



ALL-WALES ONLINE CBT SERVICE FOR
POWYS TEACHING HEALTH BOARD

Evaluation Report Summary – February 2024

CLARITY
Making Change Happen

1. INTRODUCTION

Clarity Consulting Associates Ltd was commissioned to undertake an evaluation of the All-Wales Online CBT Service. The evaluation was conducted over an 8-week period working with the Online CBT Service team, hosted by Powys Teaching Health Board.

EVALUATION METHODOLOGY

THE PROCESS FOLLOWED

Scope: Evaluation of the All-Wales online CBT Service. Information is included about the Powys-based service for context.

Figure 1 summarises the evaluation methodology. The first step focused on agreeing Key Lines of Enquiry (KLOEs) and the evaluation framework – this informed and drove the data collection and analysis stages which followed. The detailed framework can be found in Appendix 2. Both qualitative and quantitative sources were drawn upon.

Qualitative data: this was gathered via semi-structured interviews with key individuals identified by the project team and conducted virtually. A semi-structured interview schedule was used, based on the KLOEs from the evaluation framework and focused on:

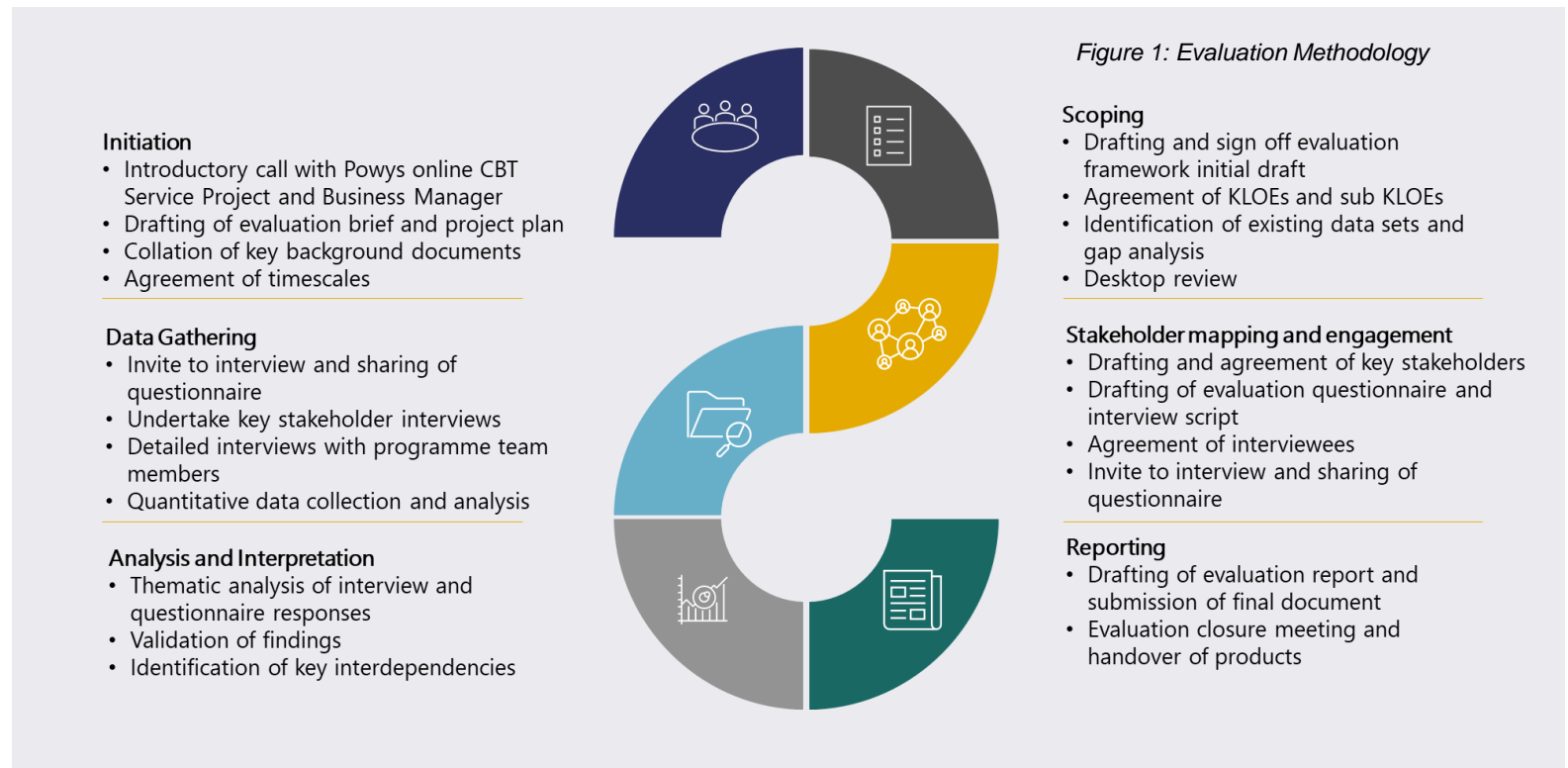
- KLOE 1: Operational Processes and Accessibility
- KLOE 2: Project Impact
- KLOE 3: Project Benefits and Outcomes

