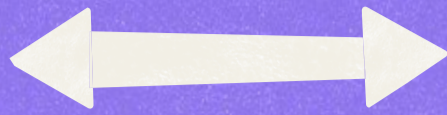


The Coaching Gap

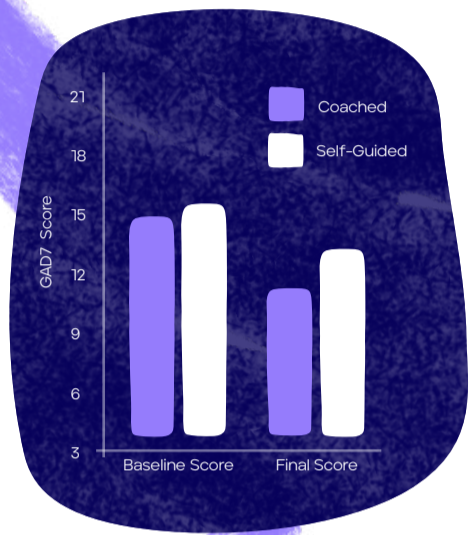


What does coaching add in term of outcomes?

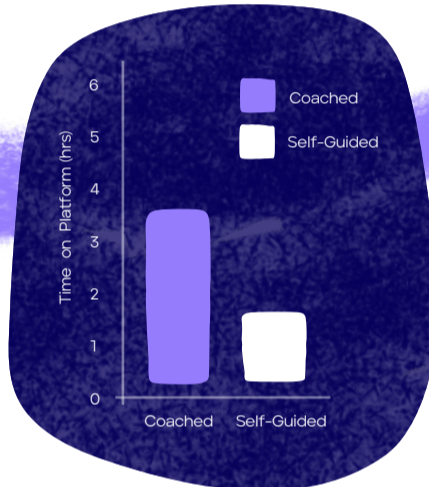
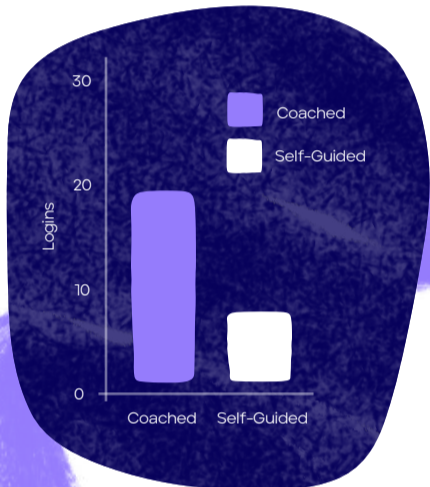
The scientific literature consistently demonstrates that internet-based psychological treatments that include support/coaching lead to better outcomes than self-guided treatments [1-3]. We investigated the extent to which this holds true for our own SilverCloud iCBT programmes, by examining coached (n=69043) and self-guided (n=905) users of our clinical programmes who met the criteria for clinical levels of depression and anxiety*.



On average, coached and self-guided users show similar levels of symptoms at baseline. **However**, the average coached user shows a reduction of **6.6** on the PHQ-9 and **6.3** on the GAD-7, whereas the average self-guided user shows a reduction of **4.9** and **5.0**.

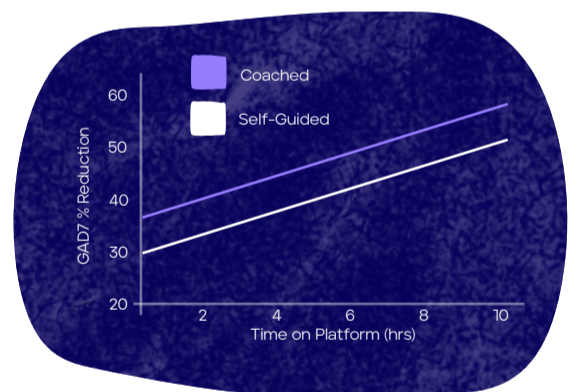
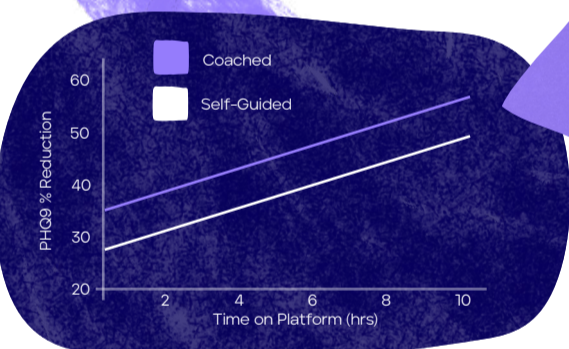


