



Improving access to Mental Health services

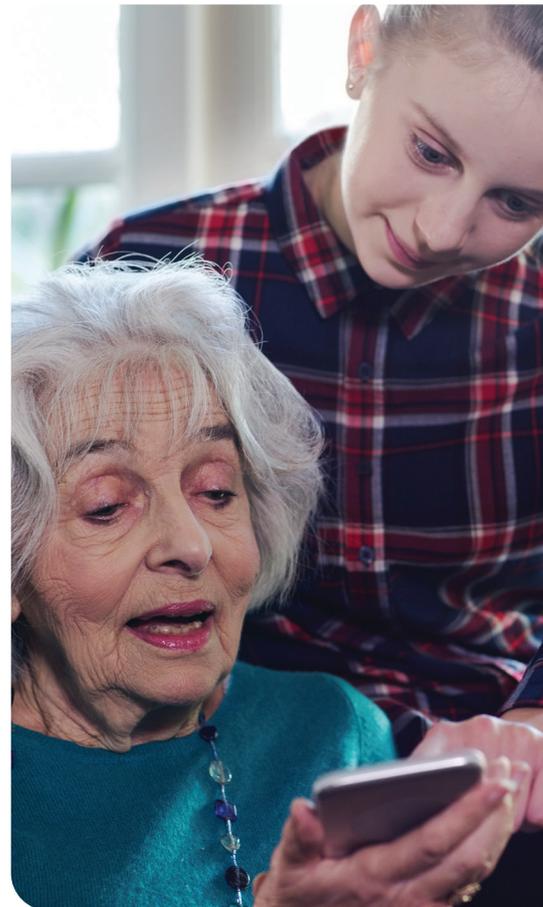
myGP increase self-referrals to Talking Therapies / IAPT

Access to psychological therapies

The Improving Access to Psychological Therapies (IAPT) programme began in 2008 with the aim of transforming the treatment of adult anxiety disorders and depression in England. In the past year alone, more than one million people accessed IAPT services for help to overcome their depression and anxiety, and better manage their mental health¹.

Addressing issues to accessing mental health services

The COVID-19 pandemic limited GP availability and less patients presented with mental health issues. This resulted in low GP referrals meaning mental health providers struggled to meet access targets. At the same time, there has been an increase in patient demand, with 40% of people requesting to access psychological therapies². This is compounded by lack of patient choice in the type of therapies received³, plus different groups are found to be underrepresented for these services⁴. myGP provides a solution for surgeries to address these issues and increase referrals by sending uniform targeted SMS campaigns.



Sending uniform targeted SMS campaigns



Include trackable links to any website or media



Campaigns can be sent ad/hoc to help boost referrals when needed

myGP increase self-referrals in London and Bedfordshire

Working across nine Talking Therapy Service hubs across London and Bedfordshire, myGP deployed targeted SMS messages to drive self-referrals for IAPT services. Patients were targeted by age and gender, with each SMS message including three options for them to self-refer; a link to complete a form, a phone line to ring and instructions on how to book through their GP practice. Messages can be sent on as-needed basis, so demand can be aligned with capacity.



333 Participating Practices



568,062 messages scheduled to date



22,991 clicks

1. NHS England » Adult Improving Access to Psychological Therapies programme
2. Access to talking therapies - Mind
3. we-still-need-to-talk_report.pdf (mind.org.uk)
4. Microsoft Word - C0709 Advancing Mental Health Equalities Strategy - Text version for publication V6.docx (england.nhs.uk)