

Understanding the impact of Good Thinking

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**Healthy London
Partnership**

SUPPORTED BY
MAYOR OF LONDON



Visits to Good Thinking

Nov 2017- Aug 2019

350,000 visits

245,000 new users

105,000 repeat users

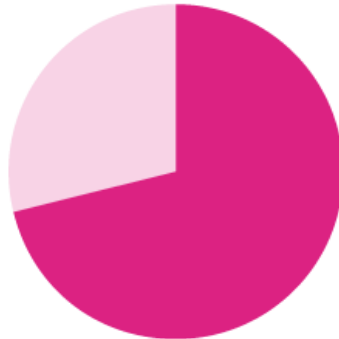
PEAK MONTHLY VISITORS

20,000

May '18 - June '19

30% repeat users

70% new users



Steady user growth

★ Aug '19
245,000

Average monthly user growth:
★ **14,500**

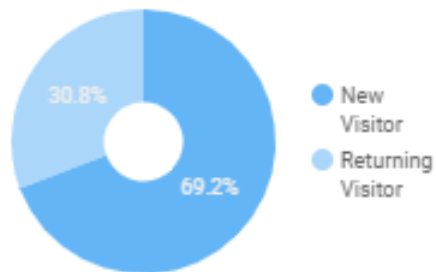
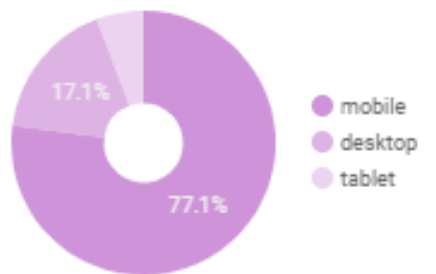
Oct '18
100,000
users

Stakeholder communications campaign Oct '18 - Jun '19:

