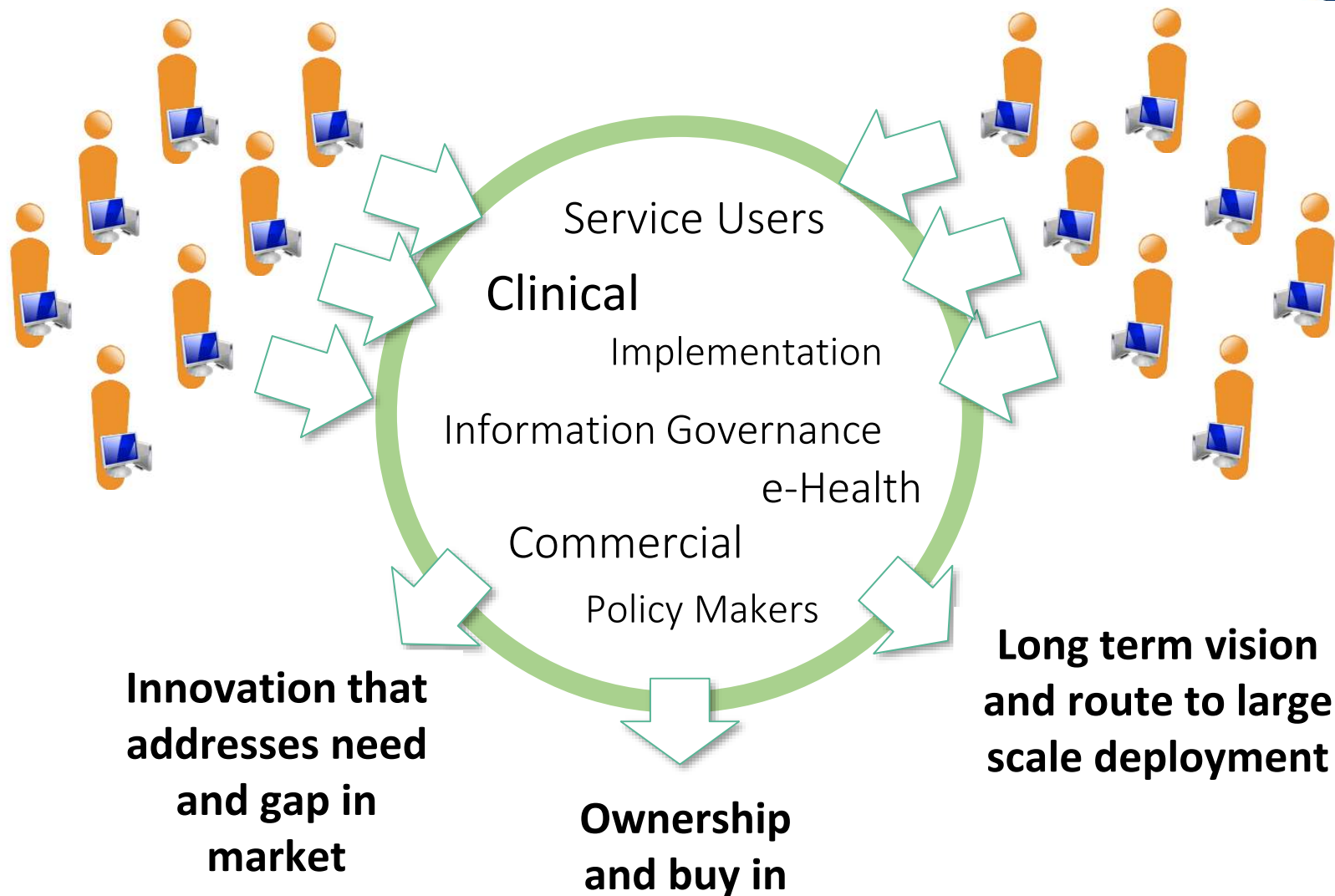
Do things differently when delivering services...

