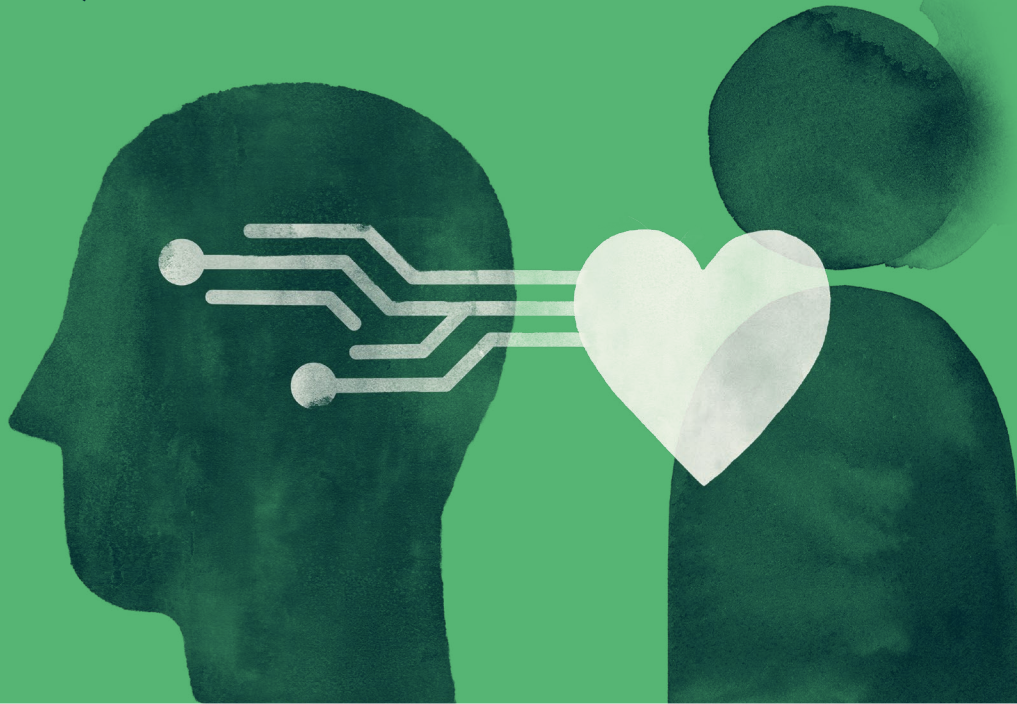


ieso

(i - e -so)



ieso have partnered with the NHS for over a decade to provide online therapy

By working with half of all NHS ICBs, ieso is already one of the UK's most trusted online therapy providers.

Treating tens of thousands of NHS patients with common mental health problems every year, our strong recovery rates are driven by our robust clinical model, research and improving the precision of our assessment and treatment.

With our sessions being typed or taking place over video, and available around the clock, we're able to reach patients like never before. Patients get better access to mental

healthcare that is just as effective as face-to-face therapy, while evidence-based insights are gained through analysis of deidentified treatment data.

Our learnings are not only shared with our network of fully qualified clinicians to improve our existing service, but they also enable academic research, and the creation of novel digital products to help get patients better, faster.



For more information email:
talkingtherapies@iesohealth.com

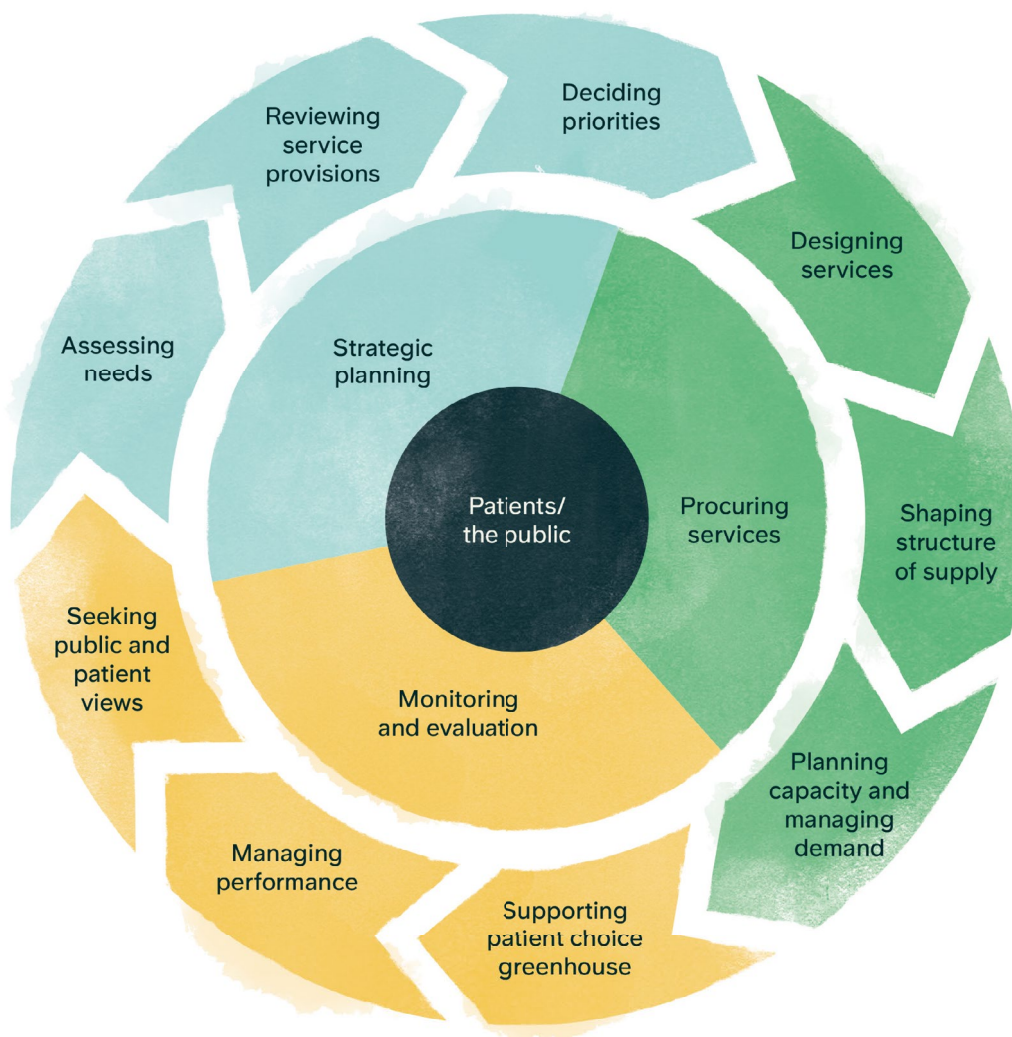
How ieso can *support* ICB mental health objectives

ieso is the largest digital NHS Talking Therapies provider and have been supporting NHS Talking Therapies services for over 12 years. We operate in partnership with over 30 NHS Talking Therapies services and in several ICB (Integrated Care Boards) areas as an independent provider.

This document details the ICB commissioning cycle and how ieso's services integrate and complements the range of activities highlighted.

We understand that ICBs may adapt this cycle based on local need however the fundamental components will be in place.

