

LEARNING FROM THE LABS

VOLUME 2:

At-a-glance product outcomes

Lucy Simons, Michael Craven, Jennifer Martin

NIHR MindTech Healthcare Technology Cooperative

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In 2014, we carried out a project to evaluate five of the digital products developed as part of the Innovation Labs initiative: **HeadMeds, Madly in Love, MoodBug, Doc Ready and In Hand.**

The evaluation focused on the effectiveness of the individual digital products in terms of their user, intended and social value. In this 'at-a-glance summary', we present the main outcomes demonstrated for each product by October 2014. There are more outcomes to report for **Doc Ready** and **In Hand** because we studied these in more depth. The **full report** describes the methods adopted, presents the detailed findings and provides a commentary on the conclusions, lessons and reflections from the project.

HeadMeds

Accessible, straight talking information on young people's mental health medication.

User Value

The highest user traffic for all the products was recorded for **HeadMeds** – in 7 months, the site had over 66,000 user sessions, with the number of sessions per month increasing over time.

Anecdotal feedback on **HeadMeds** suggests that users value:

- the clear plain language
- access to information they would not seek from a health professional
- reassurance others had similar experiences and they are not alone.

Intended value

As described above, **HeadMeds** users are seeking and accessing information that is not available from other sources, for example, information about how medications can affect sex or what will happen if drink or drugs are taken while on medication.

HeadMeds has received endorsements from key professional bodies, providing some evidence of credibility and quality.

Madly in Love

Relationship and mental health advice for young people and their partners.

User Value

Innovative marketing – a Spotify playlist competition - was successful in driving traffic to **Madly in Love** in the initial months after launch.

This attracted users to the site that are often viewed as ‘hard to reach’ with information about mental health and relationships, namely, young men.

Over time a gradual shift in usage has been seen, where by October 2014, the advice and shared experiences sections of **Madly in Love** were those most frequently accessed.

Intended value

Madly in Love has seen a gradual growth in the submission of stories and experiences. This ‘user-generated content’ was a key feature of **Madly in Love** and because of the grant funding model, Youth Net have been able to let this feature slowly take hold.

Moodbug

A tool for sharing how you feel with your close friends and letting them know when you’re thinking about them.

User Value

With just over 400 uses, **Moodbug’s** numbers were less than the other products, but were proving to be a core of regular users. For example, around 53% of all users use **Moodbug** for long enough to complete a ‘mood share’ – the primary purpose of the tool.

Intended value

As well as the primary outcome of normalising conversation about mood, anecdotal feedback to Mind Apples suggested that **Moodbug** also helps users to learn about their own moods and raises self-awareness of mental wellbeing.

Doc Ready

Helps young people feel more confident and get better results when they see their GP about a mental health issue

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| <p>User Value</p> | <p>In over 13 months, Doc Ready had seen 35,000 user sessions in total.</p> <p>Doc Ready exceptionally low ‘bounce rate’ (1-2%), suggesting those people who found the tool actively used it in some way.</p> <p>Users reported high levels of satisfaction with Doc Ready across a number of measures.</p> |
| <p>Intended value</p> | <p>The core of Doc Ready is the checklist building function in preparation for a GP appointment – this part of the tool was most frequently used and was the most highly valued part of the tool by its users.</p> <p>We found some evidence for the way Doc Ready has supported:</p> <ul style="list-style-type: none"> • improved communication in GP appointments • increased control for the young person in the appointment • providing reassurance and reducing isolation • initiating help-seeking behaviour |
| <p>Social value</p> | <p>We found some evidence of the way in which Doc Ready helps those who use it with their mental wellbeing, especially with regard to</p> <ul style="list-style-type: none"> • thinking clearly • being ready to talk to someone else • more able to take control • making your own mind up about things. |

Further information related to this evaluation is available from NIHR MindTech Healthcare Technology Cooperative on request. www.mindtech.org.uk

The research reported in this paper was conducted by the NIHR MindTech Healthcare Technology Co-operative. The views represented are the views of the authors alone and do not necessarily represent the views of the Department of Health in England, NHS, or the National Institute for Health.

In Hand

A digital friend that provides young people with tools, advice and activities when their mental health is at risk.

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| <p>User Value</p> | <p>Around 6,000 users had downloaded In Hand in less than 6 months</p> <p>Around 43% of people who used it more than once, did so twice or more each week.</p> <p>Users valued In Hand because it was an app – they can use it anywhere, whatever they are doing to manage their wellbeing.</p> <p>Users reported high levels of satisfaction with In Hand across a number of measures.</p> |
| <p>Intended value</p> | <p>The most frequently used and most highly rated element of In Hand was the inspirational quotes accessed from the ‘So-So’ button on the main menu.</p> <p>We found some evidence for the way that In Hand supports:</p> <ul style="list-style-type: none"> • mood/wellbeing awareness • mood/wellbeing regulation |
| <p>Social value</p> | <p>We found good evidence of the way in which In Hand helps those who use it with their mental wellbeing, especially with regard to</p> <ul style="list-style-type: none"> • having a positive outlook • feeling less stressed • feeling relaxed • thinking clearly |

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