different is hard, by working closely with others we
are able overcome barriers and approach things
with a different mind set

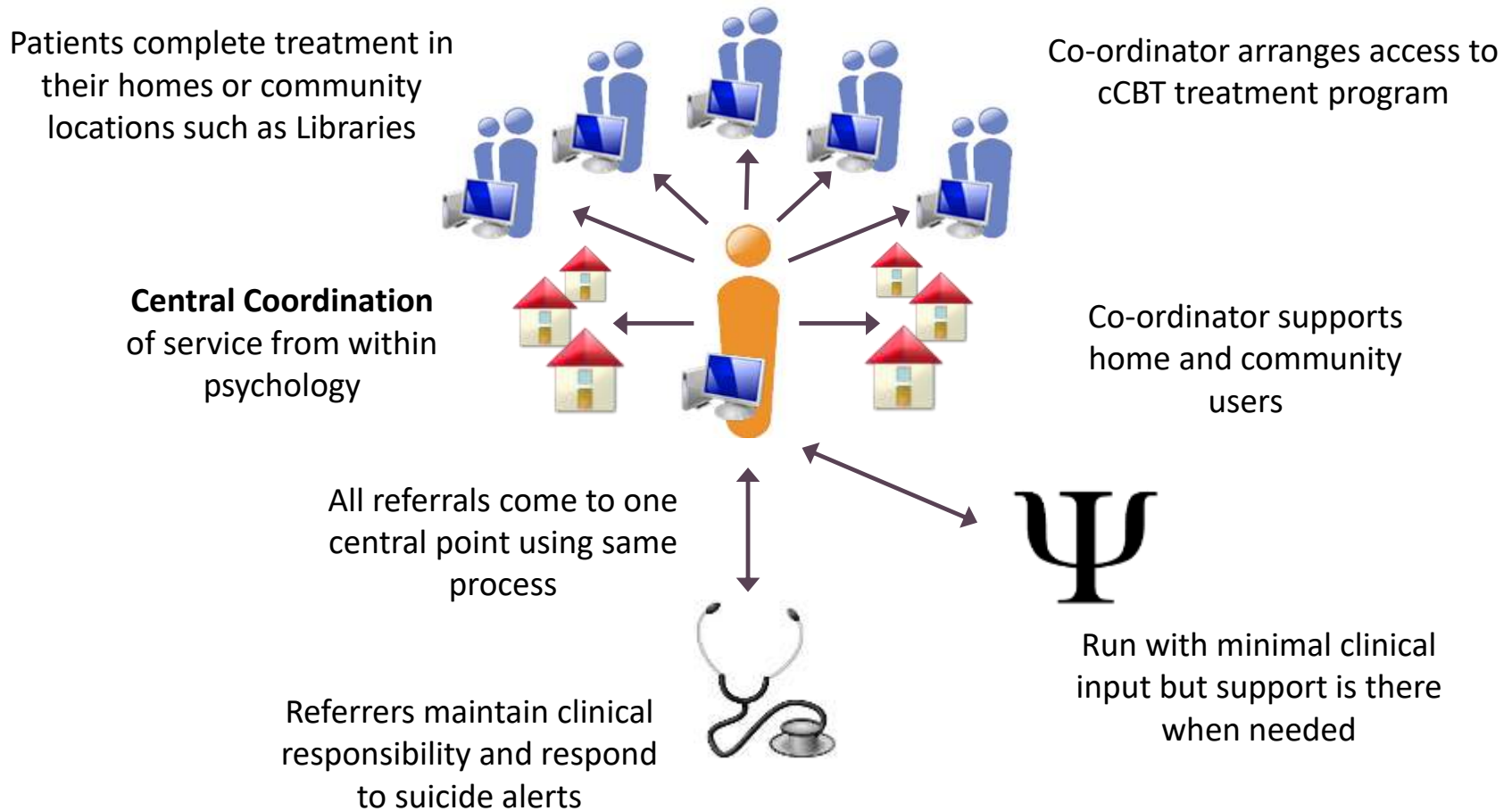
Plan Early for Success and Sustainability