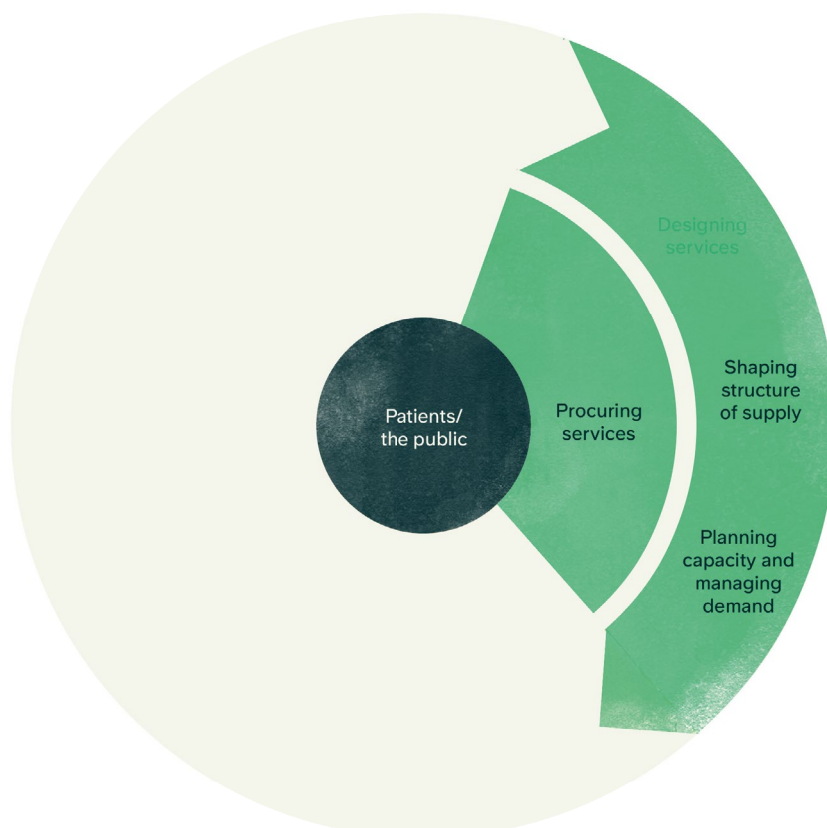
We hope that by reviewing this document, you will gain a better understanding of how ieso may fit into your local Talking Therapies provision.



Procuring *services*

Shaping structure of supply by providing a choice of providers

- By including a **digital treatment pathway**, you will be improving options and widening access for those who may not be able to access traditional face-to-face care
 - When patients are given the ability to **choose how they receive care**, they are more likely to engage in treatment and get better outcomes
 - We offer session **availability** that fits into a busy schedule by removing the barrier of distance and travel by offering evening and weekend appointments
 - Given our **12+ years' experience** working alongside NHS Talking Therapies
- services, we can deliver a service that meets all national KPIs as it relates to wait times, courses of treatment and reliable recovery
- We have extensive experience with community engagement and marketing
 - We raise awareness of our service through seeking and **maintaining strong links with GP services (primary care) and third sector organisations** so we can ensure that patients have a smooth transition between services if needed

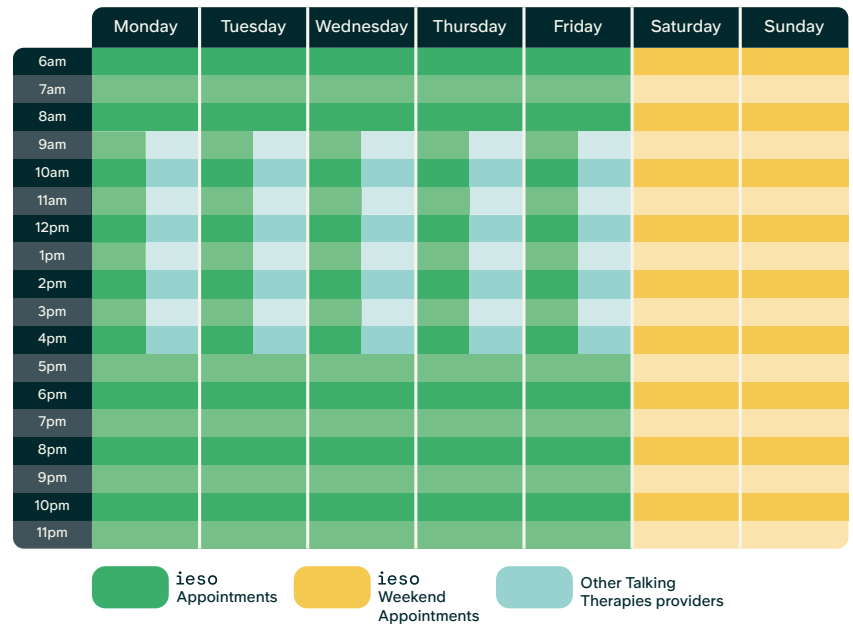


Procuring *services*

Planning capacity and managing demand with additional capacity to boost service provision for the population you serve

- As well as providing additional capacity to see more patients, we offer **flexible capacity** that is not limited to standard office times of 9am – 5pm
- Providing **patient led capacity** means we can offer appointments at a time that best suits the patient
 - They tell us when they are free – we then match them with clinicians available at those times

IESO CAPACITY

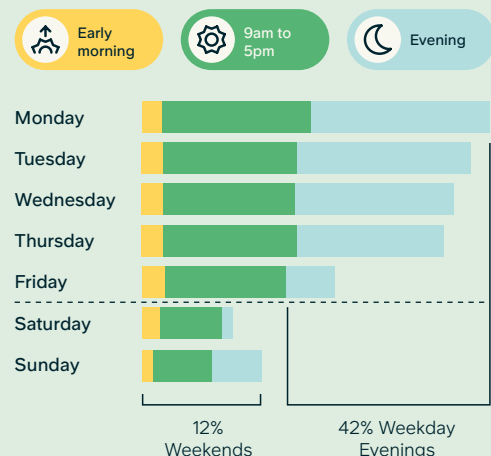


Dial up capacity as needs and resources fluctuate due to:

- **Seasonal variation** - referrals can increase at different times of the year for example post-Christmas
- **Vacancies** can be hard to fill in areas where there are competing NHS Talking Therapies services
- **Sickness can create unforeseen increases in wait times**
- **Trainees** can take time to bed into services and often require greater input from senior clinicians creating hidden flux in resources

Did you know 54% of IESO therapy appointments take place outside of standard 9am – 5pm working hours?

The below diagram outlines the 2023/24 IESO appointments that took place throughout a 12-month period.

