**SUBSTANCE USE TOOLKIT: EMAILS FOR CLINICIANS / REFERRERS**

**EMAIL 1: LAUNCH**

**Subject Line:** Introducing our new online Substance Use mental health programmes

Hi team,

We’ve invested in the evidence-based Substance Use mental health programmes from SilverCloud® by Amwell®.

The Substance Use programmes support and guide people in taking an honest look at their relationship with alcohol or drugs. They help them to learn about the benefits of cutting back or quitting and gain the tools and motivation they need to take back control.

There are two programmes to choose from:

* *Alcohol Programme*
* *Drug Programme*

These programmes were developed in partnership with Inclusion, part of Midlands Partnership NHS Foundation Trust. They are online courses that use Cognitive Behaviour Therapy (CBT) and Motivational Enhancement Theory (MET), the same treatments a therapist might use in a face-to-face appointment.

Both programmes can be accessed 24/7 from a desktop, tablet or mobile device, and can be personalised to meet your patients’ needs. You have the option to refer patients to a self-guided pathway, or for added motivation, you can assign a supporter.

**[H2] An effective and engaging treatment pathway**

Backed by 20 years of research, SilverCloud® by Amwell® is the global leader in clinically proven digital CBT. Over 1 million people have already benefitted from using SilverCloud® programmes.

Online therapy is a great option for many people, especially those who may struggle to attend in-person appointments. Research has shown it can be just as effective as face-to-face therapy.

SilverCloud programmes can provide your patients with immediate support:

* instead of face-to-face therapy
* while they are waiting for care
* between visits
* post-treatment to maintain recovery

For more information about the *Drug* or *Alcohol* programmes, and to find out how to refer your patients, follow this link <LINK HERE> or contact <Dept name/Service lead name>.

Kind regards

<Name>

***About SilverCloud® by Amwell®***

*SilverCloud® by Amwell® (NYSE: AMWL) is a leading digital mental health platform, enabling providers, health plans and employers to deliver clinically validated digital health/therapeutic care that improves outcomes and increases access and scale while reducing costs. Developed in Ireland in 2012, the multi-award-winning digital mental health platform is a result of 20 years of clinical research with leading academic institutions. Today, SilverCloud® is being used by more than 500 organizations globally to meet their populations’ mental health needs. Global experts have clinically proven the platform through fully randomised control trials and anonymised, real-world data from over one million SilverCloud users. The platform is a leader in the industry with its effectiveness, engagement and range of clinical programs that encompasses the spectrum of mental health needs.*

**EMAIL 2: REMINDER**

**Subject Line:** Have your patients tried our online Substance Use mental health programmes yet?

Hi team,

Have you started referring your patients to the new SilverCloud® mental health programmes for *Drug* and *Alcohol* useyet? If so, we’d love to hear your feedback. If not, what’s holding you back?

Backed by 20 years of research, SilverCloud® by Amwell® is the UK’s leading provider of clinically proven digital CBT.

With demand remaining high for our services, people are waiting longer for support than we would like them to. The Substance Use mental health programmes can give your patients access to self-management tools and support, today.

Referring a patient is quick and easy. It can provide vital mental health support to those struggling with their use of drugs or alcohol, who may prefer not to attend in-person appointments.

Follow this link <link> to find out more. Or get in touch with <Dept name/Service lead name> with any questions.

We’re here to help.

<Name>

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