

SilverCloud[®] by Amwell[®] Toolkit User Guide

We have designed a toolkit containing content, graphics and printables, to help you educate and build awareness of the SilverCloud[®] programmes among your stakeholders, teams and patients.

What is the SilverCloud[®] Programmes Toolkit?

If you have been involved in the setup of the SilverCloud platform within your service, you'll know what it is and how it works. If that's not the case, the platform delivers evidence-based mental health programmes, which use cognitive behaviour therapy (CBT) techniques, tools and activities to help users manage and improve their mental health.



The SilverCloud platform can be used to support patients:

- As a learning tool to manage their own symptoms
- While waiting to see a mental health service
- Between therapy sessions
- Post-therapy, to prevent relapse

Each programme uses clinically proven online therapy, which can be used to enhance a wider mental health care programme. It also greatly improves the availability of mental health support as it can be accessed immediately, without any waiting. This is particularly vital during such a time of increasing demand for psychological and behavioural healthcare.

The SilverCloud programmes can be accessed at any time, using a computer, laptop, tablet or mobile phone that's connected to the internet. It's simple to refer patients – you can send them an email with a link to activate their SilverCloud account, or you can allow them to self-refer if that fits with your service pathways.

Patients can work through the programmes on their own. Or, if they need extra help, for some programmes a supporter can be assigned to give advice, answer questions and provide extra motivation.



Sustainable results with a **50% further decrease in symptoms scores at 12 months¹**



of users with a clinical diagnosis of depression or anxiety **were diagnosis free at 3 months¹**

Up to

80%

of participants show improvement in depression and anxiety symptoms²

Proven to treat

4X

the members at ¼ the cost of face-to-face therapy²

65%

of users achieve clinically significant improvement²

93%

user satisfaction²

Helped over

1M+

users think and feel better

We've created this toolkit to help you and your colleagues understand and utilise the SilverCloud platform.

Before you get started with this toolkit, take a look at this guide, so you can see what each item was designed to do.

References

1. [Richards et al. \(2020\)](#)
2. Data from the SilverCloud platform dashboard.

In your toolkit

Information for clinicians

1. Clinician leaflet



Audience: Clinical stakeholders and anyone in your organisation who might refer patients to SilverCloud programmes.



Purpose: To introduce stakeholders in your organisation to the SilverCloud platform. This leaflet is a quick introduction to the platform, looking at how it works and the programmes. The aim of this leaflet is to get clinicians to start thinking about the SilverCloud platform as a treatment option and encourage them to find out how to refer patients.



How to use: The clinician leaflet has an editable field to allow you to insert information that's specific to your service, for example detail about referral routes. Then, print the leaflet and distribute it to all relevant stakeholders in your service. An e-version of the leaflet is also included for you to send via email.

2. Clinician 1-pagers



Audience: Clinical stakeholders and anyone in your organisation who might refer patients to SilverCloud programmes.



Purpose: To introduce stakeholders in your organisation to the SilverCloud platform. This leaflet is a quick introduction to the platform, looking at how it works and the programmes. The aim of this leaflet is to get clinicians to start thinking about the platform as a treatment option and encourage them to find out how to refer patients.



How to use: The Clinician 1-pagers can be distributed digitally, or printed and circulated as physical copies. They can be sent out as a package or tailored to a clinician's area of interest.

3. Clinician emails

Launch email:



Audience: Clinical stakeholders and anyone in your organisation who might refer patients to the SilverCloud platform.



Purpose: To announce the launch of the SilverCloud platform within your service. This email contains details about the platform, how it works and how to refer patients. Its aim is to get clinicians to start thinking about SilverCloud programmes as a treatment option and encourage them to start referring patients. It guides stakeholders to find out more or ask questions if they need to.



How to use: This email is available in plain text and HTML versions. Copy and paste the provided text into an email and tailor it for your service. Send this to all relevant stakeholders in your organisation.

Follow-up email:



Audience: Clinical stakeholders and anyone in your organisation who might refer patients to the SilverCloud platform.



Purpose: To remind your stakeholders about the SilverCloud platform and encourage them to start referring patients. Or to let us know why they haven't done so yet. Our staff are here to help your clinical team if they have questions. Just get in touch.



How to use: Copy and paste the text into an email. Send this email to all relevant stakeholders in your organisation about 3 weeks after the first one.

Information for patients

1. Website content



Audience: All patients.



Purpose: To inform patients about the SilverCloud platform, how it might help them, and the programmes available. Patients are encouraged to ask for more information. There is space for you to add your preferred referral route.