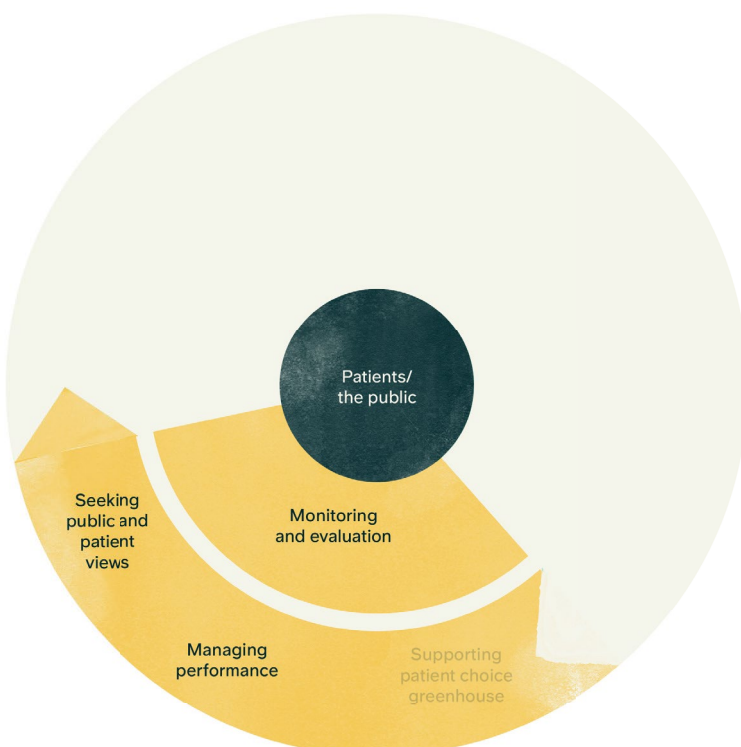


Monitoring and *evaluation*

Supporting patient choice

Accessible

- **Out of hours** appointments mean that patients can fit therapy around work schedules removing the barrier of needing to take time off work
- Starting treatment can be daunting. The ability to have treatment from the **comfort of your own home** can provide a **safe space** to help open up about distressing events and difficulties
- Patients are able to prioritise treatment sessions as it takes **less time out of daily schedule**, leading to better engagement and outcomes
- **No travel time** not only reduces time away from daily activities but reduces the cost that may be associated with travelling to appointments
- The **discreet** nature of typed therapy lends itself to those who live in multi-generational households, students and young professionals who house share
- Some find it easier to type vs. talk (preference)



Monitoring and *evaluation*



Managing performance

ieso are **NHS Talking Therapies compliant** regarding the data we collect and share. The performance management of our service includes the following quality assurance checks:

- Clinical governance
- Data quality
- In house learning and development
- Supervision
 - Case management
 - Trainings – evidence-based protocol use
 - Performance management (therapists)
 - Performance monitoring
 - Reporting capabilities

Seeking public and patient views

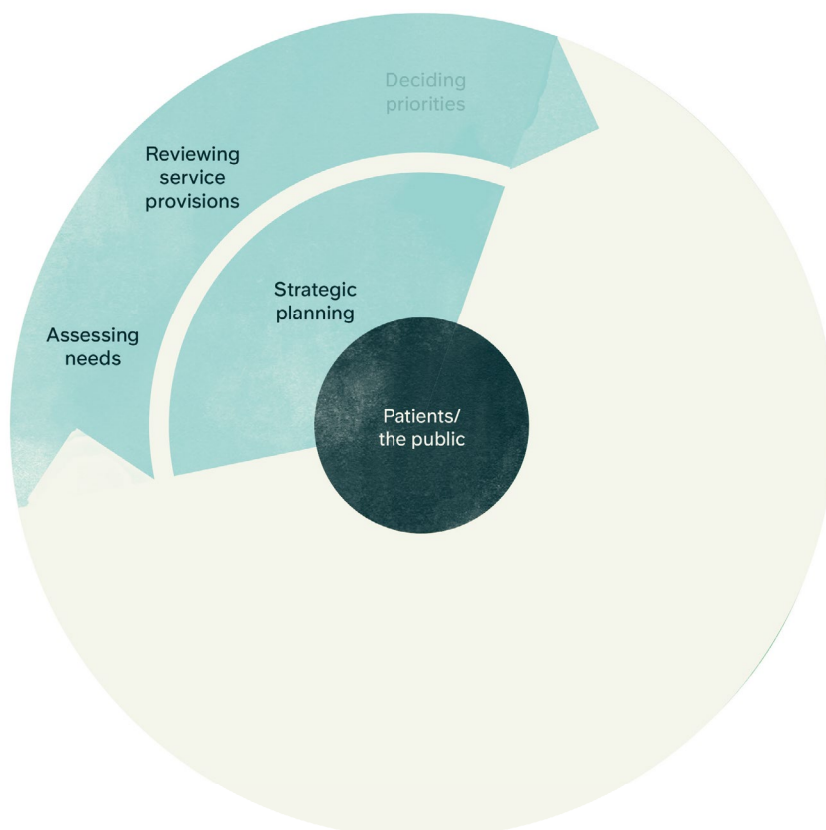
- We have an **Equality, Diversity and Inclusion (EDI)** Strategy, ieso's Responsible Innovation Principles co-developed with our lived experience partners, that feeds into company values and service delivery
- We use information gathered from our **patient experience questionnaires (PEQ's)** to improve our service
- We offer patients the ability to independently review our service on public review forums for example Trustpilot
- Expert by governance group
- We have a **patient participation group** that is involved in service design improvements

Strategic *planning*

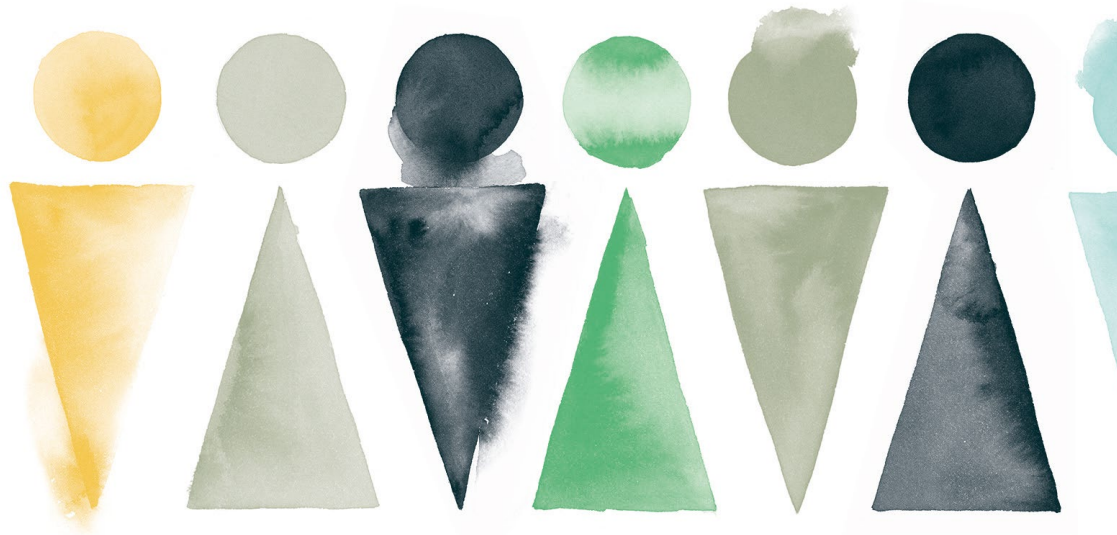
Assessing needs: ieso supports ICB's duty to improve the quality of services by providing a fully managed service that is:

- NHS Talking Therapies compliant
- Delivered with mature and **robust clinical and operational governance** structures
- Achieving **good outcomes**
- Uses **patient and professional feedback** to improve services
- **Research led and innovative.** Read more on ieso's Responsible Innovation Principles by scanning the QR code on this page
- **Supporting local strategies through our community engagement** and promotional activities (please see our marketing support document included in this pack)

The above points are helpful in supporting the annual performance assessment of ICB's.



