

# Good Thinking London Event

## Welcome

Jane Milligan

Senior Responsible Officer, Mental Health Programme, Healthy London Partnership

Accountable Officer, NHS North East London Commissioning Alliance

Executive Lead, East London Health and Care Partnership



**Healthy London  
Partnership**

SUPPORTED BY  
**MAYOR OF LONDON**



# Overview of the day

*We are bringing together partners across London to share the learning from the first two years of a unique digital mental wellbeing service across the capital.*

- London's unique approach to proactive online wellbeing.
- The Good Thinking service and the journey from discovery to launch.
- The impact of Good Thinking and plans for the future.
- Social media as an innovative tool for reaching Londoners.
- Leading mobile app providers in the wellbeing space.
- How you can make best use of this free NHS-approved London service for your local population.

# Policy and strategic drivers - London



[Better Health for London](#) (2014) aspiration to making London the world's healthiest global city with emphasis on digital health

[London Mental Health](#) (2014) describing the impact of poor mental health on London and Londoners

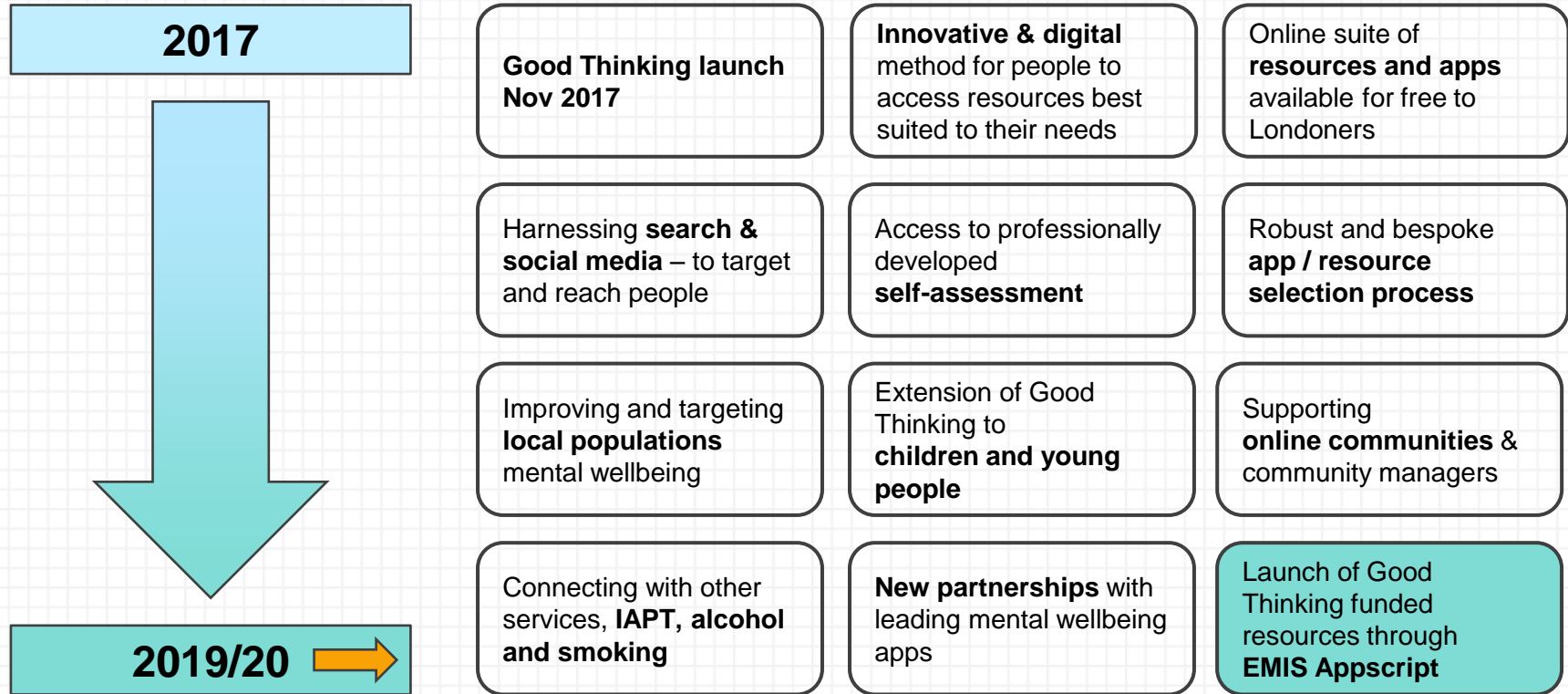
Mayor of London's [Health Inequalities Strategy](#) (2018) "healthy minds" a key policy objective

Upcoming *London Vision for Health and Care* focus on tackling mental health issues

# Good Thinking - partnership approach

- **Collaboration** between London's Local Authorities, CCGs, GLA and NHS England
- Jointly funded
- **True partnership approach** that supports people with common mental health conditions
- **Responsive to the needs of users** illuminated using extensive Discovery phase
- **Innovative** way of offering self care outside existing ways of service delivery
- **Flexible platform** that continues to evolve and expand in response to need

