

Big White Wall[®]



**Building better mental health amongst students
through a digital community**

Mental Health in the UK: The Scale of the Problem



1 in 4 adults in the UK experience mental health problems
(NHS Digital, 2007).



Only 1 in 8 (12.5%) of those who experience mental illness receive treatment
(NHS Digital, 2017).



In 2015/16, **5,876 Adult mental health patients** had to travel out of area for care
(British Medical Association, 2017).



25% of patients wait longer than 3 months to see an NHS mental health specialist. **6%** wait anywhere between **1 and 13 years** for support
(Royal College of Psychiatrists, 2013).

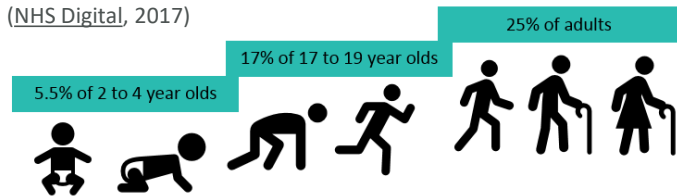


76% of parents thought that their child's mental health deteriorated while waiting to access CAMHS
(Royal College of Psychiatrists, 2013).



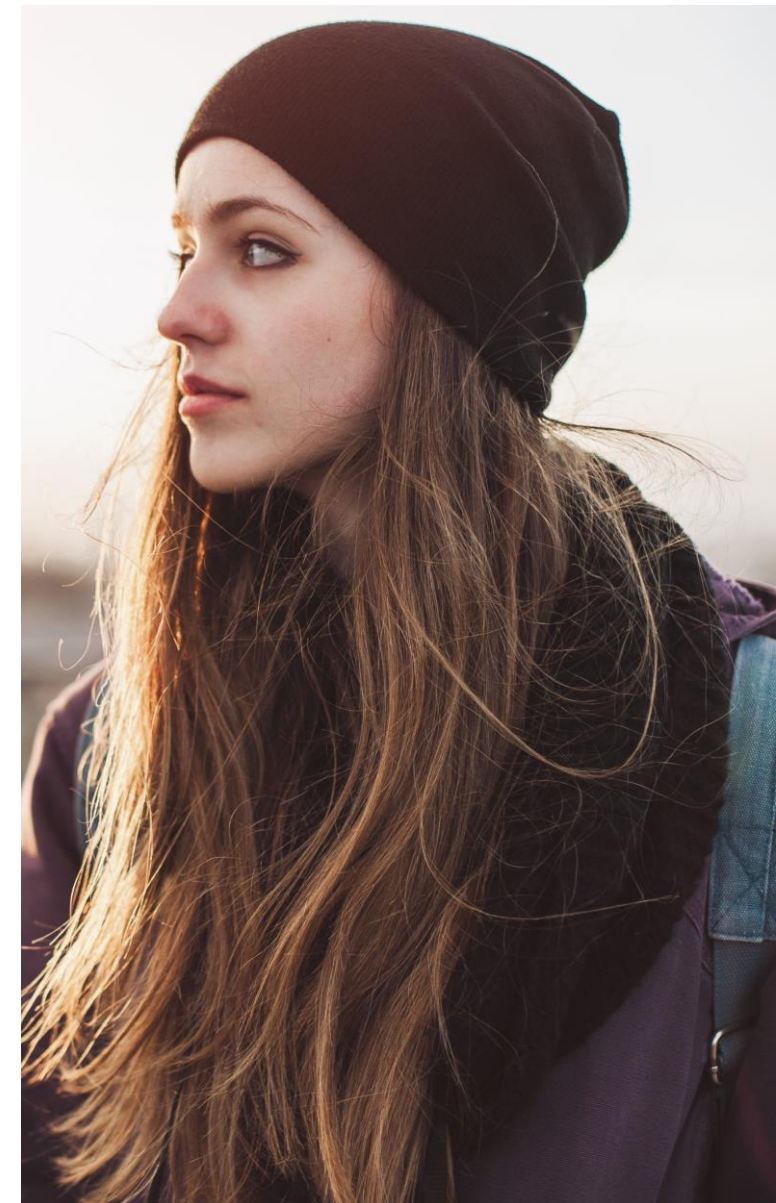
Suicide is the **biggest cause of death** in young people in the UK. Every two hours, someone in the UK takes their life.
(Mental Health Foundation, 2018)

Rates of mental ill health **increase with age.**
(NHS Digital, 2017)



Prevalence rates of mental illness in age groups.