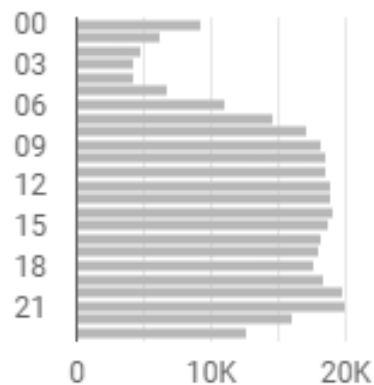
125,000

NEW USERS

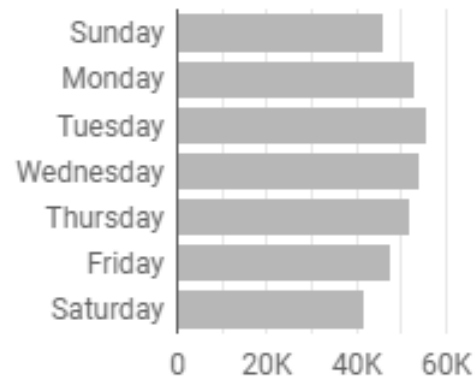
Device, returning visitors & time



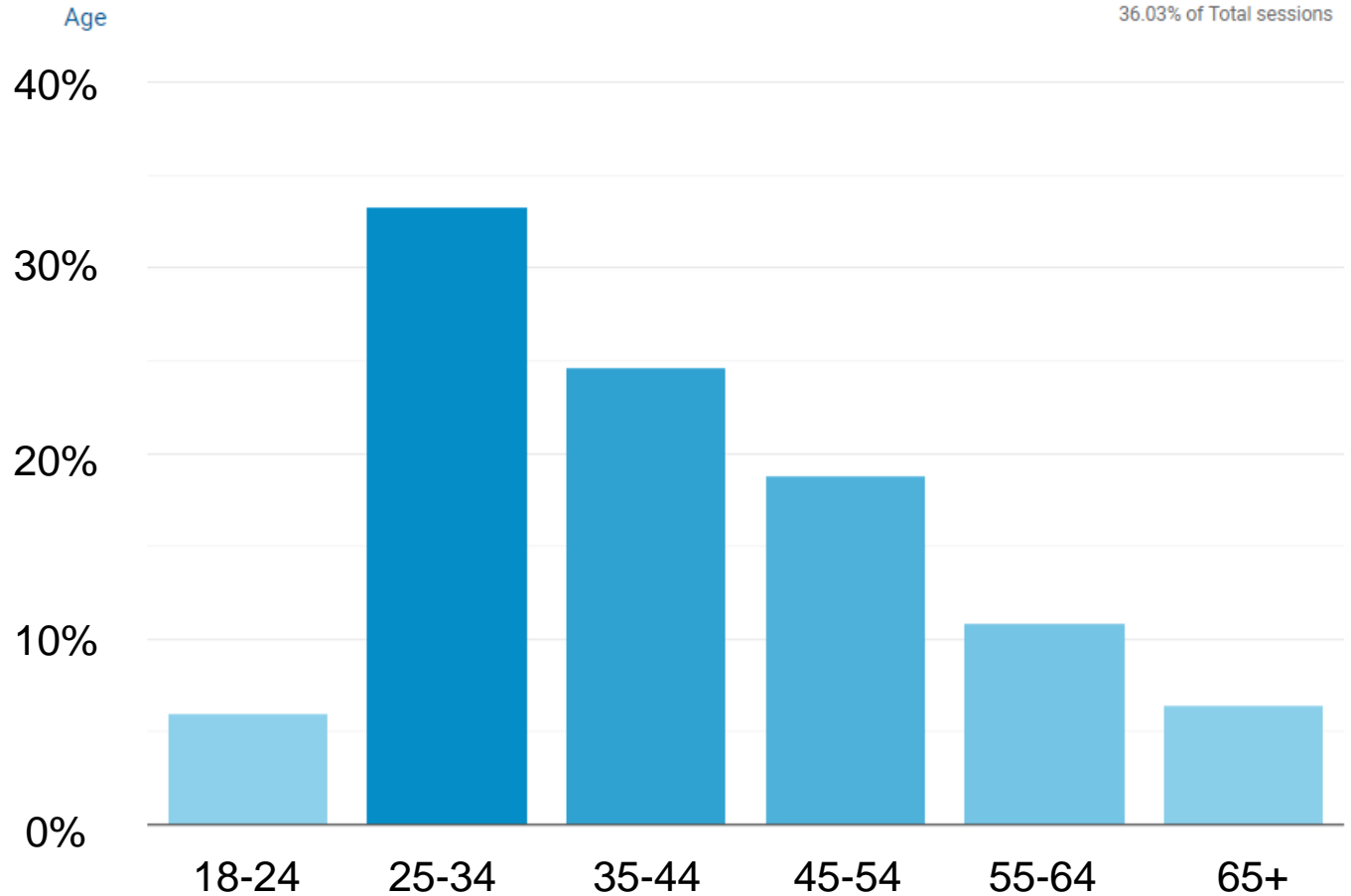
Visits by time of day



Visits by day of week



Age and gender



Understanding the impact of Good Thinking

Outline

King's College
London:
**Feedback and
testimonials**

Impact data from
partner app:
Sleepio

More impact following this session:

- **Be Mindful**
- **My Cognition**
- **My Possible Self**

King's College London feedback and testimonials

What have people been saying about Good Thinking



"I did actually talk more to my mum and my fiancé about it, just because I felt like it is something I should talk about it more, maybe then I won't think about it as much." – Female, 25-34.

"I think the biggest help it gives you is that you are not alone, and you can see that other people are feeling similar to what I am." – Male, 45-54.



*"I think one of the problems I get is I draw into myself, insular, and use avoidance as a strategy. So I avoid thinking about things, and things like that. But I know that doesn't help. Whereas this has made me confront things, even though it is uncomfortable, and I am realising I have got to get help from somewhere. It has definitely made me more focused on what I have got to do."
- Male, 45-54.*



Where we can understand impact from partners

How we refer and gain insight into the impact

1. Good Thinking refers to apps and resources
2. Apps and resources share impact data
3. Opportunities to learn and shape support together

Good Thinking 

Referral

Impact data

Apps and resources



Clinically validated scores

For improving wellbeing

Our partners use clinically validated tests and screening tools to measure improvements in wellbeing such as GAD and PHQ. These screening tools are administered at the beginning and end points of the user journey so that we are able to see measurable improvements in wellbeing

Generalised Anxiety Disorder (GAD-2)

A very brief and easy to perform initial screening tool for generalized anxiety disorder.

Patient Health Questionnaire (PHQ-2)

The PHQ-2 inquires about the frequency of depressed mood over the past two weeks.

Generalized Anxiety Disorder (GAD-7)

An easy to perform initial screening tool for generalized anxiety disorder

Patient Health Questionnaire (PHQ-9)

The PHQ-9 is a multipurpose instrument for screening, diagnosing, monitoring and measuring the severity of depression.

Learning and data from partner apps

Sleepio

- One of the most popular destinations on Good Thinking is [Sleepio](#)
- Sleepio is an online sleep improvement programme using evidence based cognitive behavioural therapy techniques delivered through an online web based platform or via an Apple based app.
- There is a simple two-minute sleep test which can be taken to give tips on improving sleep. People requiring more help can log in and undertake a six week sleep improvement programme.
- Sleepio collects data on the Patient Health Questionnaire (PHQ-2) and Generalised Anxiety Disorder score (GAD-2).
- The Sleepio programme demonstrates reductions across a number of mental wellbeing measures including reductions in depression, anxiety and stress



Learning and data from partner apps

Sleepio – meaningful improvements in sleep patterns

Depression
- 62%

Anxiety
- 53%

Stress
- 52%

Time to fall
asleep
- 12 min
*each night

Total sleep
time
+ 39 min
*each night



Sleepio

Video

https://player.vimeo.com/video/51216128?app_id=122963