The results were analysed and grouped into themes according to:

- Key observations
- What's working well?
- Where could improvements be made?

Quantitative data: Pre-existing datasets and analysis were provided to the evaluation team. Data included:

- Outcome information
- Service user experience
- Referral data
- Completion data
- Service user demographics



PROGRAMME DELIVERY

KEY MILESTONES

The Online CBT service was piloted by Powys Teaching Health Board (PTHB) in May 2018, initially procuring 1200 SilverCloud platform licences over a 3-year contractual period. The service evolved into an All-Wales offering in September 2020 as part of the response to the COVID-19 pandemic, still under the management of the Powys Online CBT Service Team. Further expansion occurred in 2021 with the acquisition of a population-based licence, securing unlimited access to the service across Wales. Focus is now being placed on increasing programme uptake across the Welsh population, building on the success in Powys THB.

Figure 2 summarises the history of the service.

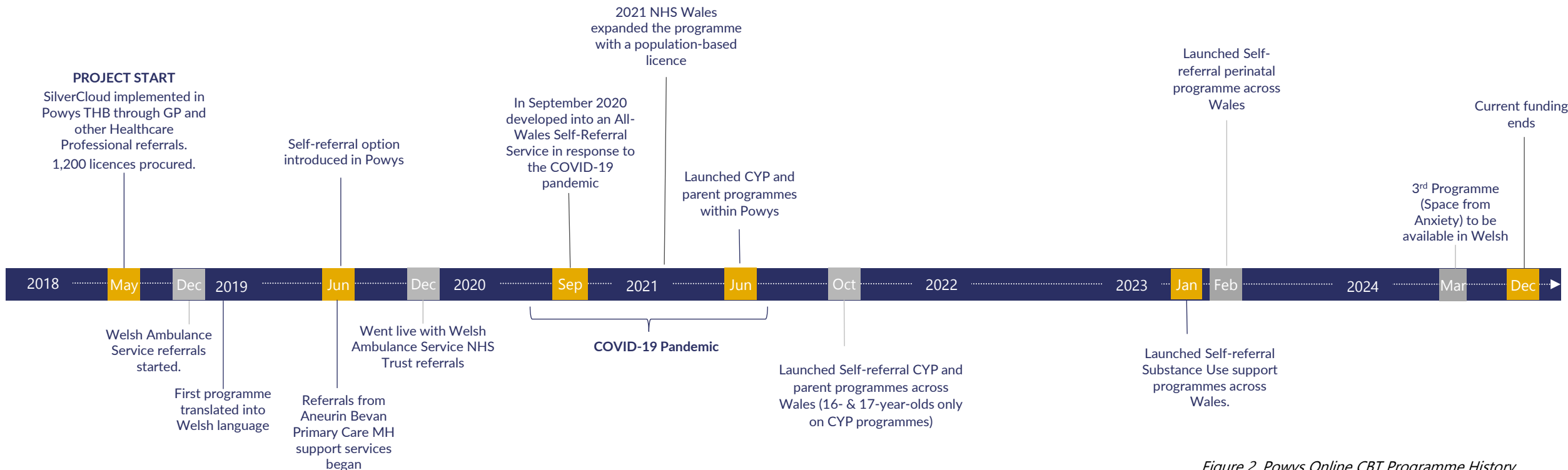


Figure 2. Powys Online CBT Programme History

WHAT IS THE OFFER AVAILABLE?