Differences between coached and self-guided users are also evident for basic usage metrics. For instance, the average coached user spends **3.5** hours on the platform, while the average self guided user spends **1.7** hours.

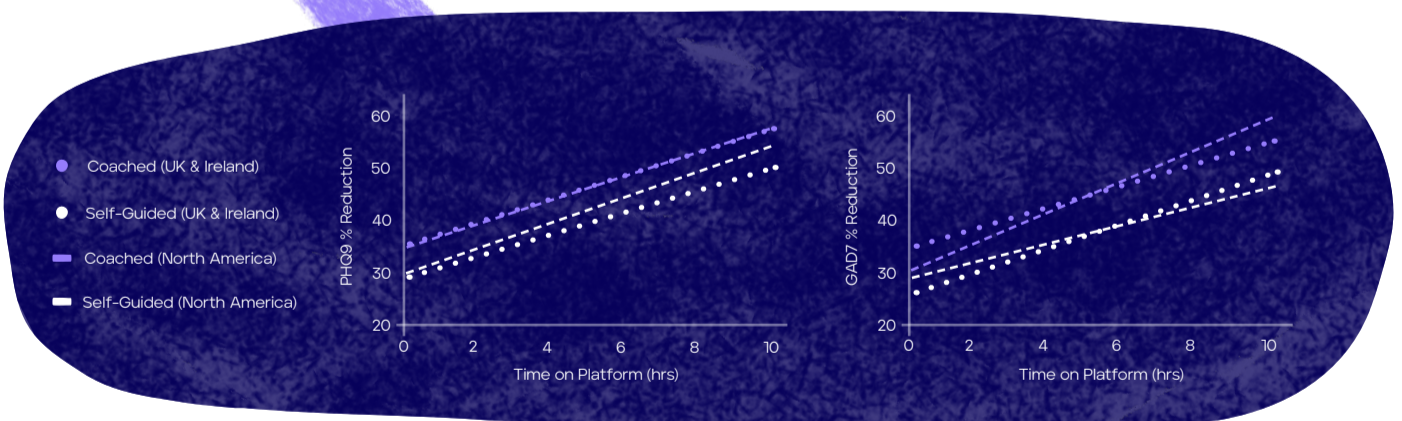


As expected, for both coached and self-guided users, more time on the platform is associated with greater reductions in depression and anxiety.

However, self-guided users, irrespective of how long they spend on the platform, do not obtain the same level of benefit as coached users: **This is the Coaching Gap**



This **Coaching Gap** is also evident when we look at the data separated for Europe and North America.



Insights and Recommendations

- Consistent with the wider scientific literature, coaching leads to better outcomes for users of SilverCloud iCBT.
- Given the benefit of coaching, we are continuing to explore ways to enhance the experience for coaches, including the use of machine learning to predict outcomes.
- Self-guided users also experience clinically significant benefits, and we are committed to researching innovative ways to further support their autonomous journeys through the programme.

*These users started a clinical program between July 1st 2020 and June 30th 2021; Clinical levels of depression are defined as scores >10 on the PHQ-9; clinical levels of anxiety is defined as >8 on the GAD-7

References

- [1] Richards D, Richardson T. Computer-based psychological treatments for depression: a systematic review and meta-analysis. Clin Psychol Rev 2012;32:329-42.
- [2] Spek V, Cuijpers P, Nyklicek I et al. Internet-based cognitive behaviour therapy for symptoms of depression and anxiety: a meta-analysis. Psychol Med 2007;37:319-28.
- [3] Palmqvist B, Carlbring P, Andersson G. Internetdelivered treatments with or without therapist input: does the therapist factor have implications for efficacy

