Big Health | Sleepio

Spreading digital innovation

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Big Health
We are a digital medicine company

Highly personalized, automated behavioral medicine programs for mental health

As scalable as drugs, as effective as in-person therapy

Backed by gold-standard clinical evidence
Key Processes in Sleepio Story

1. Create a scalable solution to a major problem
2. Generate evidence, both controlled and RWE
3. Foster partnerships (e.g., AHSN, Good Thinking)
4. Listen to/engage with stakeholders/commissioners
5. Help shape pathways of mental health delivery
Co-founded by a former insomnia patient & Prof of Sleep Medicine, with an experienced team & clinical advisory board

Prof. Colin Espie
Co-Founder & Chief Medical Officer

Peter Hames
Co-Founder & CEO

Susie Oblak
UK General Manager

Prof. John Cape
Clinical Services Advisor

Dr. Sophie Bostock
NHS Innovation Accelerator Fellow

Dr. Jenna Carl
Medical Director

.. team of 50+ in London & USA

Prof. Russell Foster
Oxford University

Prof. Sir Neil Douglas
Academy of Medical Royal Colleges

Prof. Willem Kuyken
Oxford University

.. and many more!
Mental health is one of today’s greatest challenges

- Depression: 10%
- Anxiety: 18%
- Insomnia: 20%

How is insomnia being addressed today?

Up to 30% sufferers seek help in primary care

**Self-medication**
- Alcohol
- OTC sleep aids

**Prescriptions**
- Hypnotics (Z-drugs, benzos)
- Anxiolytics & antidepressants

OTC: Over the counter.
The latest clinical guidelines state that CBT-I should be the first-line therapy – not hypnotics

Cognitive Behavioural Therapy (CBT)
Hypnotic sleeping pills can be harmful, are often ineffective, and yet widely overprescribed.

Global guidelines from NICE to ACP recommend against use chronically. 

Sleepio: Effective digital self-help

Sleepio is a fully automated Cognitive Behavioural Therapy (CBT) program for insomnia.

Accessible via app and web, it is an effective digital medicine for insomnia, and helps alleviate co-morbid anxiety and depression.

For more info see bighealth.com/our-solution
Sleepio is backed by 30 peer-reviewed papers inc 8 RCTs, and featured in NICE and ACP guidelines.

76% of insomnia sufferers using Sleepio achieve healthy sleep
- Placebo-group RCT of digital CBT for insomnia
  Espie, C.A. et al. (2012) Sleep

68% of Sleepio users with depression and anxiety move to recovery
- Treatment of anxiety and depression with digital CBT for insomnia
  Luik, A. et al. (2017), Behavioral & Cognitive Psychotherapy

Largest ever RCT of a psychological intervention with 3,500+ participants
- The effects of improving sleep on mental health (OASIS): a RCT with mediation analysis
  Freeman et. al. (2017), The Lancet Psychiatry

Recommended as first-line treatment for insomnia in ACP guidelines and by NICE
- NICE Health App Briefing (2017). Sleepio
  Management of Chronic Insomnia Disorder in Adults

For a full list of papers and abstracts, visit www.bighealth.com/outcomes
RCT: Randomized Controlled Trial; NICE: National Institute for Health and Care Excellence; ACP: American College of Physicians
Published in September 2017:
Largest ever RCT of a psychological intervention

“[Sleepio] gave added benefits. Depression in particular, but also anxiety, psychological wellbeing, perceived functioning all improved...

..Trouble sleeping is a common complaint with little stigma. Hence, it provides a much more acceptable focus for a first step in a care pathway.”

Freeman et al 2017 - The effects of improving sleep on mental health (OASIS): a randomised controlled trial with mediation analysis
Experience scaling provision to some of the world’s leading employers and health systems
1 million employees
Good Thinking is partnering with Big Health to deliver free online access to Sleepio across London:
good-thinking.uk/sleepio
Oxford AHSN Digital Catalyst Project funded by Innovate UK

Innovate UK have funded a £1m collaborative partnership between Oxford Academic Health Science Network (AHSN) and Big Health, the company behind evidence-based sleep improvement programme, Sleepio. The project is supported by NHS England.

Aims: To provide a blueprint for the adoption of digital medicine at scale

Outputs: (1) A guide to enabling access & promoting the uptake of digital medicine
(2) A sustainable commissioning model, based on NHS savings

Benefits: Free direct access to Sleepio for 2.7 million adults across Oxford AHSN footprint
We reach poor sleepers using two approaches in parallel

Population based
Key channels: email, home mailers, posters, specials etc.

GPs/HCPs
Summary

1. Effective, safe, scalable, engaging, robust product
2. Evidence pipeline – multi-faceted and ongoing
3. Partnerships and peer review
4. Engagement with stakeholders/commissioners
5. Creating blueprints and helping shape the future
Hello Sleepio team,

I want to thank you so much for turning me back into a human being after being a Zombie for so many years. At last there are people who actually realize what I have known for all this time, that it's insomnia that causes depression and not the other way round.

How many times have I sat in front of a doctor in tears of frustration almost screaming at them that I am NOT depressed, I just cannot sleep.

Begging for help that never comes. Till I found Sleepio.

Thanks again for everything Sleepio!
Big Health | Sleepio

Helping people sleep better, feel happier, worry less

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