Read more on ieso's Responsible Innovation Principles by scanning the QR code



ieso can support your duty to reduce inequality
+ outcomes by providing a service with:

- Increased accessibility – we provide services when people need it by asking them to share their availability during the referral process
- Our data shows
 - **54%** of our therapy appointments take place **outside of working hours**
 - **11% of those that use our service are over 65s** preferring treatment at home
 - We support **mothers in the perinatal period** or with young children
 - We support your efforts to expand access to communities in low socioeconomic status areas
 - Capacity – **please see capacity diagram** on page 3
 - Typed therapy can be helpful for those in multigenerational homes where privacy may be a challenge
 - Our service and method provide a **discrete way of receiving care** for those that may not access care for work or social reasons
 - This helps with **reducing the stigma and barriers** to care

ieso can contribute to wider local strategies with community engagement activities to increase mental health awareness with:

- Community mental health teams
- Older adults
- Perinatal services
- Primary care services
- Employment services
- Physical health services
- Social care services

Reviewing Service Provision: We cannot review your wider mental health service provision. But what we do know is that:

1

The introduction of new Talking Therapies metrics for 2024/25

With access being replaced by courses of treatment represents **the most significant increase in treatment activity since the Five-Year Forward View target of moving access from 15% to 25%.**

A focus on reliable recovery with the target to increase the average doses of therapy from 8.1 to 9.1 sessions over the next 4 years will change the way services are delivered.

2

The impact

In 2024/25 the increase on activity for completion rates is 3% of what was achieved in 2023/24. In each of the subsequent 3 years, **the number**

completing treatment will increase by 6.2-7.3% year on year. Services will need to develop new strategies for identifying talking therapies appropriate patients.

3

Recovery Rates

Achieving **reliable recovery rates will require a higher clinical dose of therapy** which will impact the workforce by reducing capacity. Combined with the increasing numbers completing treatment, innovation will be key to achieving these targets without significant increases in staffing.



For more information, please get in touch with us at talkingtherapies@iesohealth.com alternatively scan the QR code to visit our website

IESO CASE STUDY:

Steps2Wellbeing and Dorset HealthCare University NHS Trust



SUMMARY

Dorset HealthCare University NHS Trust is responsible for all mental health services and many physical health services in Dorset, delivering both hospital and community-based care, serving a population of nearly 800,000 people and employing around 7,000 staff across 300 sites.

Dorset HealthCare's University Trust status supports it in providing innovative care, promoting clinical excellence, and attracting and retaining high-quality staff.

One of the services that Dorset HealthCare provides is Steps2Wellbeing (S2W), the local NHS Talking Therapies Service for depression and anxiety (which provides psychological therapies across Dorset and Southampton City).

S2W partnered with ieso in 2014 to assist with managing waiting times, and to provide psychological therapy options for patients to increase accessibility.

S2W partnered with ieso in 2014 to assist with managing waiting times, and to provide psychological therapy options for patients to increase accessibility.

ieso achieved this by providing their typed therapy service, which helped reduce wait times through its out-of-hours provision. The provision of typed also offered an alternative remote treatment approach for those who may find video calls or telephone appointments difficult.

Through good clinical governance, the partnership has added value to S2W's offering and giving their patients more choice, with consistently high outcomes.

CHALLENGES FACED BY STEPS2WELLBEING

As with many NHS Talking Therapies services, S2W was facing longer wait times for some of its more intensive talking therapies interventions. It was looking for novel approaches to wait list initiatives to try and reduce the waiting times for their patients.

As an innovative service, S2W is also always keen to try new ways of delivering therapy. Impressed by the evidence base that supported ieso's service it decided to commission a partnership.



ieso's network of BABCP-accredited clinicians have been helping people with their mental health through confidential, one-to-one, typed conversations for over a decade, treating over 120,000 NHS patients during that time.

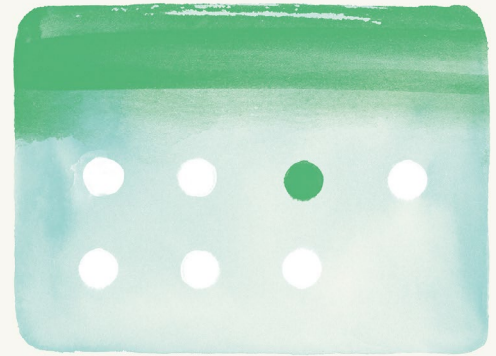
INITIAL APPREHENSIONS AROUND TYPED THERAPY

Angela Turner, PWP and Assessment Team Lead at S2W, described her initial thoughts when the decision was made to partner with ieso: "Online therapy was very novel at the time, even telephone work within some treatment approaches was novel at the time and unusual for psychological therapy. So then to do it by typed therapy was an even newer way of delivering it. So, the initial concerns were about whether or not it was going to work. Would it feel the same? Would patients still feel listened to, like their therapist was being empathic? Had they understood them? Did it feel robotic? It was quite a big culture change for the staff. Initially, people were a bit hesitant, but maybe curious, and then over time that changed."

ieso's network of BABCP-accredited clinicians have been helping people with their mental health through confidential, one-to-one, typed conversations for over a decade, treating over 120,000 NHS patients during that time. This has allowed us to gather a significant evidence base, enabling our research that has shown that typed therapy is as effective as face-to-face therapy, which reassured S2W that partnering with ieso would be a good solution to address their needs.

HOW IESO ADDRESSED STEPS2WELLBEING'S NEEDS

ieso was commissioned to address S2W's needs in the below two ways, each with their corresponding outcomes:



1

Waitlist relief

Helped relieve their waitlists by adding capacity, including out-of-hours provision.

ieso has an affiliate network of over 600 BABCP clinicians, who achieve above-average recovery rates in fewer sessions than the NHS average. This is made possible through ieso's high standard of clinical governance, which is also supported by tools such as the Therapy Insights Model (TIM), an AI-powered tool that measures patient outcomes to discover what works in therapy, revealing specific insights which are presented

to the clinicians so they can reflect on and improve their practice. ieso's typed therapy service is available through S2W, with waits to enter treatment being as little as three weeks.

A significant proportion of ieso's network of affiliate clinicians offer out-of-hours provision, with 60% of ieso appointments taking place outside of working hours, meaning ieso was able to help provide a wide range of appointment times for S2W's patients.

1

Outcome

Angela Turner confirmed that the out-of-hours provision from ieso was particularly effective in helping them reducing waitlist times, as it helped get people with certain work or home commitments into treatment when otherwise they potentially may have faced longer waits for treatment:

"It was really good to hear about the availability of the therapists and that a lot of them work outside your usual clinical hours. So having that expectation that people who work night shifts for example will be able to book appointments during that time they need it, there's a lot more flexibility.

Or people can have evening appointments if they have childcare or work at the weekends, and from our experience that has been the case for

many, and people do sometimes choose ieso for that reason because we can't always provide the appointments when they require them. And it's been well managed and sustained throughout our time with you."

And explained that as S2W has received positive feedback from patients about how well this has worked for them, it has reassured S2W clinicians about its effectiveness:

"As time's gone on, speaking to patients and receiving their feedback who have used ieso it maybe changes any beliefs that clinicians initially had, because actually it's been proven over time now that people will access therapy again, and actually request ieso again, because it worked for them and they say positive things about it."

2

Access via increased patient choice

Adding an extra option for their patients to choose from, to increase accessibility, especially for hard-to-reach populations.

Impressed by ieso's operating model, and patient responsiveness to the typed therapy modality, S2W was keen to add this to the range of services it offered.

