**EMAILS FOR REFERRERS**

**EMAIL 1: LAUNCH**

**Subject Line:** Our new online *Self-Management* programme is ready to support your patients

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 *Self-Management* programme from SilverCloud® by Amwell®.

Backed by 20 years of research, the SilverCloud® platform is the global leader in clinically proven digital CBT. The *Self-Management* programmeis designed to support patients with mild to moderate mental health problems and can be used as a primary treatment option or as a support tool while the patient is waiting for further therapeutic care.

The toolkit can be accessed 24/7 from a desktop, tablet or mobile device. Patients initially have access to four easy to use modules:

* Wellbeing and Self-Management
* Challenging Unhelpful Thoughts
* Planning and Communication
* Becoming a Resourceful Self-Manager

Further modules and programmes can be unlocked depending on your patient's needs.

Over 1 million people have already used SilverCloud programmes and the outcomes are impressive.

* Up to 80% of users showed improvement in depression and anxiety symptoms (1)
* 56% of users with a clinical diagnosis of depression or anxiety were diagnosis-free after three months (2).

For more information about the *Self-Management* programme, 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)

**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 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:** Have your patients tried our online *Self-Management* programmefor mental health yet?

Hi team,

Have you started referring your patients to our new SilverCloud® *Self-Management* Programmefor mental health 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 mental health services, people are waiting longer for support than we would like them to. The *Self-Management* programme gives your patients access to self-management tools and support, today.

It’s ideal for patients presenting with low to moderate mental health problems or those who are waiting for more specialist therapeutic care.

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>

**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 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.*