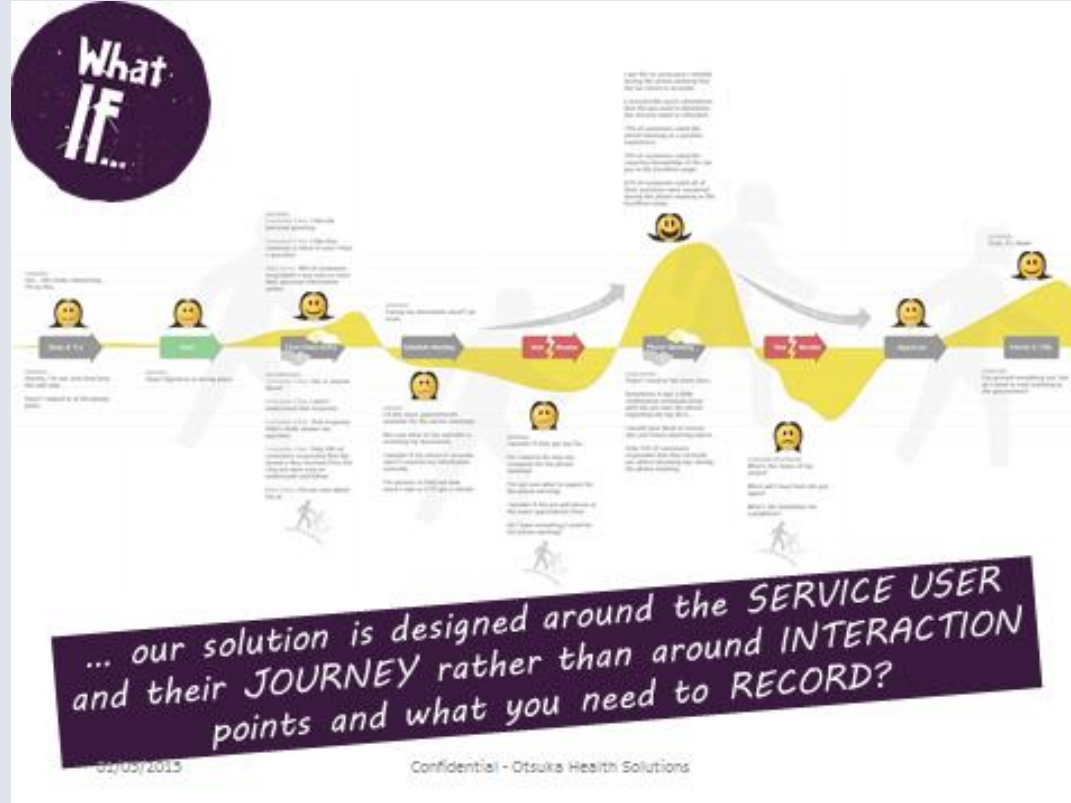


# Flexibility, finances and friends- building a sustainable digital mental health business

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*22<sup>nd</sup> September 2022*

# A Flexible, patient centric approach



# Responsive to mental healthcare needs

The screenshot shows a mobile application interface. The top part features a calendar for January 15 with several blue event bars. Below the calendar is a social network diagram titled "John - Your family & support". The diagram shows "You" at the center, connected to various nodes: "Your partner", "Child name", "Mum", "Mum's partner", "GP", "Recovery service", "External group", "Services", "Friends" (including Anna, Barry, and Craig), and "Family".

The screenshot displays a mobile application interface with a navigation bar at the top containing icons for Home, Your family & support, Your triggers & warning Signs, How are you feeling, Your progress notes, and Another item here. Below the navigation bar is a list of "Add new" items: Relationship with..., Living arrangements/housing, Job, Drugs, Confidence, Mood, Medications, Self care, Physical activity, and Helping others/being a friend. The main content area is a large matrix with three horizontal bands: "High Importance" (red), "Medium Importance" (orange), and "Low Importance" (green). Various items are placed within these bands, such as "Having enough money", "Getting paid", "Alcohol", "Being around people", "Motivation", "Resilience", "Symptoms", "Doing things I enjoy", "Sleep", and "Social media".

The screenshot shows a mobile application interface with a questionnaire. The questionnaire consists of several statements with "No", "Maybe", and "Yes" response options. The statements include: "Feeling like you are being punished", "Feeling like you are being punished", "Thinking your thoughts are controlled", "Thinking you have special powers", "Feeling like you are being punished", "Thinking that you can read other people's minds", "Unable to sit down for long", "Experiencing strange sensations", "Behaving like a child", "Behaving aggressively", "Spending time alone", "Smoking more", "Feeling ahead of going crazy", and "Feeling ahead of going crazy". Below the questionnaire is a line graph titled "Gains curve for crises within 7 days of observation". The graph plots "Number of crises" (0 to 1,600) against "Number of observations" (0 to 300,000). The graph shows several curves representing different scenarios: Fund, C2, P0, P1, P2, PC0, S00, and Cribit. Below the graph is a yellow envelope icon with a red exclamation mark and a mobile phone icon.

# Finding our Focus

Do any of our products have a role in the market?

Which of them best meet an unmet need?

What resources do we need?