Big White Wall	Big White Wall for students
Launched in 2007	1.2 Million students have access to our platform
Social impact business	Working with 70+ HE & FE
150,000+	Improve choice
CQC registered	Scalability
Health, Education, Military & Employers	Clinical & Wellbeing model
Available in UK, Canada & New Zealand	Flexibility
End to end digital service	Immediacy
Reputation	Appeal to digital savvy nature



The value of digital health

Digital mental health support provides solutions and scale that traditional mental health struggle with

- Flexibility
- Lead market innovation
- Data
- Blended social and clinical model

Access



Immediate Access



Available 24/7

Stigma



Safe & Anonymous

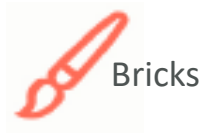


Wall guides who are trained professionals



Peer support

Choice



Bricks



Talkabouts



Guided Support



Useful Stuff



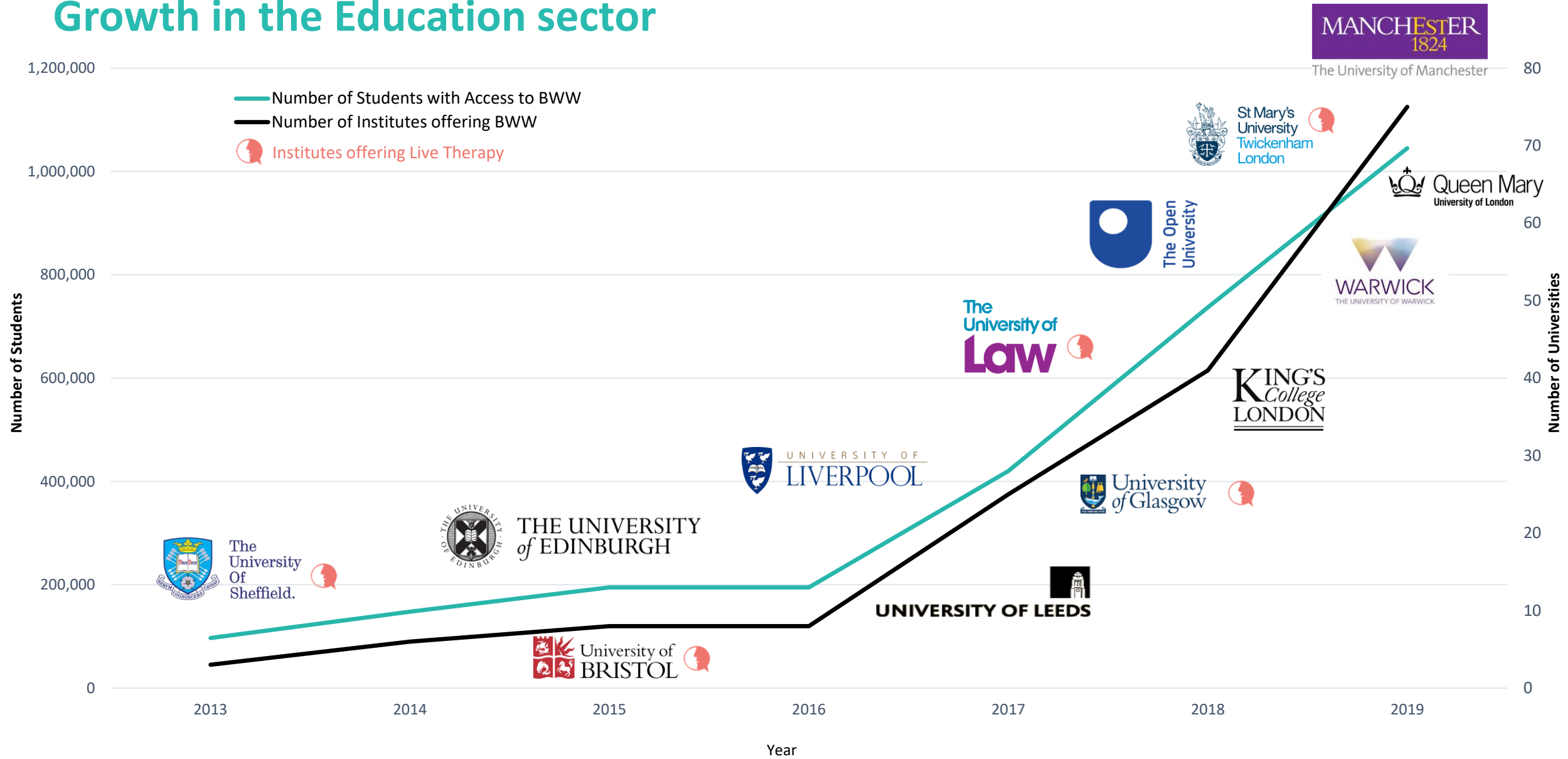
Wall Guides



Live Therapy

“I don’t think I’d be in the place I am now, definitely. It’s the best decision I ever made.”

Growth in the Education sector



Notable Client Logos

CCG & Mental Health Trusts



Government



Employers & Private Health Insurers



Higher & Further Education



International



Student data and outcomes

KEY STATISTICS:

84%

of students joined BWW due to low mood

41%

of students felt that BWW helped them stay on their course

88%

of respondents felt better after using BWW

64%

of staff felt that BWW helped them be more productive at work



1/3

of respondents use BWW as their only source of support

"Sometimes you just want to talk to someone" *



69%

of students felt more able to ask for help after using BWW

"I'm more aware of how my mental state changes over time" *

33%

of respondents reported that they'd had fewer GP visits

18%

of respondents reported that they'd had fewer A&E visits

*Big White Wall Student Survey 2019 - Survey of our anonymous student members.

