

Good Thinking London Event

Welcome

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**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

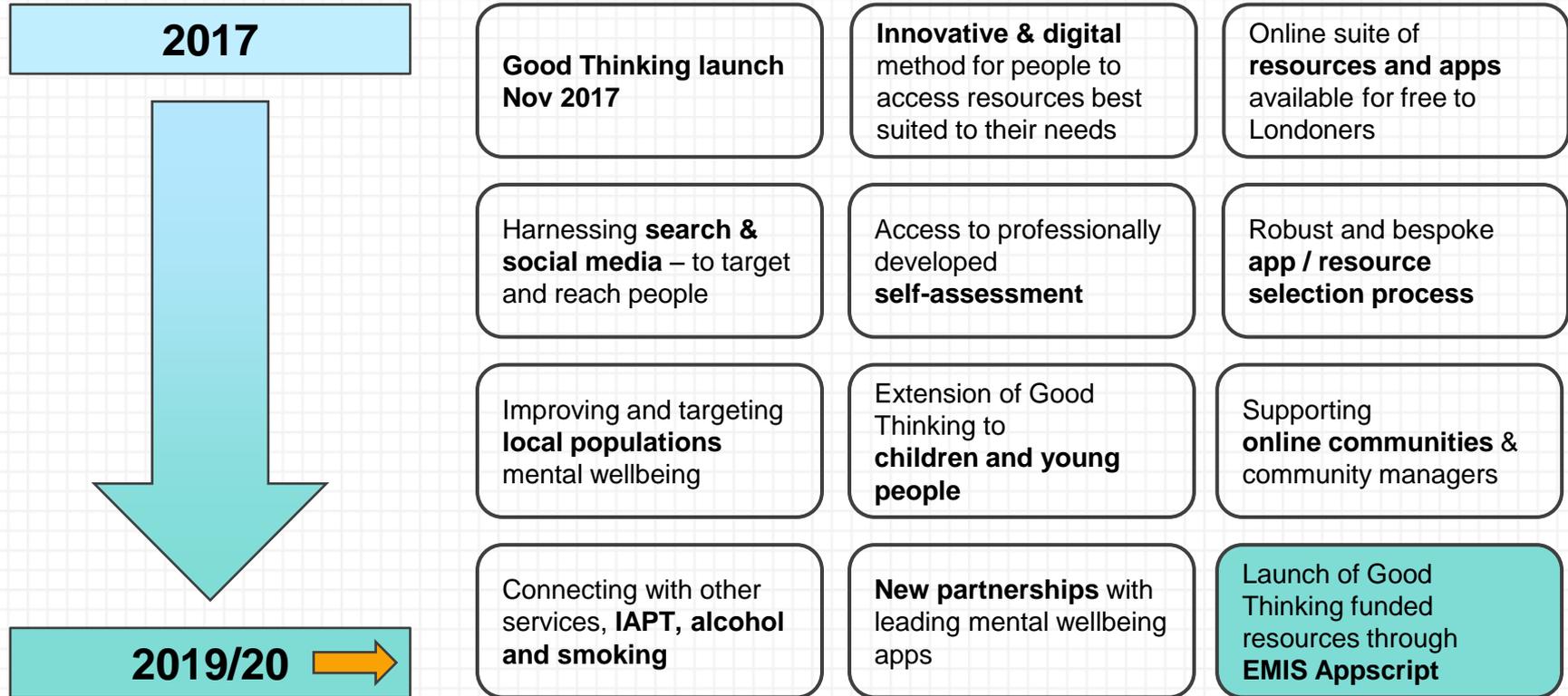
Mayor of London's [Health Inequalities Strategy](#) (2018) "healthy minds" a key policy objective