Importance of Co-design



Find the Right Service Model

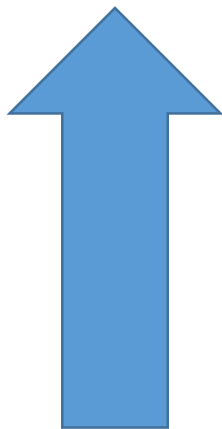


Dependent on trust in; service, technology, partners and referrers

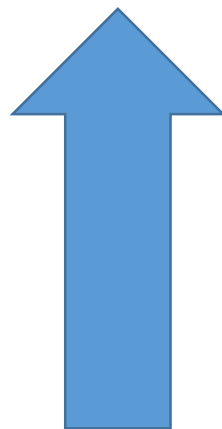
Recognise and Improve the Bad



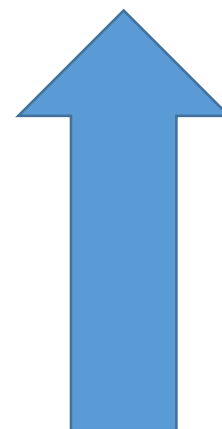
Embed cCBT more into
NHS service
infrastructure



Increase workforce and
administration capacity



Improve
commencement
and completion



cCBT in Scotland is always learning and improving through a network of services and national coordination of shared learning

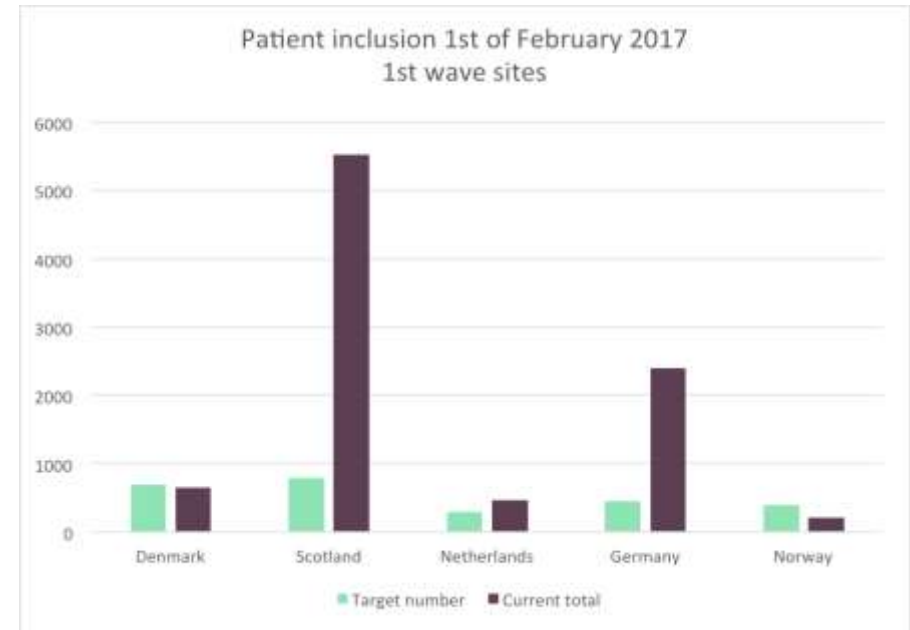
Embrace and Share Success

cCBT Phase 1 - MasterMind
achieved in month **16 of 36**

Recruitment in MasterMind
5,530 target 800

cCBT TEC objectives achieved in
month **20 of 24**

Recruitment in cCBT TEC
4,517 target 2,600



cCBT in Scotland has national and international recognition

Maintain the Right Approach



Develop sustainable services,
not services only suitable for test of change or pilots

Maintain focus and drive

Trust the technology

Be ambitious

Make it undeniable and tell others

Change the culture, to ensure success ...