Employer data and outcomes

KEY STATISTICS:

51%

of members were more productive at work after using BWW

93%

of members found talking to peers improved their wellbeing



2/3

share thoughts or feelings for the first time on BWW

"Sometimes you just want^{*} to talk to someone"



71%

of members in employment found Big White Wall helpful

"Big White Wall helped my get a fresh perspective on what was going on at work."

We work with some of the largest private and public-sector employers in the UK directly as well as partnering with occupational health providers, employee assistance programs and PMI providers to offer the next generation of mental health support. Currently, we cover over one million people via their employer or benefits provider.

*Big White Wall Impact Report 2018 - Survey of our members.

Strategic Initiative: Releasing the Value of our Data

- BWW has a highly valued database created by our 150,000 users
- We have kicked-off a new project to update our previous work that will be completed in October and has the following objectives:
 - Provide further evidence that the Support Network provides real benefit to our end users
 - Provide further evidence that the Support Network has a beneficial impact on a population with a link to economic impact
 - Provide insight into what is working well and how we can improve our service to deliver better mental health outcomes
 - Understand differences and insights by key segments of our population
- We also get regular requests for access to our data to use in research studies which we assess based on the follow four criteria:
 - New thought leadership
 - Relevancy to our mission
 - Ability to help us improve our offering
 - Organizational fit
- Current ongoing projects are focused on AI, digital effectiveness, impact of timing on effectiveness, driving adoption etc.