S2W expected that by offering therapy in this way, as well as during out-of-hours, it would expand the service's reach to include patients who may have struggled, for various reasons, to engage with other modalities such as face-to-face or telephone therapy.

2

Outcome

S2W has noticed that the online typed therapy ieso provides does indeed make therapy more accessible to more people who come to the service for treatment – this is partly due to the out-of-hours provision. But is also due to the nature of online therapy – Angela Turner notes that they received feedback that it was beneficial for some people to have their sessions from a device, for instance:

“Some of the reasons people choose ieso is generally because they're seen quicker. It can be a much quicker way of accessing High Intensity CBT individual therapy. There's a lot of flexibility around the appointments in terms of not being tied to the set time every single week, but also having later evening or weekend appointments, being able to quickly go to your car and your lunch break, and access from a tablet or from your phone. It's very accessible. And they also find that actually, they do still build a rapport with their therapist. They like being able to send in their homework and feed that back in between sessions and get the updates. So, it's an added bonus.”

Whilst S2W staff have training on working with people with neurodiversity and work closely with the local Adult Autism Service, having typed-therapy with ieso as another option available to access treatment, can be particularly attractive for this patient group.

Angela explains that for some people, the increased level of anonymity of not being face-to-face with a therapist can be hugely beneficial and make them more likely to seek and complete treatment:

“Sometimes we get people who are neurodivergent in some way and by not feeling as though they need to make eye contact, and instead engage in the therapy through typed therapy, it's easier for them. And that may be a reason that they choose type therapy over telephone or face-to-face. It just feels a bit more comfortable.”

Obviously, clinicians are mindful if they think someone's just avoiding something that causes them anxiety – sometimes it's better not to feed into that because it can make things more difficult for them in the long run, so sometimes typed therapy is not going to be the most beneficial for them.

But sometimes it can make things a lot easier because people find it easier to be open in text where they're not seeing someone. And it's quite anonymous, so you can share your feelings and your experiences with less worry about being judged or identified.”

BUILDING A STRONG PARTNERSHIP BETWEEN IESO AND STEPS2WELLBEING

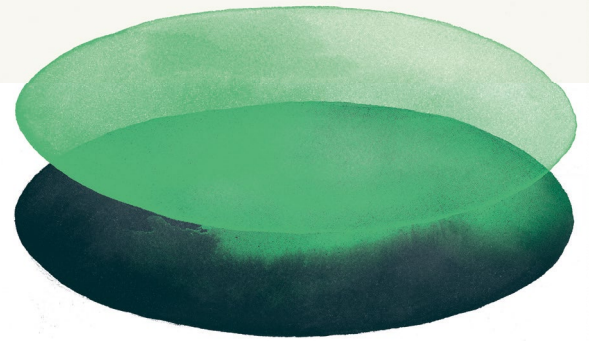
ieso makes sure to start partnerships on strong collaborative foundations, with our team working with partners to show them how best our services can help assist with their needs and reassure staff on their effectiveness. Angela Turner recalls this at S2W:

“When ieso was first introduced at S2W, the ieso clinical and commercial team visited our service to deliver a presentation using screenshots of what the platform would look like from the perspective of a patient accessing it, explained the nuances, features, and benefits of it and addressing all our of our questions about it – like a clinical skills type session. Having that opportunity really helped us to feel confident explaining it to patients. It really helped the clinicians.”

“When ieso was first introduced at S2W, the ieso clinical and commercial team visited our service to deliver a presentation using screenshots of what the platform would look like from the perspective of a patient accessing it, explained the nuances, features, and benefits of it and addressing all our of our questions about it – like a clinical skills type session. Having that opportunity really helped us to feel confident explaining it to patients. It really helped the clinicians.

- ANGELA TURNER

Angela has also been pleased with how well ieso's service has integrated with S2W, making online typed therapy one of their standard options of therapy:



“It's now part of our standard treatment options that we offer at the end of assessment (where appropriate). We've found it really beneficial to be able to offer different modalities, whether video calls, telephone, face-to-face, and now typed-therapy too, it's a normal part of practise now for PWP's within the service.

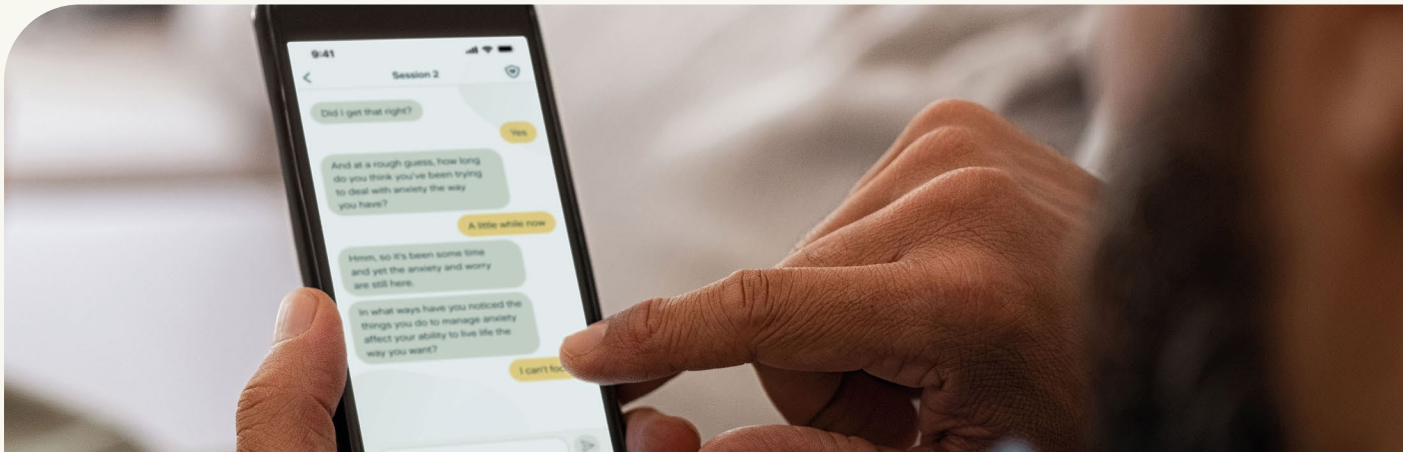
For those staff that have come into the service in the last six years, they don't know a time when ieso wasn't available as an option to offer, it's just seen as a normal part of practise now.”

Angela also explained how easily ieso's systems have integrated operationally too:

“From a clinician's side, it's really simple. You do your normal admin, you tick on their referral tab, 'refer on to', and then select 'ieso' as the provider, and it does the rest for you. So that is really simple, really easy, because ieso links in with our IAPTUS records, and the clinical notes get populated into IAPTUS for us. So, if we're ever looking back over a previous episode for a new referral, you can see all the work that's been completed prior. And so, it's really transparent and really easy and doesn't impact patients that ieso is outside the service. It's just like a member of the team who works in an extended way.

And regarding clinical governance, the service is aware that all the ieso clinicians are audited regularly, that the notes from the clinical appointments are looked at and keywords are taken out to make sure that they're sticking to protocols in the evidence base. And I think that leads to really good outcomes, because they are using the support and interventions that are shown to be effective for people. As a service provider, that's really reassuring.”