Standard Offer

- Available for the population registered with a GP in Wales or a Welsh resident.
- Accessed by self-referral or via referral from a healthcare provider (see Appendix 3 for referral pathway).
- Individual accesses the programme and is assigned a CBT coordinator.
- Continual monitoring for risk and deterioration.
- The programme lasts 12 weeks with **asynchronous online fortnightly reviews** undertaken by the CBT coordinator.
- Personalised feedback is uploaded onto the portal.
- No wait time to access support.

Blended Offer⁴¹

- Available for the population of Powys.
- Accessed by referral from a healthcare provider (GP, LPMHSS, psychologist, CMHTS, other HCP). Not available for self-referral.
- Individual accesses the programme and is assigned a CBT coordinator.
- Continual monitoring for risk and deterioration.
- The programme lasts 12 weeks with fortnightly reviews (1 x 50-minute call, 5 x 20-minute calls/reviews) with the CBT coordinator either by **video call, phone call or face to face**.
- Offered in partnership with charitable organisations.
- No wait time to access support.

WHAT

The service is a tier 0/1 guided self-help service designed for mild to moderate mental health support using the SilverCloud platform. Its goal is to assist individuals in managing mental health challenges by promoting shifts in thinking and behaviour.² While based on the principles of CBT, it does not replace formal CBT interventions. Course content is accessible around the clock, allowing flexible access which is confidential to users.

WHO

Adults, Children, and Carers living in Wales or registered with a Welsh GP, who are experiencing mild to moderate anxiety, depression or stress, can sign up for a free 12-week CBT-based programme via their smartphone, tablet, laptop or desktop computer. Participation is open to self-referrals or referrals from healthcare providers. Currently 32 programmes are available, including programmes specifically for teenagers and parents. A comprehensive list of programmes can be seen in Appendix 5.

HOW

Service users receive access to the programme most suited to them and can work through this and additional modules at their own pace. All programmes feature activities and interactive tools to help users develop skills to manage their psychological wellbeing with more confidence. Users are helped through the programme by a team of CBT coordinators who conduct fortnightly reviews to monitor progress, recommendations and feedback, as well as risk and deterioration.²

AIMS AND OBJECTIVES

THE AIMS AND OBJECTIVES OF THE ALL-WALES ONLINE CBT SERVICE

The ambitions of the All-Wales Online CBT Service, as written in the original business case, are shown (right). The evaluation process, although not looking directly at the realisation of these, has identified that the service is working towards delivering all aspects.

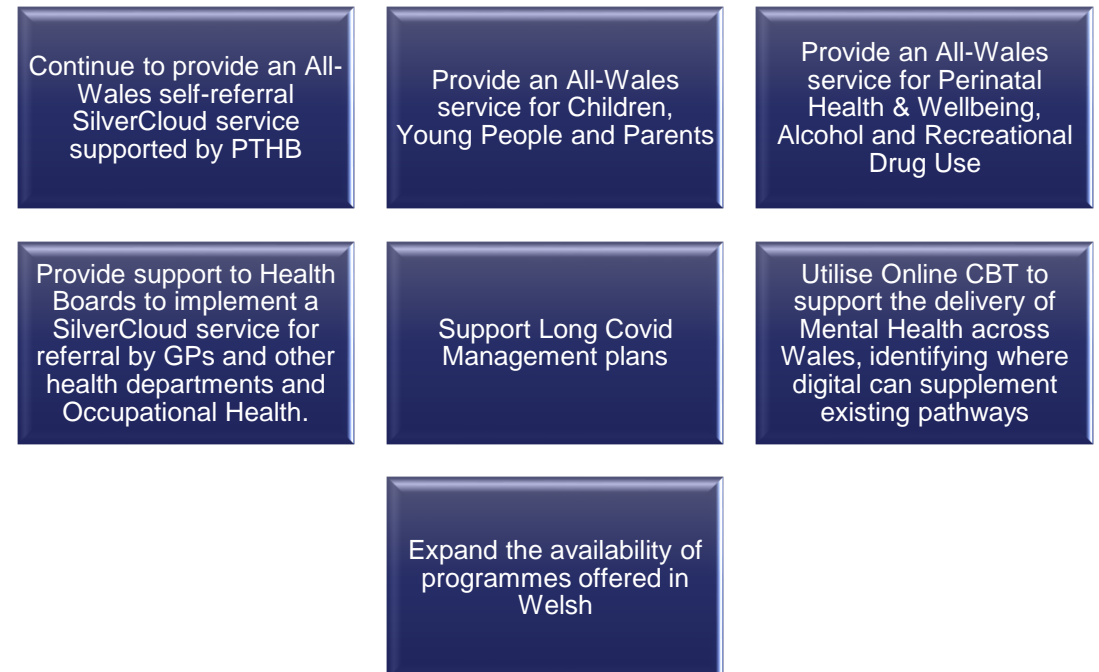
The service has continued to provide a service across Wales, predominantly through the self-referral route, however ongoing work with Health Boards across Wales is formalising the referral option via health professionals. The majority of service users are for the adult programmes (16+).