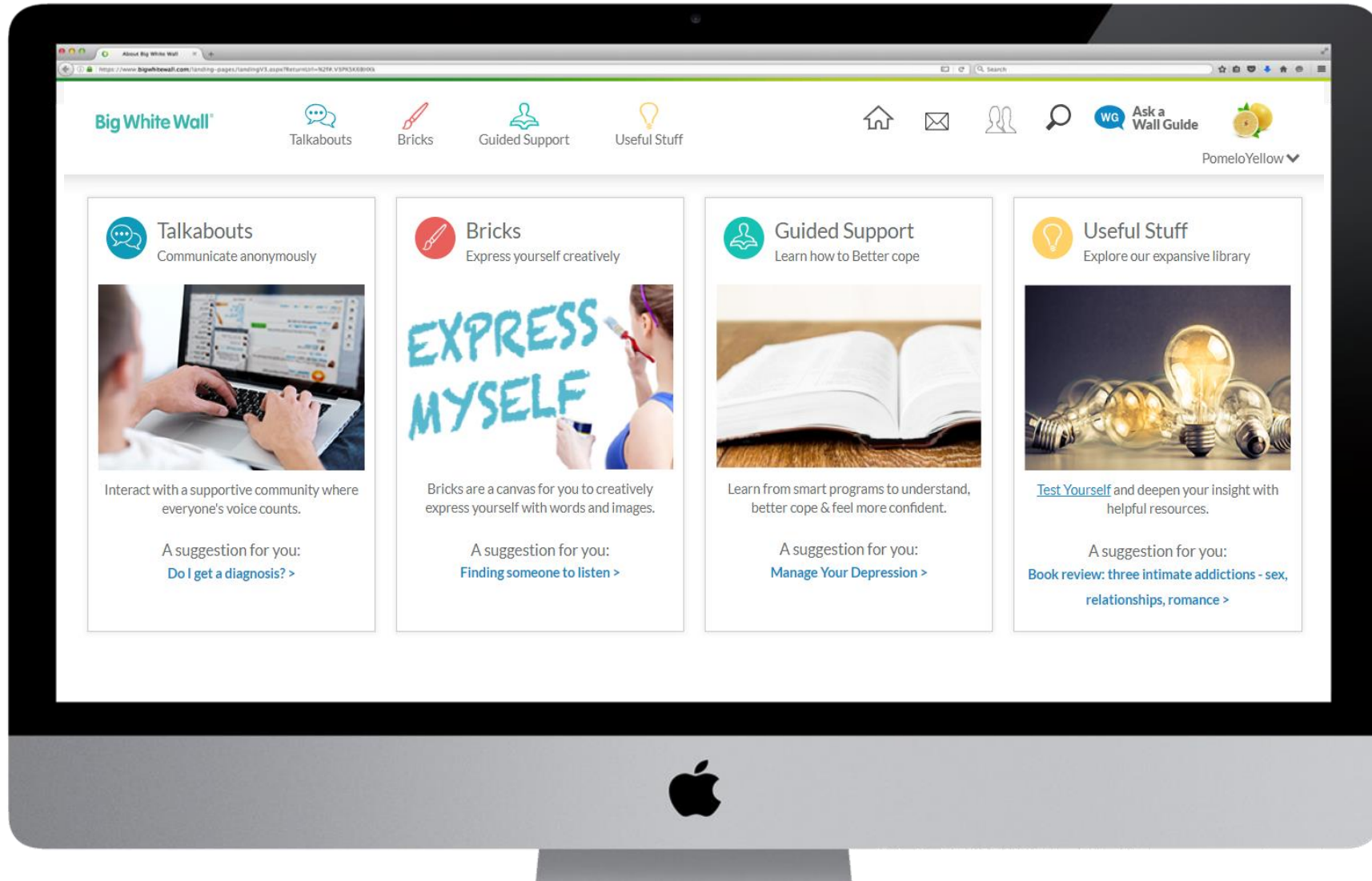


New: Big White Wall User Research

- Over a third of all student members use Big White Wall as their **only source of support**
- Nine out of ten students **self-refer** to Big White Wall
- 64% of members use Big White Wall **outside of normal working hours** - our trained professionals are available 7 days a week and at any time - day or night
- Over 45% of students felt **less isolated** as result of using BWW
- Those who **shared** their feelings experienced greatest wellness gains



Live Demo



Case Study: The University of Edinburgh



THE UNIVERSITY
of EDINBURGH

A world leading University which has been a forerunner in providing wellbeing support solutions for their 40,000 plus students. BWW was first commissioned in 2013.

Challenge	Solution	Result
<ul style="list-style-type: none">• Long waiting lists for student counselling• A need for out of hours support• Cost effective, scalable solution required• Easy access - reaching harder to engage students• Student isolation	<ul style="list-style-type: none">• Unlimited population model• Immediate access• Integration into care pathways• User self-referral• 24/7 clinical & trained therapeutic support• Peer-peer support• Anonymous and judgement free	<ul style="list-style-type: none">• Collaborative effort between the university and BWW has resulted in excellent usage of the service.• 2,135 new members since September 2018• Over 4,757 individuals supported to date• 60% + log-ins occurring out of hours• 27% reach BAME students

“Big White Wall is an excellent way for our students to get the support they need at any time of the day or night” - Ronnie Millar, Director, University of Edinburgh Counselling Services



Bringing the Big White Wall to life

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Thank you

