



Wellmind Health

Good Thinking provides Be Mindful to Londoners

A city-wide initiative to promote proactive self-care of mental health

THE CLIENT



Good Thinking

Good Thinking
Healthy London Partnership

Main contact: Richard Graham,
Clinical Director

CHALLENGE



Offer and provide high-quality, clinically proven, digital mental health support to Londoners

Deliver cost-effectively, at scale

Increase accessibility to expert support while reducing GP contact time and avoiding travel time and expense

Ensure complete participant confidentiality and satisfy strict GDPR and IG compliance

SOLUTION



Digital therapeutic Mindfulness-Based Cognitive Therapy course, integrated into the London-wide wellbeing initiative

Clinically proven and NHS-approved

Accessible and on demand web-app, compatible with all devices, including smartphones

Dashboard of anonymised analytics showing clear success and effectiveness measurements

OUTCOMES



Be Mindful has been a key offering from Good Thinking for over 4 years with course completers recording a:

- 39% reduction in depression
- 42% reduction in anxiety
- 25% reduction in stress

Improved accessibility and flexibility in delivery

Viable remote self-care access for those in need



"What's amazing for me is that once people have learned these Mindfulness techniques, they keep using them. Receiving so many stories of participants' lived experience is also really important. It's not just about statistical measurements, it's actually making a significant difference to someone's life."

Richard Graham. Clinical Director, Good Thinking

Summary

Good Thinking is a free-to-use online mental wellbeing service that promotes proactive self-care of mental health conditions to residents and workers of London. It has helped over half a million people tackle stress, anxiety, low mood, sleep problems, and other concerns.

Launched in 2017, Good Thinking is jointly funded by the London Councils and London CCGs, and is supported by the Mayor of London, Public Health England and NHS England, and delivered by Healthy London Partnership.

A key aim was to offer effective support for common mental disorders, especially for people that may have difficulty engaging with a traditional NHS service. Good Thinking sought to maximise the opportunity afforded by smartphones and tablets, as users increasingly used apps to support their mental health, while reducing hours spent attending sessions and travelling to scheduled appointments.

Reviewing many of the best and most popular mental health apps available, Be Mindful was identified as one of the leading, most established digital therapeutic products in the mental health space. Already used by NHS IAPT services across the country, Good Thinking recognised a wealth of evidence that pointed to Be Mindful being an effective choice.

The programme was easily integrated into the Good Thinking suite of offerings, with Be Mindful's Management Portal providing verified clinical outcome data and course analytics with full participant confidentiality, including user numbers, progress, and the mental health outcomes achieved on completion.

Be Mindful delivers a high-quality programme to thousands of Londoners, with outstanding participant feedback reinforcing the significant, positive outcomes it generates for course completers.

Independent Feedback

"I am glad to have enrolled on this course, as I have learned a lot about myself, how to control my fears, my anxiety, my stress, and irritability. Now I can manage any upsetting situations with the help of mindfulness exercises, that I am using in my everyday daily life. Thank you." Christine

"I found the course was easy to follow and fitted in with my lifestyle as it was online and used videos and audio. Over the time of the course and following the exercises I felt calmer and more accepting of work and family pressure as well as being more aware." Jyoti

"A helpful and considerate set of exercises which work hard to help you. Would recommend to anyone seeking good help and support." Harry

"I am using the body scan regularly and am using other activities such as mindful movement and mindful walking. I use the breathing exercises all the time. Thank you!!! This has been a great experience." Tahira

"The course really helped me to get through a very difficult time in my life. I highly recommend it to anyone." Maria

"I call it a gold standard. We frequently quote the user feedback because the reviews we receive are profoundly moving. Some people achieve a recovery using Be Mindful that would be almost difficult for any clinical service to achieve."

Richard Graham. Clinical Director