At ieso, we consider the most important thing that we achieve are good outcomes for the patients we treat on behalf of our partners in the NHS, in the way that works best within their existing systems – we were very pleased to hear from Angela Turner that this has been and continues to be the case in our nine-year strong partnership with S2W:



"I really would recommend working with ieso. If it didn't work well and it was difficult to work alongside ieso as a partner, we wouldn't have used them within S2W for so many years. It's added value to what we're able to offer. It's another way of offering the interventions, and it's so good to be able to give patients choice.

All the outcomes that we get are consistently high, which speaks for itself because you don't get good outcomes without having good quality therapy and a system that works. It's been really effective within Dorset Healthcare."

“ I really would recommend working with ieso. If it didn't work well and it was difficult to work alongside ieso as a partner, we wouldn't have used them within S2W for so many years. It's added value to what we're able to offer. It's another way of offering the interventions, and it's so good to be able to give patients choice.

- ANGELA TURNER

S2W and ieso's partnership has also been recognised by being shortlisted for Best Mental Health Partnership at the 2022 HSJ Awards. And in August 2023, Dorset HealthCare NHS Trust and ieso co-authored a study published in Nature Mental Health journal, that showed shortening treatment and waiting times for mental health conditions from twelve months to three months, could reduce the financial burden on the NHS and improve treatment outcomes and therefore quality of lives for millions of people across the UK. This could also mean a future annual saving of around £600 million on average for people with all levels of anxiety and depression severities, by helping the estimated nearly 7.1 million people currently in need but are not accessing NHS Talking Therapies.

“ Some of the reasons people choose ieso is generally because they're seen quicker. It can be a much quicker way of accessing High Intensity CBT individual therapy. There's a lot of flexibility around the appointments in terms of not being tied to the set time every single week, but also having later evening or weekend appointments, being able to quickly go to your car and your lunch break, and access from a tablet or from your phone. It's very accessible.

- ANGELA TURNER

IESO CASE STUDY:

South West London and St George's Mental Health NHS Trust



SUMMARY

South West London and St George's Mental Health NHS Trust (SWLStG) serves 1.1 million people across the London boroughs of Kingston, Merton, Richmond, Sutton, and Wandsworth and employs more than 2,000 staff who provide care and treatment to about 20,000 people from South West London and beyond at any given moment. They have a long history of innovation that has helped to redefine the mental health landscape in the UK.

To manage capacity against access, SWLStG commissioned ieso to relieve waiting lists through additional capacity, expanding access by increasing patient choice, and out-of-hours provision. ieso also provided direct marketing to increase awareness of the self-referral pathway.

With research having shown that typed therapy is as effective as face-to-face therapy

CHALLENGES FACED BY SWLStG

Waiting lists at SWLStG for Talking Therapies were becoming hard to manage. Extra capacity was required, especially during out-of-hours and so they looked for an innovative way to solve this, by commissioning ieso's online typed therapy service. They had also identified a need for alternative ways to access hard-to-reach populations in need of mental health treatment.

INITIAL APPREHENSIONS AROUND TYPED THERAPY

Dr Yvonne Hemmings, Consultant Clinical Psychologist, Head of Psychology and Psychotherapies, Talking Therapies and Primary Care at SWLStG explained that as clinicians, her and her colleagues were initially apprehensive about online typed therapy – specifically, the quality of care delivered through the modality, and also, how patients would react to it: “Whenever you commission a new service to support you clinically, there are always apprehensions around the clinical quality of what can be delivered. You're also concerned about whether patients want it, and will it work okay for them?”

However, ieso's network of BABCP-accredited clinicians have been helping people with their mental health through confidential, one-to-one, typed conversations for over a decade, treating over 120,000 NHS patients during that time. With research having shown that typed therapy is as effective as face-to-face therapy, and our patients telling us typed therapy makes it easier to open up and reflect on their thoughts and behaviours than if they were sat in front of a therapist, SWLStG felt confident in commissioning with ieso.

BUILDING A STRONG PARTNERSHIP BETWEEN IESO AND SWLSTG

ieso always seeks to build strong, collaborative relationships with our partners, by always taking care to get to know each other and adapt the services we provide to their specific needs.

Dr Yvonne Hemmings described the initial stages of the partnership between ieso and SWLStG: "Due diligence always takes time, but it was smooth, and generally we felt like we could ask ieso to take the lead on quite a few things which meant that we didn't have to throw lots of resources at it ourselves. It was then just going through it and spotting things that might be missing, but broadly that was OK.

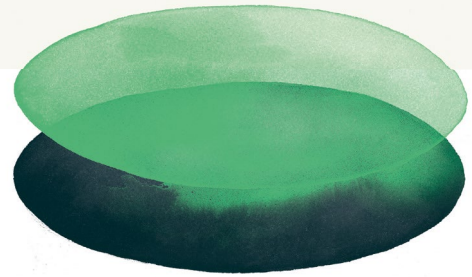
So, to get that as streamlined as we could with ieso took a bit of time, but also actually ieso have been really flexible about trying to learn about local variation and supporting where they can too"

Dr Yvonne Hemmings also stressed the importance of taking time to train their staff to maximise the benefits that partnering ieso can provide: "We noticed during training that many

“ Due diligence always takes time, but it was smooth, and generally we felt like we could ask ieso to take the lead on quite a few things which meant that we didn't have to throw lots of resources at it ourselves. It was then just going through it and spotting things that might be missing, but broadly that was OK.

- DR YVONNE HEMMINGS

clinicians would make assumptions about who would and wouldn't benefit from typed therapy, so it shouldn't be offered to certain people, but people are generally pretty open-minded - if people on the front line understand it and talk about it energetically it will encourage people to



use it. So, we make sure we train twice a year now to keep up with new recruits, providing outcomes and feedback on their decisions to use ieso, to help them make better decisions."

It is also important to us that we are upfront with which of the services we provide to our partners we believe will work best for them, and which ones may not be appropriate – on this Dr Yvonne Hemmings also added:

"The other thing that I really appreciate, is how honest you've been with us. For example, we asked about whether you could replicate the design and offering of capacity for video calls, and we did a bit of project work and we got that quite far, but then you came back and said that you didn't think you'd have the capacity at that time. That was so helpful for us because otherwise we'd have pinned our hopes on something that could have been a massive disaster and ended up with a massive backlog of patients.

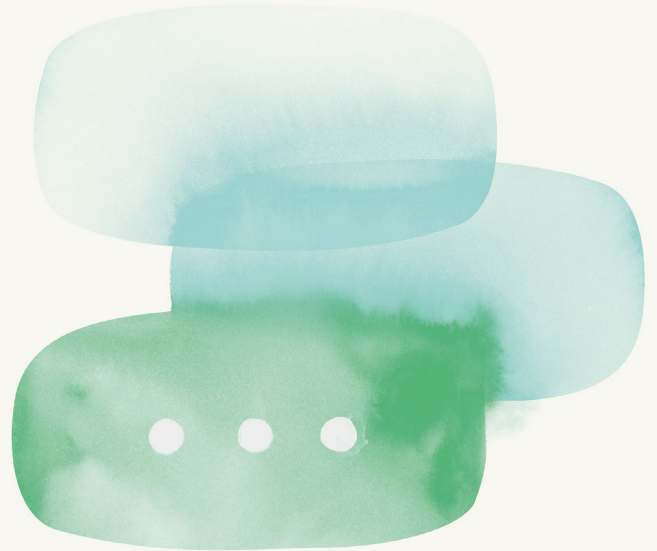
I think you have always been really very honest and that makes our life a million times easier because we can actually plan our capacity properly, so we're really glad for the lack of spin and that you're just straightforward.