for service or technology to have the required impact, a change in attitude and perspective may be needed

Partnership Network



Government Policy Makers

Patient Groups

National Meetings/Groups

NHS Education Scotland

NHS Health Boards

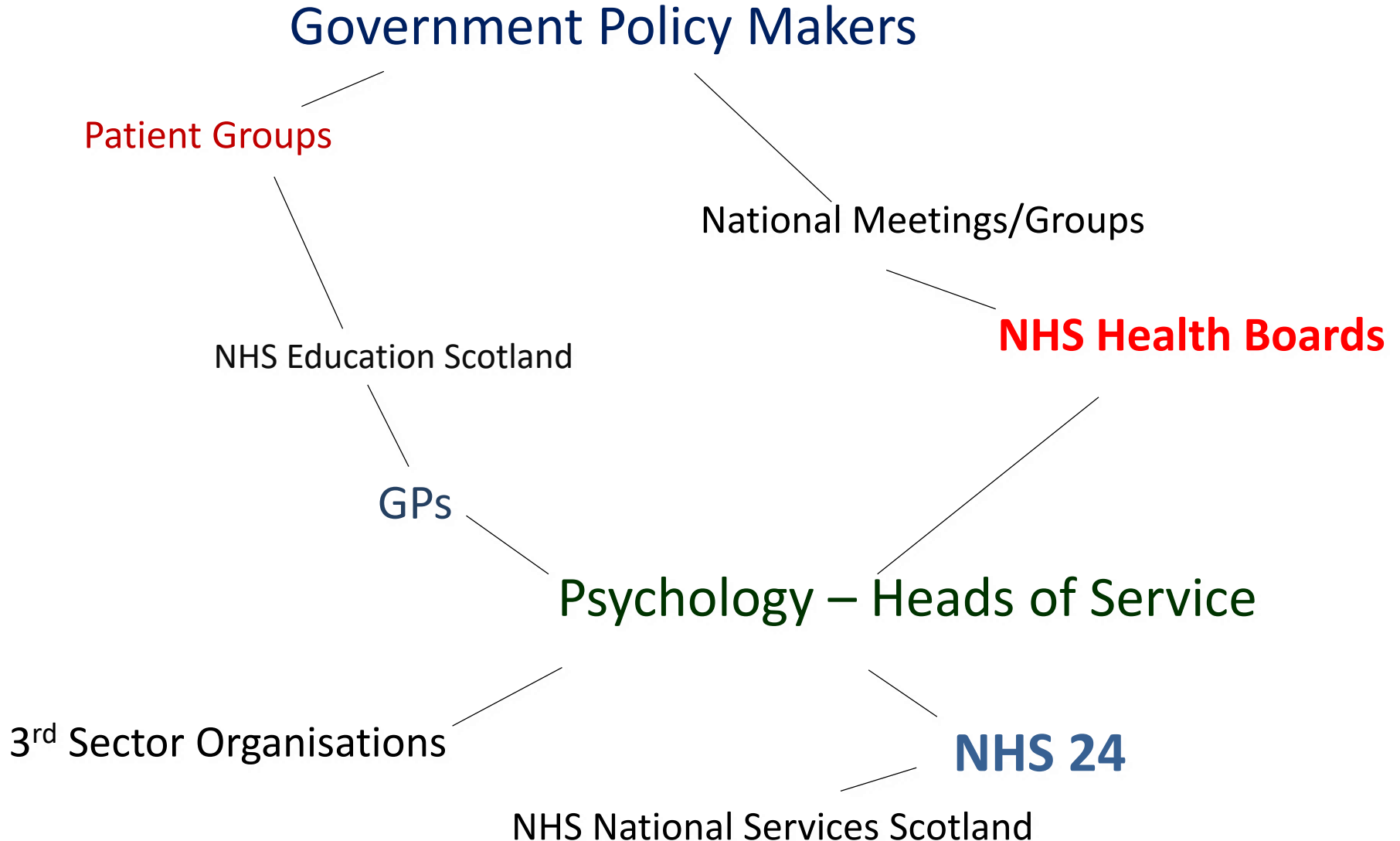
GPs

Psychology – Heads of Service

3rd Sector Organisations

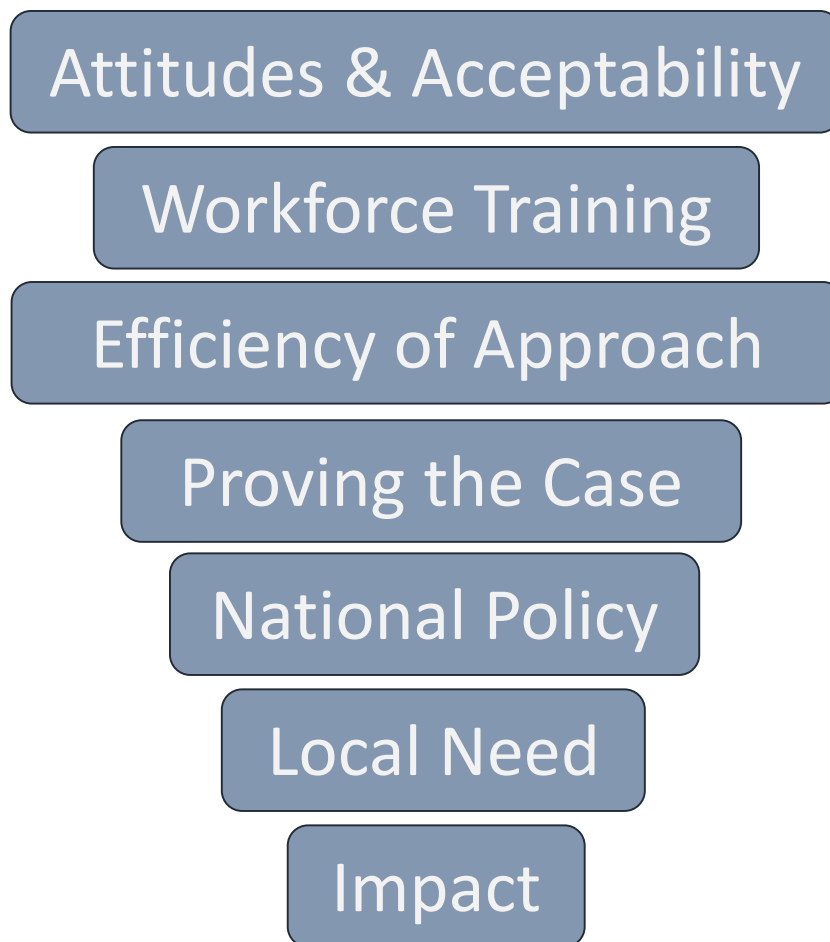
NHS 24

NHS National Services Scotland



Focus on the Right Things

During implementation concentrate on



Identify the Right Levels



Strong Clinical Evidence

Patient Need

Ease of Access

Research Data

Aligned To and Included In National Agendas and Strategies



Mental Health Strategy Action 25: “Develop more accessible psychological self-help resources and support national rollout of computerised CBT with NHS 24 by 2018”

Getting it Accepted



Extensive marketing of service to key referrer groups

Used to **shape opinion** and address negative perceptions

2/3 of implementation time on marketing activity

Service met expectation created by marketing

Single **most important activity** in the implementation of cCBT services and is also the **most complex and subtle of tasks**