How to use: Create a new page on your website, and include it in your site's main menu, to ensure it will be seen. Copy and paste the text into the webpage and add any specific information needed.

Patients are unlikely to understand what the SilverCloud platform is at this stage, so we'd suggest a simple page name such as:

- Digital mental health
- Online mental health
- Mental health support

2. Patient Guides



Audience: Patients who are interested in being referred to the SilverCloud platform.



Purpose: To give patients information about specific SilverCloud programmes. Each guide explains the condition the programme is designed to support. It also details who the programme is for, how it works, and what benefits the patient can expect. The guides list the modules and interactive tools included in the programme.



How to use: These guides can be emailed to a patient or printed off and handed to them during an assessment or appointment. The guides are personalised to the patient's condition to help motivate them to take the first step and enrol in a SilverCloud programme.

3. Patient poster



Audience: All patients.



Purpose: To raise awareness of the SilverCloud platform and encourage patients to either:

- Ask their healthcare professional for more information and/or a referral
- Self-refer using the scannable QR code (not always available)



How to use: Print the poster and place it in an area where it can be seen by as many people as possible. This might include:

- Patient waiting rooms
- Surgery notice boards
- Patient toilets
- Next to the pharmacy
- Corridors where there are plenty of passers-by

4. Patient emails

General launch email:



Audience: All patients.



Purpose: To introduce your patients to the SilverCloud platform, explain what it is and how it can help them. The aim of this email is to inform patients of their new treatment option and invite them to ask for more information or a referral.



How to use: Copy and paste the text into an email and add any extra information the patient may need (e.g., contact details). Send this email to your patient mailing list.

Specific invitation email:



Audience: Patients who are receiving or waiting for mental health support.



Purpose: This email is for patients who are on a waiting list for mental health support or are already receiving treatment. It introduces the SilverCloud platform, explains what it is and how the programmes can help. The aim of this email is to inform patients of their options and let them know that they can use SilverCloud programmes to support themselves while they are waiting, or between therapy appointments.

The email assures patients that signing up to a SilverCloud programme does not mean that they will lose their place on the waiting list.



How to use: Copy and paste the text into an email and add any extra information required. Send this email to patients who are receiving or waiting for mental health support.

5. Patient text messages



Audience: Patients.



Purpose: To introduce patients to the SilverCloud platform and encourage them to ask for more information.



How to use: Send these messages via your text message service provider. We suggest sending these regularly, throughout the year, as people's situations change over time. As you know, someone who doesn't feel they need support at the start of the year, may feel they do a few months later.

6. Social media graphics and content



Audience: All patients.



Purpose: To introduce patients to the SilverCloud platform, explain what it is and encourage them to ask for more information.



How to use: Share these posts on your social media channels. We suggest sharing around once each month. Choose a different post from the previous time, to keep the message interesting and ensure you are appealing to a wide range of patients.

A guide to editing the assets

To add your contact details to a PDF:

If you have the Pro (paid) version:


- Open the PDF in Adobe Acrobat Pro.
- In the tool bar, click "Edit PDF".
- Scroll down to the box where you can add your contact information.
- In the toolbar, hit "Add text". Type in the contact details of your service.
- To add a link to a web page, click on "Link" in the toolbar and select "Add/Edit Web or Document Link".
- Using your cursor, draw a rectangle around the URL, or the whole information box if you prefer.
- Style your link in the window that opens. We recommend Link Type = Invisible Rectangle and Highlight Style = None.
- Check the box for "Open a web page". Then hit "Next".
- Add the URL for the web page that you want to link to.
- Hit "OK".
- Save the PDF. Don't forget to check the link is working correctly before you start sharing the document.

If you want to add your URL to existing text in the PDF (*i.e. a call to action such as "Find out more"*) start from the step "To add a link" above.