You have really good processes for being able to forecast, and that's very clearly not present in some other companies doing a similar thing to you. It's really obvious to us that you make pretty accurate predictions."

In addition to clinical outcomes, Liz Cooke, SWLStG Operational Lead also added this on the operational side of working with ieso: "From an operational perspective, ieso are really great to work with. It's a very smooth process, with really good working relationships. The review meetings run very smoothly; we don't have any issues at all. In fact, they're probably our favourite partner that we work with, because everything is just so easy. They're great to work with."

HOW IESO ADDRESSED SWLStG'S NEEDS

ieso was commissioned to address SWLStG's needs in the below two ways, each with their corresponding outcomes:



1

Capacity

Assisting with managing capacity against access, and maximising out-of-hours provision, through our affiliate clinician network.

ieso has an affiliate network of over 600 BABCP clinicians, who achieve above-average recovery rates in fewer sessions than the NHS average. This is made possible through ieso's Therapy Insights Model (TIM), an AI-powered tool that measures patient outcomes to discover what works in therapy, revealing specific insights which are presented to the clinicians so they can reflect on

and improve their practice. ieso's online typed therapy service is available through self-referral, with waits to enter treatment being as little as three weeks, and also via the local Talking Therapies Services in Wandsworth, Merton and Sutton.

60% of ieso appointments take place outside of working hours, meaning ieso was able to help provide a wide range of appointment times for SWLStG. A significant proportion of ieso's network of affiliate clinicians offer out-of-hours provision, due to the size of the network and our flexible working arrangements.

1

Outcome

ieso's offer of out-of-hours capacity meant SWLStG's staff were not stretched with having to work overtime and unsociable hours, meaning they could focus on reducing their internal waiting lists. It also had the unexpected benefit of improving their staff retention rates, as staff weren't getting burnt out from long hours and leaving. This avoided staff turnover which would have taken time, and in turn made waiting lists longer – Dr Yvonne Hemmings explained: "One of the retention issues we were having just after the pandemic was caused by the fact that our staff were required to work

a certain number of evenings per week, and were also supposed to be working Friday and Saturday nights on a rota to make sure that we had a good spread of appointments. ieso's accessibility along with the accessibility of some of our subcontracted partners has meant that we've been able to scale back the requirement for out-of-hours working for our staff, which has in turn improved our retention. That was really important. I think we'd have struggled to have scaled that back and still meet our contractual obligations about opening hours without that support, so that's been very helpful."



2

Access via self-referral marketing

Marketed direct self-referral into the ieso service to target those who would not or could not access traditional therapy.

ieso marketing supported SWLStG with access targets by helping to raise awareness of the typed therapy service

available to patients across Wandsworth, Merton, and Sutton through targeted campaigns. We worked closely with the team to understand their requirements and pain points and created targeted self-referral marketing strategies across the three areas.

2

Outcome

From September 2021 to May 2022, 133 patients entered treatment via direct self-referral, but by comparison from June 2022 to March 2023 when ieso marketing was activated, 713 patients entered treatment through the dedicated ieso self-referral landing page, demonstrating a 436% uplift. Self-referral bypasses the need to see a GP, so these patients didn't land on SWLStG's internal waiting list at any point, providing important additional capacity.

Dr Yvonne Hemmings, "Direct self-referral was probably the most impactful. It's difficult to check out for definite, but we have an assumption that there are people who maybe feel more able to access the service that way, because they never have to talk to anyone directly if they

don't want to. So, we think the direct self-referral has helped us to access a different group of people."

"When we turned on online marketing, we had a big spike and when we turned it off it dropped! The problem with having to turn it on and off, as we had to for budgetary reasons, is you can't build any momentum, which is a problem, because it makes it difficult to create good arguments for it because it looks patchy, but of course that was related to the fact that we couldn't get a bit more momentum going with it, when in practice we'd be very happy to do more. I don't think we've reached the ceiling of what we could do with you."



Marketing for direct self-referral and hybrid contract areas

IESO MANAGED MARKETING

ieso marketing support ICBs by raising awareness of the online therapy service available to patients through building a strong brand presence in local areas with targeted campaigns. We work closely with our NHS Talking Therapies partners to understand their requirements and pain points and create targeted self-referral marketing strategies that support the objectives specific to that area.

Using our market research to better understand the opportunities within the area, the ieso marketing team adopt a full-funnel approach following the different stages of the user journey (awareness, consideration, and conversion) through appropriate marketing tactics, including digital and offline activities, to reach the specified audience groups.

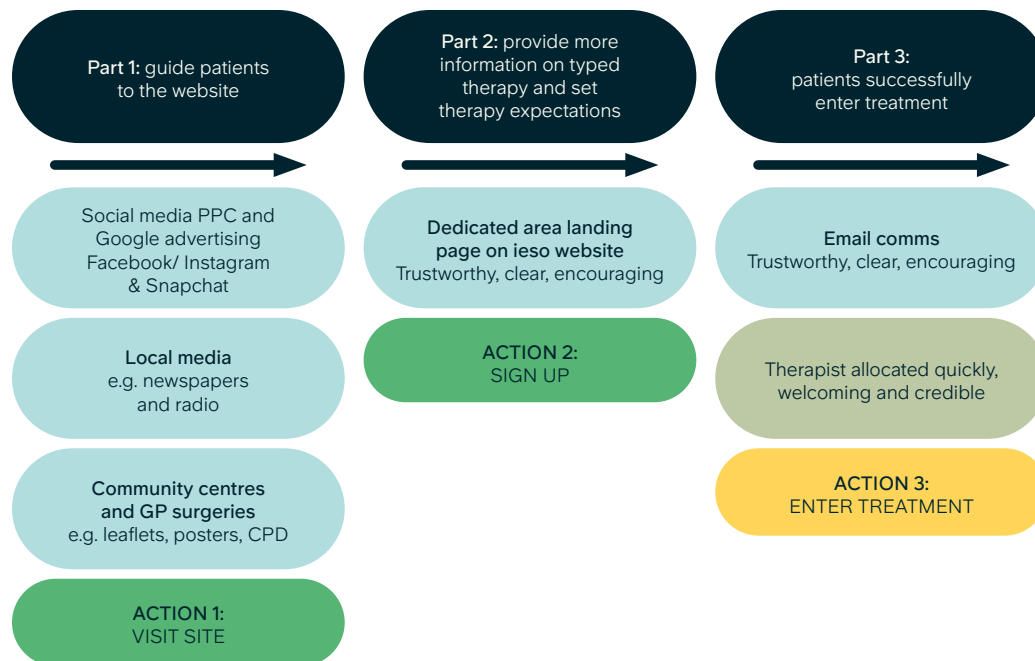
To support digital and offline marketing activities, community outreach is key when

building relationships with local stakeholders including working mens associations, LTC charities such as diabetes groups, family clinics, libraries, places of worship as well as engaging student centres, student unions, and GP surgeries through a series of dedicated GP leaflet drops/staff engagement tours.

By proactively monitoring metrics such as reach, we are able to 'tailor, test and learn', adapting with agility to finesse our messaging and raise awareness of the ieso offer across the targeted demographics, in turn increasing access rates at pace.