The service offers programmes to groups across the demography including children and young people and referrals are being received from CAMHS and CYPFHS across the Health Boards. Further work is looking at how to make the service more accessible to groups currently underserved by mental health provision.

With the introduction of more specialist offers including those for drug use, alcohol use, and perinatal mental health, the range of support on offer is exceeding 30 discrete yet complementary programmes.

Work is ongoing to integrate within other mental health pathways as well as clinical pathways for cardiology, respiratory, chronic pain and obesity, with an intention to translate as many of the programmes into Welsh as possible. Both of these factors, plus the digital nature of the service, is aligned to many of the key Welsh Government priorities. Further details of alignment to Welsh Government priorities and policies can be found in Appendix 11.

In the original business case,⁴ the ambitions of the Online CBT programme were stated to be:



2. EVALUATION OVERVIEW

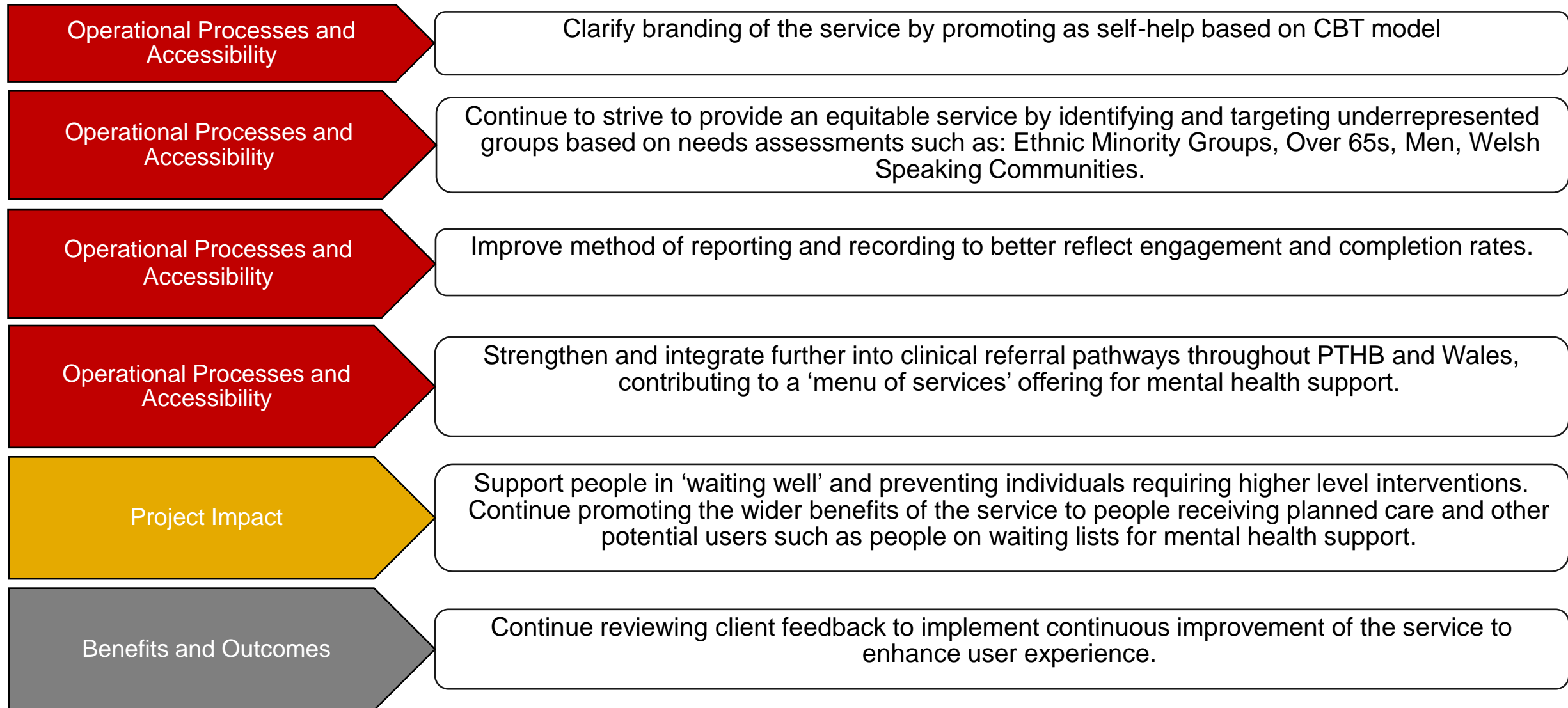
The key messages from the evaluation are presented in the following section. They are organised according to the three Key Lines of Enquiry:

- Operational Processes and Accessibility
- Project Impact
- Benefits and Outcomes

KEY SUCCESSES

Service Access and Programme Offerings	The service is popular with almost 29,000 users having been referred to or self-referred to the service. It offers a range of programmes, with the majority of users coming from self-referrals.
Service Demographics and Demand	The service aligns with the increasing demand for mental health and mental wellbeing services, developing specific programmes to match Needs Assessments.
Project Management and Service Capacity	Significant consideration has been given by the team to workforce planning and advance planning. The project offers an adaptable service model that is well-managed and able to meet current and future service demand.
Referral Pathway Integration and Collaboration with Health Boards	The service is well integrated in Powys and Aneurin Bevan. It receives referrals from all Welsh Health Boards and is working to become better integrated into clinical pathways.
Accessibility, Equality and Barriers	The online, flexible nature of accessing support promotes equitable access and the absence of a GP referral requirement lowers the barrier to entry. The project team try to ensure reasonable accommodations are made for accessibility needs.
Service Outreach and Collaboration for Expansion	A detailed comms and engagement plan is in place, with plans to increase referrals and target underserved groups.
Welsh Language / Bilingual Offering	The most popular programmes offer a Welsh language option, aligning with the Cymraeg 2050 strategy. The translation of the third programme due March 2024, will enable 70% of users to engage with their chosen programme entirely in Welsh.
Impact on NHS Cost and Resources	The online service provides a cost-effective treatment compared to traditional CBT, with cost-effectiveness is anticipated to further improve as service user numbers increase.
Reduction in Travel Time and Waiting Times for Interventions	The online CBT service addresses challenges to accessing alternative support which is particularly significant given the rurality of much of Wales and the long wait times for alternative therapies.
Self-reported Social and Community Impact	Feedback shows users appreciate the privacy and flexibility that the online platform affords. Users report enhanced quality of life, and the ability to use relaxation techniques and coping mechanisms when faced with challenging day-to-day situations.
Client Satisfaction and User Experience	Users report high satisfaction with the SilverCloud platform. 71% of users would use the service again if they required help in the future. Feedback suggests the CBT coordinator support is what sets the service apart from other self-help resources.
Clinical Outcomes Data	Regular reporting shows 56% recovery rate, which is above the NHS IAPT 50% recovery target. The service is successful in delivering effective mental health provision for people with mild to moderate mental health difficulties.

KEY RECOMMENDATIONS



EXAMPLE CASE STUDY

Many users gave positive feedback of their interaction with the Online CBT programme. The following case study comes from a service user, R, who engaged with the blended service. R's journey serves as a testament to the potential for this project to facilitate meaningful change and foster resilience in individuals facing mental health challenges.



"LIFE WILL ALWAYS BE FULL OF CHALLENGES, BUT YOU CAN TAKE ON ANYTHING WITH THE RIGHT MINDSET AND THE RIGHT TOOLS"
~ R, A USER

Situation

R, a service user, was experiencing symptoms of anxiety and depression, impacting her daily life and relationships. She visited her GP, who referred her to the Blended SilverCloud programme, recognising the need for mental health support. On review one, her PHQ-9 score was 9 and her GAD-7 score was 11.

Intervention

R was directed to the 'Space from GAD' programme on Silvercloud. Over three months, she engaged actively, logging on 20 times and engaging with various tools such as journalling, understanding her situation, managing worries, mood monitoring, and setting goals.