Continual, Coordinated Evaluation



Everybody collects the same data

Collected through routine practice

Benchmarking data is provided to territories

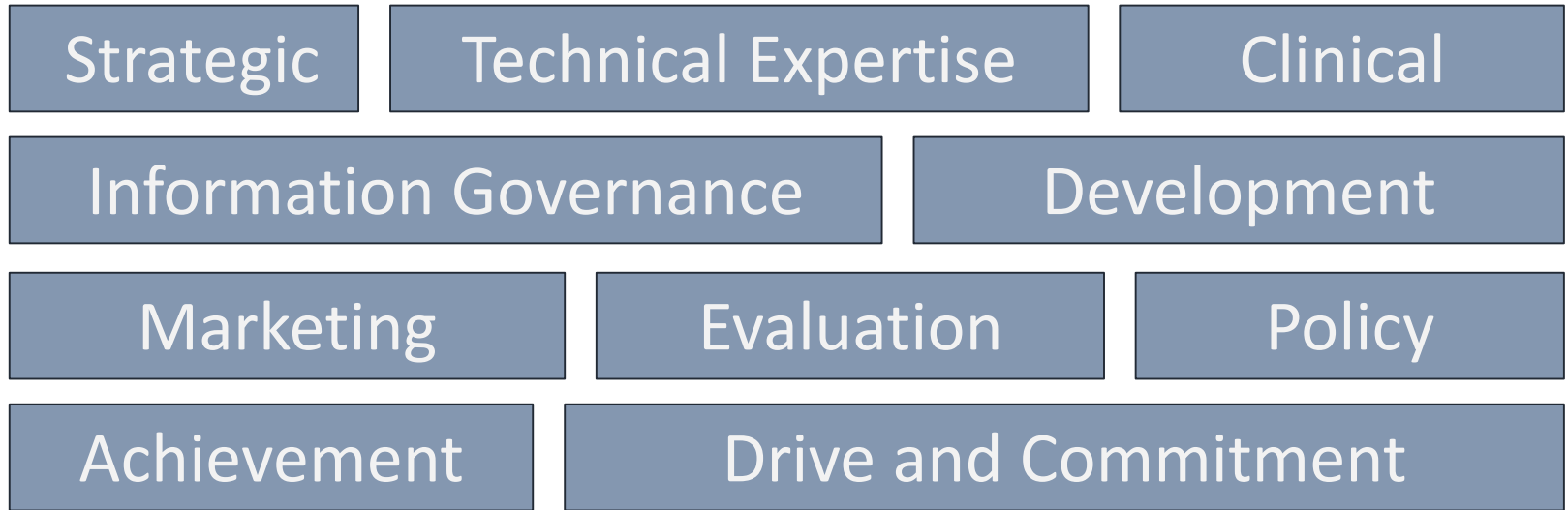
Service improvements are implemented across all services simultaneously

Data analysis is done by those with expertise and understanding

Programme of research runs in parallel with implementation

Work in partnership,
not isolation...

Share and Define Responsibilities



Maximise impact of partnership through the application of skill, expertise and experience in the right areas

Building Successful Partnerships

Build common goals and aims

Learn about your partners

Develop a clear understanding of need

And the restricted or limitation of partners

Respond and react

Build trust through transparency

Share knowledge, learn together

Building on partnership,
shameless plug...

Self-help on NHS Inform



3 phases of development:

March 2019 – Depression & Anxiety online self-help guides

March 2020 – 12 additional online self-help guides

Throughout 2019/20 additional areas of development including service directorate, audio and video content, specialist content i.e. addictions

Paired write session – Depression Guide

Taken about 6 hours in total, 1 content developer and 2 clinicians, ideally completed over no longer than 2 week period

cCBT for Long Term Conditions



Test of Change across **5 Health Boards**, dependant on funding

Using **current service infrastructure** for delivery

Focused on **Chronic Pain** and **Diabetes**

Recruitment targets of 400 for chronic pain and 400 for diabetes,
with minimum requirement of 200 in each

Start date early 2019, duration 12 months

Test of Change across **3 Health Boards**

Using IESO **internet enabled CBT** (text based CBT) testing
integration into existing services and patient experience

Recruitment target of 250

Starts early 2019, duration 12 months

*Alone we can do so little;
together we can do so much.*

Helen Keller

Thank you.