With set monthly marketing meetings and report systems in place, our partners are kept updated every step of the way.

SELF-REFERRAL PATIENT JOURNEY THROUGH DIRECT MARKETING:



Our ieso managed marketing service provides:

- ✓ User journey research and channel mapping
- ✓ Community research and channel mapping
- ✓ Bespoke marketing strategy and launch plan
- ✓ Bespoke campaign design and development
- ✓ Bespoke user messaging and positioning
- ✓ Monthly comms and engagement plan
- ✓ Digital and printed collateral design
- ✓ SEO plan and implementation
- ✓ Social media plan and implementation
- ✓ Monthly data/metrics review to 'tailor, test, learn, adapt'

Trust managed marketing

As part of the mobilisation plan, the ieso marketing team collaborated with the Trust's marketing team to produce a bespoke strategy including monthly engagement and outreach for the contract period, across digital channels and face to face events.

Our Trust managed marketing service provides:

- ✓ Meeting with ieso Marketing to share our learnings, best practice tactics and messaging to incorporate into the Trust's activity plan.
- ✓ SEO and webpage development
- ✓ Leaflets and crib sheets
- ✓ Internal training



To learn how ieso marketing can support your service, email: talkingtherapies@iesohealth.com

PATIENT EXPERIENCE JOURNAL

After having a baby, Eve started to experience *anxiety*, intrusive thoughts about her own and her baby's safety, and *compulsive behaviours*.

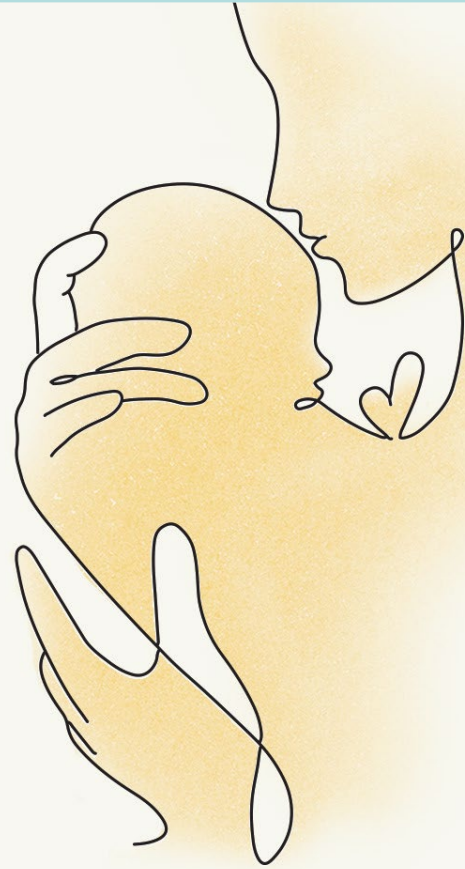
After being referred through NHS Talking Therapies, Eve tried typed therapy with ieso.

"After having a baby I was experiencing high levels of anxiety, intrusive thoughts about mine and my baby's safety, and compulsive behaviours – I was generally showing signs of obsessive compulsive disorder. NHS Talking Therapies referred me for typed therapy with ieso.

My overall experience of typed therapy was very good, and the discussions all felt focused and productive. Typed therapy provided an opportunity for me to have sessions at a time that worked for me. I was able to fit in appointments around work and childcare commitments. I also found it easier to speak openly while typing. I think I felt less self-conscious than I would have done if I was seeing a therapist face to face.

My therapist put me at ease quickly and paced the sessions and content well so that I felt challenged but not overwhelmed. I came out of each session feeling well prepared, positive, and ready to try out the suggested activities and techniques to manage my anxiety. I noticed a steady improvement in my symptoms over the course of the sessions.

The fact the conversations are typed provided a record of each session that I could refer back



to later, to remind myself of discussions and recommendations given previously. Writing about my experiences was a bit like journaling and being able to look back on conversations with my therapist helped me to reflect and understand why I was feeling the way I was and recognise patterns and triggers for my anxiety. It also provided a record of my progress which I found very motivating, and I can return to it if I feel I need a reminder of the positive changes I am capable of making in a short time.

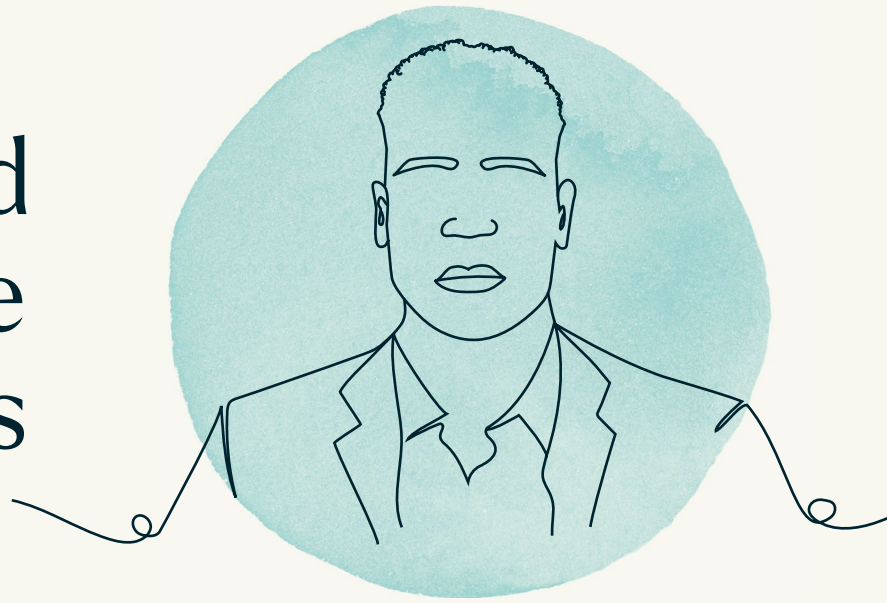
I would strongly recommend typed therapy with ieso to anybody that is struggling to manage anxiety. The session times are very flexible, so it is easy to fit them in around other commitments."

“ It provided a record of my progress which I found very motivating, and I can return to it if I feel I need a reminder of the positive changes I am capable of making in a short time. ”

EVE
FORMER IESO PATIENT

PATIENT EXPERIENCE JOURNAL

Phil* was
feeling
anxious and
stressed due
to situations
at work.



After finding ieso on an NHS website, he tried typed therapy.

"I was feeling anxious and stressed due to situations at work. These feelings were negatively impacting on my personal life. Sometimes my feelings and issues would go round and round in my head causing further distress.

I tried typed therapy after finding out about ieso on an NHS website.

The typed therapy sessions had a positive impact on my wellbeing. The therapist took the time to understand my issues and the causes of them. They offered practical advice that I could use on a daily basis to help me manage. It was easy to join the sessions on my laptop and email reminders were sent to me as well.

Typed therapy worked well for me. I could arrange the sessions at a time that suited me. I felt at ease in my own home so was able to be open and honest without feeling judged, as we were not meeting face to face.

I'd recommend ieso as I found the sessions were very helpful and had a positive impact, and because the therapist was so professional and helpful."

“ Typed therapy worked well for me. I could arrange the sessions at a time that suited me. I felt at ease in my own home so was able to be open and honest without feeling judged, as we were not meeting face to face.”

PHIL
FORMER IESO PATIENT