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

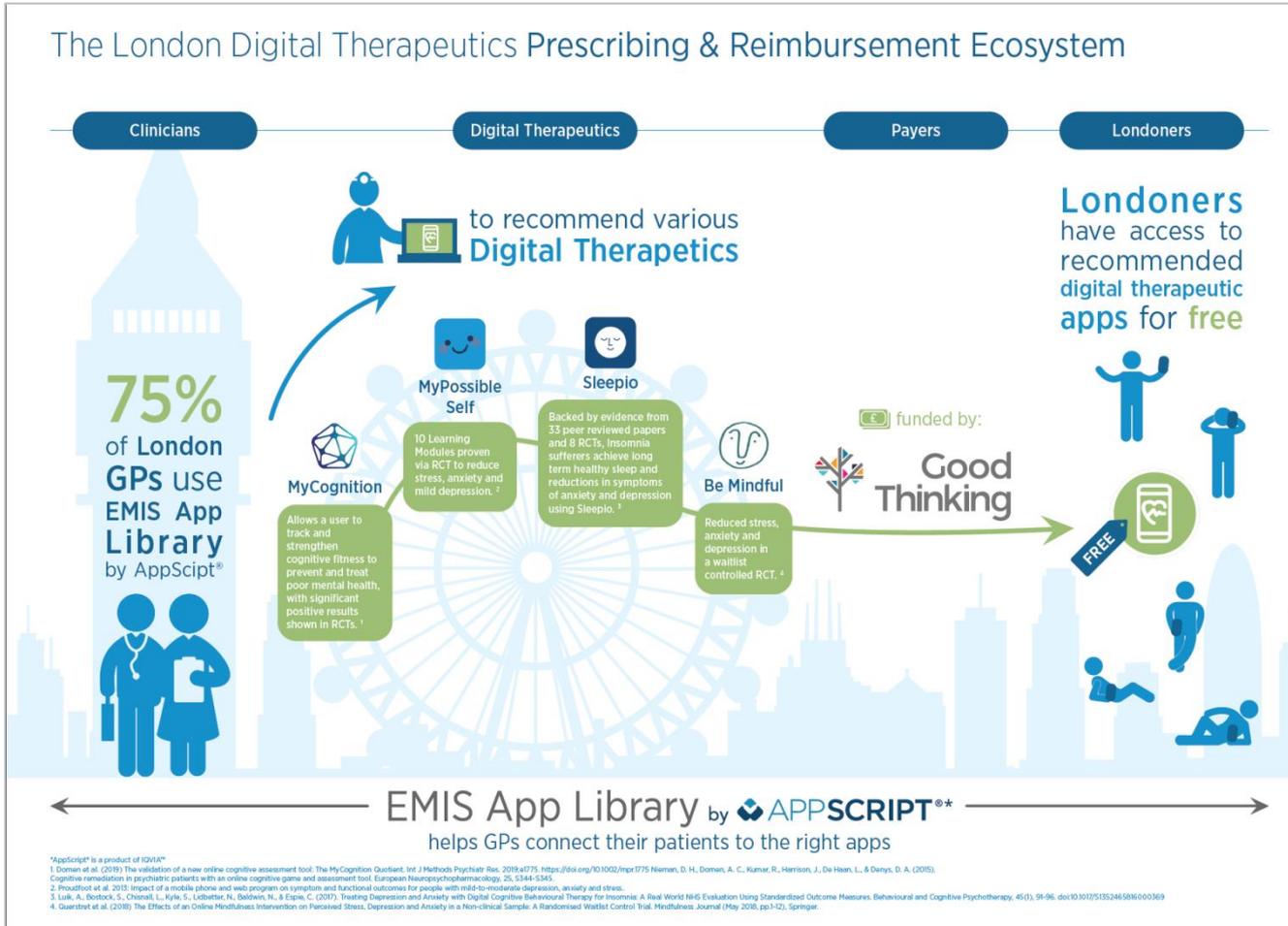
- 70% of London's GPs use EMIS as their online clinical system
- That represents **over 5000 London GPs**
- From today clinicians will be able to **prescribe free apps through Good Thinking** using the **EMIS App Library** to send patients a special link via SMS text or email.
- We believe London is 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 

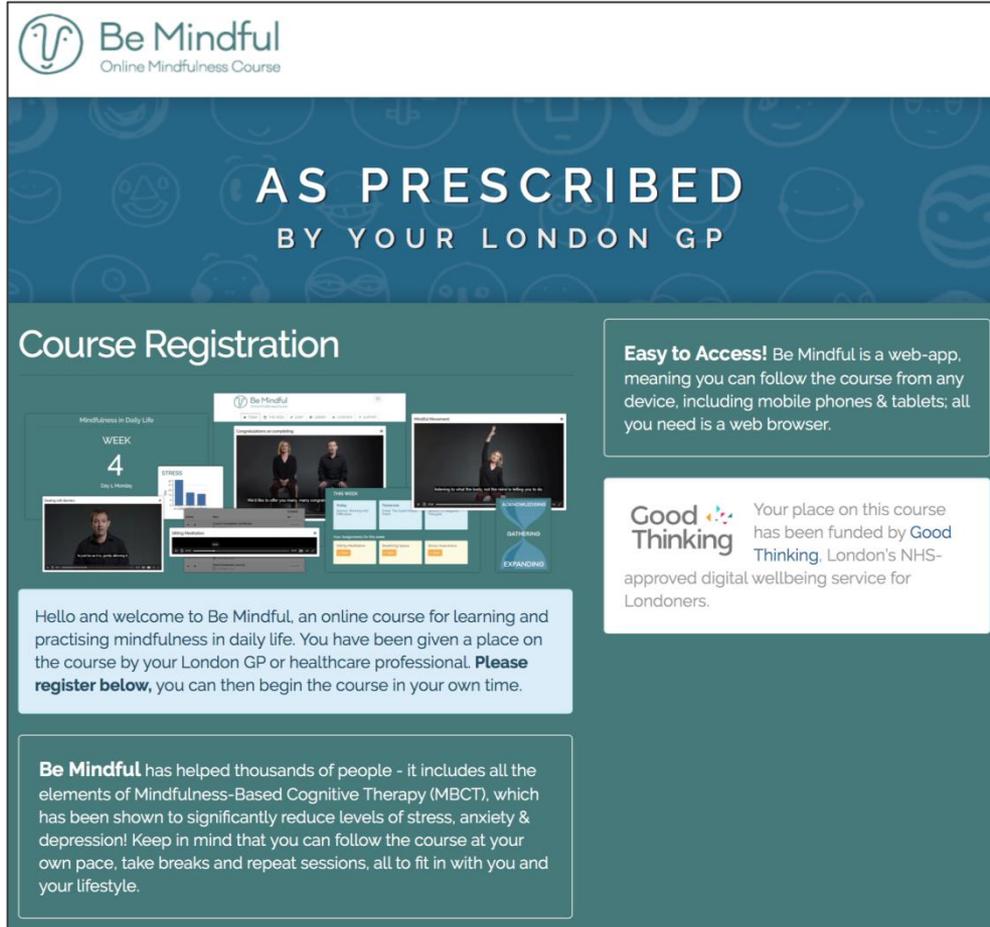
 IQVIA™


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 19th September

- Good Thinking will be publishing a comprehensive report on the learning since go-live on **19th 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