To add a QR code:

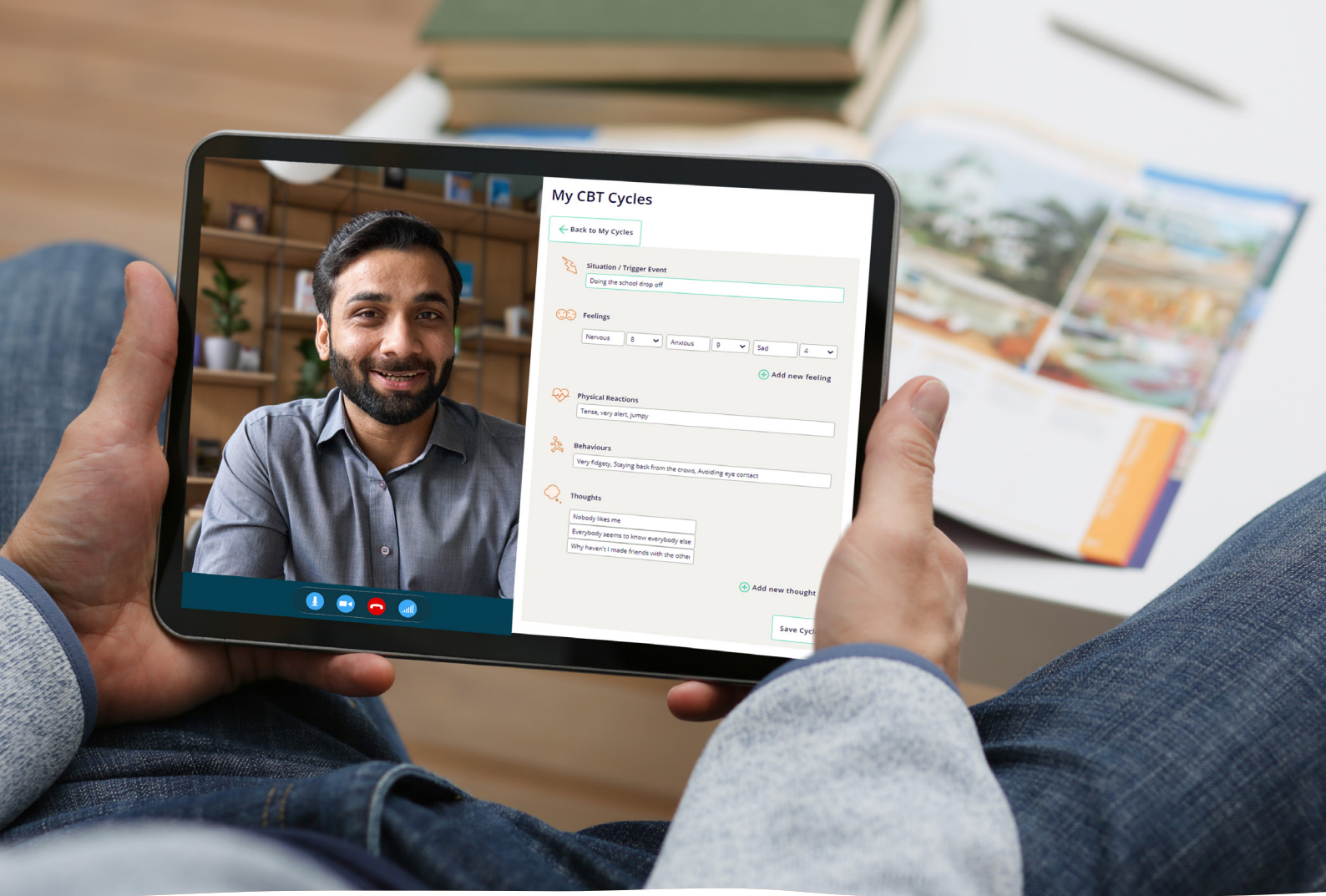
- Generate your QR code using a QR code generator site.
- Save the QR code as an image file (jpeg).
- Open the PDF in Adobe Acrobat Pro.
- Click on "Add image" and choose your QR code file. Hit "Open".
- Place the QR code on the pdf and resize as needed.
- Save the file.

If you don't have access to the paid version of Adobe Acrobat, you can add text to the document but you will not be able to embed a URL.

- Open the PDF in Adobe Acrobat
- Click on this icon: 
- Scroll down to the box where you can add your contact information.
- Place the cursor in the box and start typing.
- Save the file.

Using the HTML e-mail templates:

We have provided you with HTML versions of the clinical e-mails for launching and reminding people of the SilverCloud platform in your service. If your service is experienced with sending HTML emails, use the HTML email template to create your campaign in Outlook or your external e-mail marketing provider (such as Mailchimp). If you don't have experience sending HTML emails, we recommend you use the copy in the Word document we have provided to send out a plain text version of the e-mail. With both versions, the copy can be tailored to your service and sent to all relevant stakeholders.



If you have any questions, or need further support using any of the items in this toolkit, please get in touch with the Amwell team:

Contact

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by Amwell[®]



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