# The journey to date and the future



# Announcing an exciting new initiative

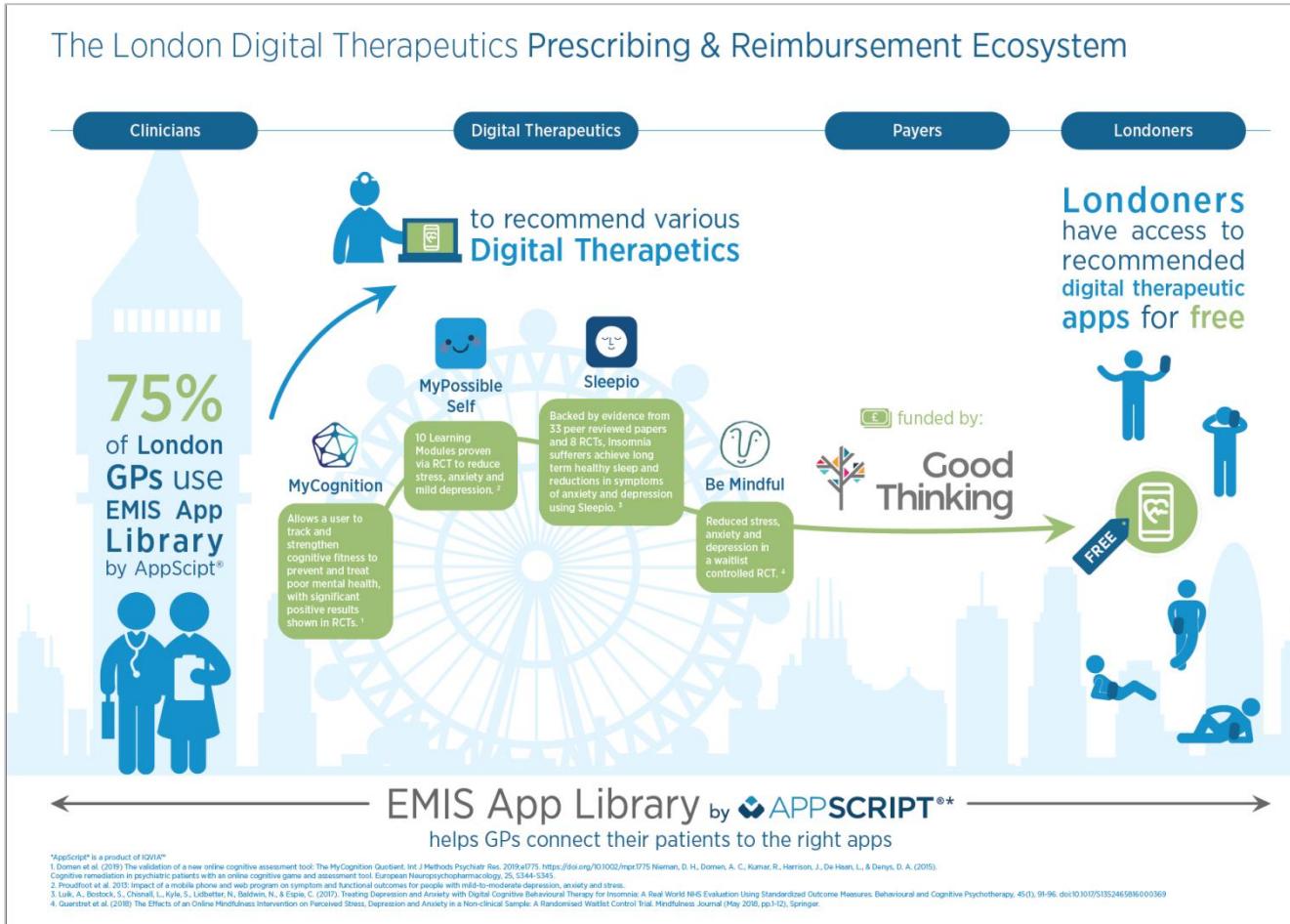
- 70% of London's GPs use EMIS as their online clinical system
- That represents **over 5000 London GPs**
- From today clinicians will be able to **prescribe free apps through Good Thinking** using the **EMIS App Library** to send patients a special link via SMS text or email.
- We believe London is the **first city to enable GPs to refer patients to clinically-proven digital therapeutic apps in this way** providing them at **no cost to the patient**

Good Thinking 

 IQVIA™

  
emis health

# How does this work?



# What will patients receive?

**Be Mindful**  
Online Mindfulness Course

## AS PRESCRIBED BY YOUR LONDON GP

### Course Registration

**Easy to Access!** Be Mindful is a web-app, meaning you can follow the course from any device, including mobile phones & tablets; all you need is a web browser.

**Good Thinking** Your place on this course has been funded by Good Thinking, London's NHS-approved digital wellbeing service for Londoners.

Hello and welcome to Be Mindful, an online course for learning and practising mindfulness in daily life. You have been given a place on the course by your London GP or healthcare professional. **Please register below**, you can then begin the course in your own time.

**Be Mindful** has helped thousands of people - it includes all the elements of Mindfulness-Based Cognitive Therapy (MBCT), which has been shown to significantly reduce levels of stress, anxiety & depression! Keep in mind that you can follow the course at your own pace, take breaks and repeat sessions, all to fit in with you and your lifestyle.



# Good Thinking Evaluation Report

Publication on 19<sup>th</sup> September

- Good Thinking will be publishing a comprehensive report on the learning since go-live on **19<sup>th</sup> September 2019**
- Highlights will include
  - Drivers and rationale behind Good Thinking
  - How Good Thinking works and its unique approach
  - Impact to date and data
  - Moving forward and future discovery