Will the NHS be willing to pay?

Can we cover our costs and can we make any money?

What kind of company even are we?

# “We advance the management of mental health by predicting the likelihood of people needing crisis care”

## 10 minutes of MaST a day

A short guide to help you prioritise your caseload activities when you have limited time.

MaST helps you easily view and manage your caseloads. It's designed to give you the information you need when you need it, minimising administration time so you can spend it on recovery focused care with your service users.

This guide shows essential prioritisation activities which can be completed in just 10 minutes per day. Save time searching through other documentation whilst ensuring that service users who have greater risk of crisis and complexity aren't missed.

MaST isn't there to replace your knowledge, and expertise but should help support you and the clinical decisions you are making on a daily basis.

Check that people discharged from inpatients are booked in for follow up:

Review Service users that have recently come out of crisis services and arrange follow up

Choose Urgent care follow-ups  
Select your own/your absent colleague's name from the healthcare worker list

Book in 72 hour and 7 day follow up contacts

Choose one additional activity each day:

- 1. Review people not contacted for 45 days & allocate appointment as appropriate**

Choose the in CMHT page  
Select your own or your absent colleague's name from the healthcare worker list

Select '>45 days' from 'Choose a tag to filter menu' to identify those service users not contacted for 45 days or longer.
- 2. Review service users to prioritise for frequent contact**

Choose the MDT page  
Select your own/ your absent colleague's name from the healthcare worker list

Review service users who are high & medium high Risk of Crisis

Filter by complexity factors (e.g. CTO), review for appropriate levels of contact & likelihood of isolation.

and additional vulnerabilities
- 3. Review service users that may require enhanced support**

Consider the inpatient page  
Select your own/your absent colleague's name from the healthcare worker list

Consider whether these people might require enhanced support
- 4. Review people in crisis in the community**

Choose the In crisis services page  
Select the community tab



MaST COVID19 DASHBOARD My Caseload All Service Users

Type a service user name to search... Team: All - Iain Norman -

Routine data file last provided at 11:21 on Wednesday 29th April 2020 - 1 hours ago

### All Service Users 4228 service users

Showing All HCWs Phys Health, Shielded All pathways

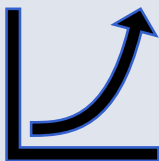
Service user	Contacts with services	Healthcare workers	Risk of crisis	Complexity	Grid	Complexity factors	Covid-19 status	Covid-19 pathway
83 yo Female NHS No. 465353281	Service user contacts: 0 0 0 0 0 0 0 0 0 0	Care team: L, A***** H, B*****	Medium	Less Complex	HC C LG IC HR MR LR	No CPA	Shielded Residential care	Needs met Iain Norman 2020-04-29
27 yo Male NHS No. 465596291	Service user contacts: 2 0 0 0 0 0 0 0 0 0	Care team: F, E***** I, T***** D, T*****	High	Complex	HC C LG IC HR MR LR	CPA Substance Housing	Shielded Psychosis Phys Health	Needs met Iain Norman 2020-04-23
67 yo Female NHS No. 465873258	Service user contacts: 1 2 0 0 0 0 0 0 0 0	Care team: L, A*****	Medium	Less Complex	HC C LG IC HR MR LR	No CPA >4 weeks	Shielded Phys Health	Escalate to MH team Iain Norman 2020-04-29
81 yo Female NHS No. 465876245	Service user contacts: 0 0 0 0 0 0 0 0 0 0	Care team: E, P***** O, W*****	Medium Low	Less Complex	HC C LG IC HR MR LR	No CPA	Shielded Phys Health	Social Services Iain Norman 2020-04-29
83 yo Female NHS No. 465133252	Service user contacts: 0 0 0 0 0 0 0 0 0 0	Least Assn/CMHT F2P/Tel contact X, M***** 04 Nov 2019 (6 months)	Medium Low	Less Complex	HC C LG IC HR MR LR	No CPA >4 weeks	Shielded Phys Health	Community Division Iain Norman 2020-04-29
70 yo Male NHS No. 465198162	Service user contacts: 0 0 0 0 0 0 0 0 0 0	Care team: N, K***** O, W*****	Low	Less Complex	HC C LG IC HR MR LR	No CPA >4 weeks	Shielded Dementia Phys Health	Social Services Iain Norman 2020-04-29
70 yo Male NHS No. 465441609	Service user contacts: 0 0 0 0 0 0 0 0 0 0	Care team: S, H***** H, S*****	Medium Low	Less Complex	HC C LG IC HR MR LR	B172 No CPA >4 weeks	Shielded Dementia Phys Health	No pathway recorded

# Finances and Funding



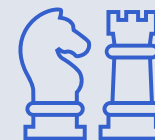
## NHS funding for innovation:

- Global Digital Exemplar
- Greater Manchester Health and Social Care Digital Transformation Fund
- Community Mental Health Transformation Funding



## Acceleration

- NHS Innovation Accelerator
- The Catalyst, Southampton Science Park
- Procurement Frameworks



## Pricing Strategy

- Competition
- Cost of the pain point
- Health Economic Insight
- Experiment
- Take advice

# Friends



# The MaST Journey.....