Her CBT coordinator provided access to the following additional modules based on concerns she raised:

- Sleep difficulties
- Relaxation
- Money worries
- Challenging times
- My self-esteem and I

Result

R attended all six review appointments, and following the 12-week supported programme, her PHQ-9 and GAD-7 both dropped to a score of 1, which is a score indicative of the person not reporting limitations due to their symptoms.

From R's perspective, the experience was "life changing" and she is an overall happier person as a result. She reported that her family life has greatly improved, as have her relationships with her husband and friends.

"I feel now that I have some control of my thoughts feeling and behaviour. [...] I think doing this programme has helped me in so many ways and I will definitely keep up with the work and tools. I feel now that my anxiety is still there and will take a lot of work to go but now have the knowledge of how deal with anxiety and stress and how to cope better". ~ R.

INTERDEPENDENCIES

THE ONLINE CBT PROGRAMME IMPACTS ON, AND WILL BE IMPACTED UPON BY, PROGRAMMES, PROJECTS AND INITIATIVES AT A LOCAL, REGIONAL AND NATIONAL LEVEL

LOCAL

- Healthcare professionals relying on the project for referrals into specialist support and providing an intermediary support offer for those on long waiting lists.
- Collaboration with third sector organisations supporting their aims and objective for specific groups within the community.
- Impact on waiting lists for local primary care and CBT services (e.g. 6-month wait).

REGIONAL

- Involvement in the Live Well: Mental Health Planning & Development Board and the Powys Regional Partnership Board (RPB) supporting delivery of objectives/priorities i.e., Mental Health, accessibility, Welsh language, reducing waiting times etc, as well and gaining support for the services development.

NATIONAL

- Direct contribution to the priorities identified in the 7 Regional Partnership Boards Regional Plans i.e. Mental Health, accessibility, Welsh language, reducing waiting times etc.
- Collaboration with NHS Wales 111 Press 2 and plans for referral pathways and risk escalation processes.
- Contribution to the NHS Wales COVID recovery pathway providing video information to both GPs and patients.
- Alignment with National Government Strategies
- Digital and data strategy for health and social care in Wales
- Adult community mental health services in Wales vision for the future
- Promote, prevent and prepare for planned care
- A Healthier Wales
Further details of alignment to Welsh Government priorities and policies can be found in Appendix 11.

APPENDIX

APPENDIX 10: LIST OF KEY DOCUMENTS REVIEWED

1. Digital Delivery Guidance Report
2. Online Programme Guide
3. Shared Evaluation Brief
4. Business Case for SilverCloud
5. SilverCloud Value for Money Estimates
6. User End Questionnaire
7. Government User End Questionnaire
8. December Monthly Stats
9. Stakeholder List
10. Status and Outcomes
11. SilverCloud Guide
12. SilverCloud Case Study
13. SilverCloud Guided Digital CBT Service Report
14. Action Plan
15. Qualitative User Experience Study
16. Promote, Prevent and Prepare for Planned Care
17. Powys Population Needs Assessment
18. National Population Needs Assessment
19. 3Ps Presentation
20. Equality Impact Assessment
21. Risk Log
22. Population Needs Assessments – Supplementary Advice for Regional Partnership Boards
23. CYP Outcomes 2023
24. Project Timeline
25. Referring Teams List
26. Cost Comparison to Traditional CBT
27. Matrics Cymru Guidance
28. Organisational Charts
29. Blended Monitoring Terms of Reference
30. Online CBT Project Team Teams of Reference
31. SilverCloud All Wales Adult Leads Terms of Reference
32. Staffing Resource
33. WelshGov Statistics for Waiting times for a therapeutic intervention
34. Adult Community Mental Health Services in Wales
35. SilverCloud Comms Strategy
36. Traumatic Stress Wales PTSD Spring
37. Integrated Medium Term Plan
38. Introduction to Spring For Patients
39. Case Study
40. Monthly stats Jan 2024
41. Consortium background info
42. <https://bluepages.anu.edu.au/psychological-treatments/ccbt/#:~:text=There%20is%20some%20scientific%20evidence,as%20a%20short%2Dterm%20treatment.>
43. [Computerised cognitive behaviour therapy \(cCBT\) as treatment for depression in primary care \(REEACT trial\): large scale pragmatic randomised controlled trial](#)
44. <https://www.york.ac.uk/news-and-events/news/2019/research/computerisedcbtcouldhelpreducewaitinglistsinthetreatmentofdepressioninadolescents/>
45. IAPT Guidelines
46. Population licence cost breakdown