**EMAILS FOR REFERRERS**

**EMAIL 1: LAUNCH**

**Subject Line:** Our new digital mental health service is ready to launch

Hi team,

As you know, more people than ever are waiting to receive mental health treatment. So, to help us support more patients, even faster, we’ve invested in the evidence based SilverCloud® by Amwell® platform. Backed by 20 years of research, the SilverCloud® platform is the global leader in clinically proven digital CBT.

Over 1 million people have already used SilverCloud programmes. The outcomes are impressive. Up to 80% of users showed improvement in depression and anxiety symptoms (1) and 56% of users with a clinical diagnosis of depression or anxiety were diagnosis-free after three months (2).

The programmes can be accessed 24/7 from a desktop, tablet or mobile device, and they are 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.

SilverCloud programmes can provide your patients with immediate support:

* as an alternative to face-to-face therapy
* while they are waiting for care
* between visits
* post-treatment to maintain recovery

Programmes available include:

* *Anxiety*
* *Depression*
* *Anxiety & Depression*
* *Insomnia & Sleep Issues*
* *Generalised Anxiety Disorder (GAD)*
* *Health Anxiety*
* *Obsessive Compulsive Disorder (OCD)*
* *Panic*
* *Phobia*
* *Social Anxiety*

For more information about the 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>

References

1. Data from the SilverCloud platform dashboard.
2. [Richards et al. 2020](https://www.silvercloudhealth.com/hubfs/Our%20Research/Research%20papers/A%20pragmatic%20randomized%20waitlist-controlled%20effectiveness%20and%20cost-effectiveness%20trial%20of%20digital%20interventions%20for%20depression%20and%20anxiety.pdf?utm_campaign=US_11_2021_Alcohol_Program_Launch&utm_medium=email&_hsmi=2&_hsenc=p2ANqtz-8wVWxCmw65B8sGWhtITU-vpLb2OlnAOrxtZtE3UBPld4wBlFnEwgtVDAz0xJkL3zPjmHvEVxzxFFai-9aQrhUyElb76Lt04zLO3J2_plkxUyQiI0s&utm_content=2&utm_source=hs_email)

*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 nearly 20 years of clinical research with leading academic institutions. Today, SilverCloud is being used by more than 500 organisations 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:** Are you using the SilverCloud® platform yet?

Hi team,

Have you started referring your patients to SilverCloud® programmes yet? 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. SilverCloud programmes give your patients access to self-management tools and support, today.

There is a wide range of programmes available, including:

* *Anxiety*
* *Depression*
* *Anxiety & Depression*
* *Insomnia & Sleep Issues*
* *Generalised Anxiety Disorder (GAD)*
* *Health Anxiety*
* *Obsessive Compulsive Disorder (OCD)*
* *Panic*
* *Phobia*
* *Social Anxiety*

Referring a patient is quick and easy. 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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