**EMAILS FOR REFERRERS**

**EMAIL 1: LAUNCH**

**Subject Line:** It’s time to share our new digital mental wellbeing service

Stress and worry are common in our modern lives. But if they become chronic, they can lead to negative physical and mental health outcomes such as obesity, heart disease and high blood pressure, as well as depression and anxiety (Carlson, 2004).

Fortunately, resilience, which is the capacity to face, overcome and even be strengthened by tough experiences, is something people can learn and develop.

We’ve invested in evidence-based mental wellbeing programmes from SilverCloud® by Amwell®. Backed by 20 years of research, the SilverCloud® platform is a global leader in online cognitive behaviour therapy (CBT). Over 1 million people have already benefitted from working through SilverCloud programmes.

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

Programmes available include:

* Stress
* Resilience
* Money worries

For more information about each programme, and to find out how to sign people up, follow this link <LINK HERE> or contact <Dept name/Service lead name>.

Kind regards

<Name>

*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® by Amwell® platform yet?

Hi team,

Have you started referring people to our SilverCloud® mental wellbeing programmes yet? If so, we’d love to get 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 cognitive behaviour therapy (iCBT) – the same treatment used by therapists in face-to-face sessions.

With more and more people in need of mental health support these programmes provide a fast and clinically proven path to recovery.

Referring someone 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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