An example of a digital preventative service: TEN: Black Dog Institute

Helen Christensen, Peter Baldwin and Mathew Coleshill, Black Dog Institute and University of New South Wales, Sydney

Brief Menu

What does the mental health model look like?

How is the model delivered?

How did the model change and grow over time?

Describe the sustainable engagement path and the sustainable funding path

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Nature of the model: An initial
response to COVID, that has continued

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Context

- High rates of poor mental health among health professionals

- Barriers to care (culture, systemic, mandatory notifications, regional health professionals)

- TEN was funded by the federal government as part of their COVID-19 strategy (launch May 2020)

- Developed with stakeholders from professional bodies, support services, and mental health organisations

How it came into being:

COVID

Rise in mental health conditions

Health professionals at intense risk

Government needs to act or to be seen to act

To assist health professionals

Must be up and running in 6 weeks

Creation of TEN service with other partners that need a share of action

Digital first with blended

TEN The Essential Network

Anonymous

Self service

Web and app

Practical/health

No Medicare record created but 5 free sessions

Funding provided as a service not as an individual rebate

TEN

The Essential Network for Health Professionals

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Helping healthcare professionals find resources and support to navigate burnout and maintain good mental health, TEN is a confidential e–health hub that offers:

- Up to 5 free telehealth sessions with a clinical psychologist or psychiatrist through Black Dog Institute's TEN Clinic
- Evidence-based tools and resources
- Online Navigating Burnout program
- Workshops and presentations

Website: www.blackdoginstitute.org.au/the-essential-network/
Email: m.coleshill@blackdog.org.au
Email: TEN@blackdog.org.au

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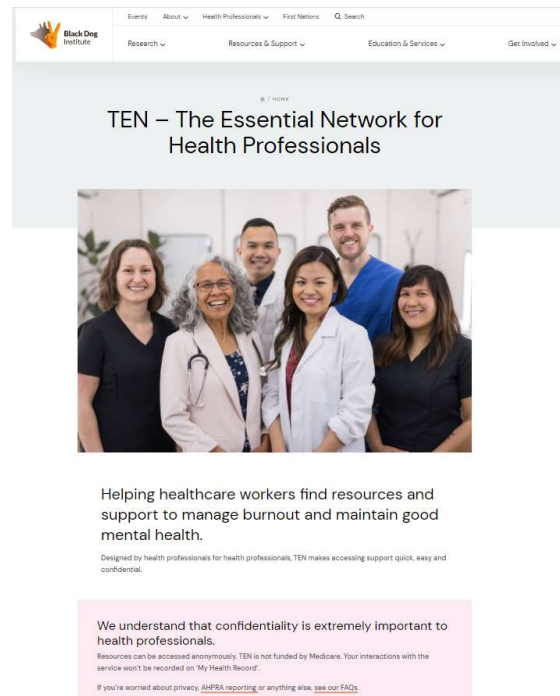Describe the sustainable engagement path and the sustainable funding path

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HOW THE SERVICE IS DELIVERED

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The Essential Network for Health Professionals combined three platforms (app was later dropped)

An app

A website

A clinic

Helping healthcare workers find resources and support to manage burnout and maintain good mental health.

Designed by health professionals for health professionals, TEN makes accessing support quick, easy and confidential.

We understand that confidentiality is extremely important to health professionals.

Resources can be accessed anonymously. TEN is not funded by Medicare. Your interactions with the service won't be recorded on 'My Health Record'.

If you're worried about privacy, AHPRA reporting or anything else, see our FAQs.
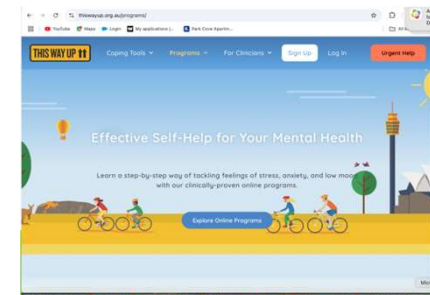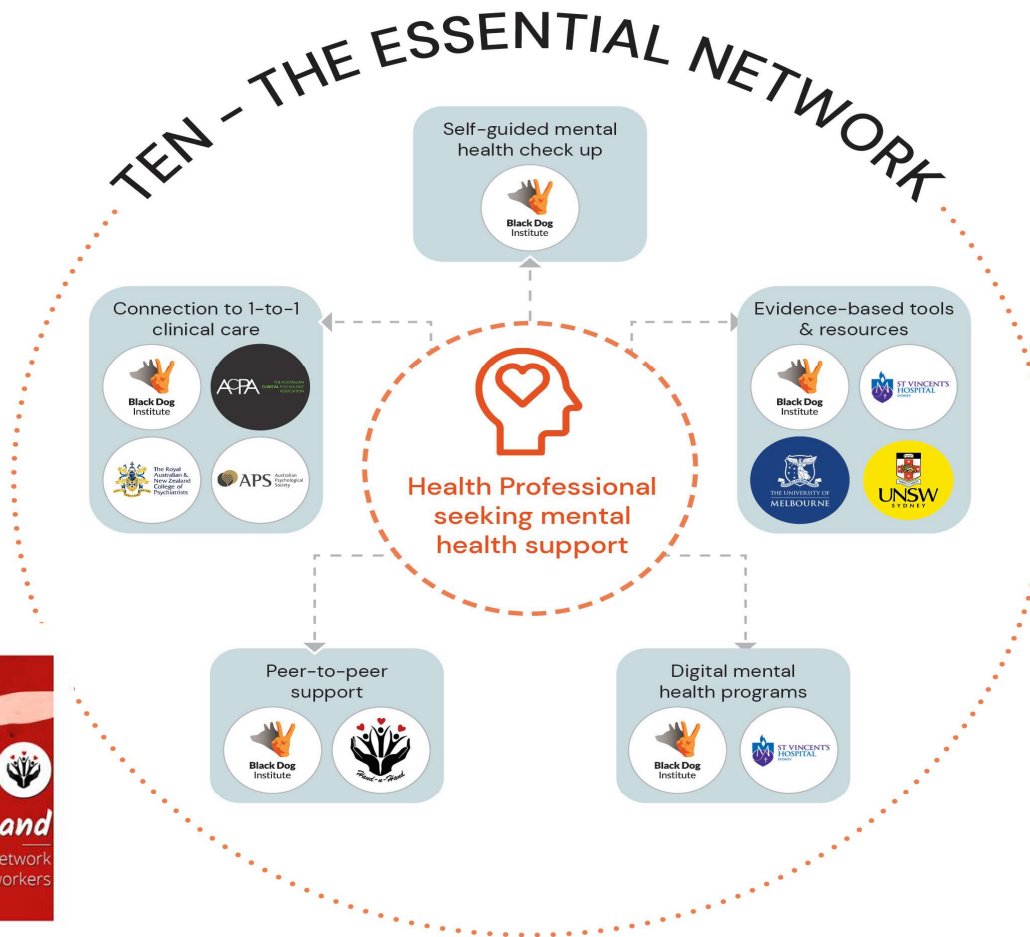
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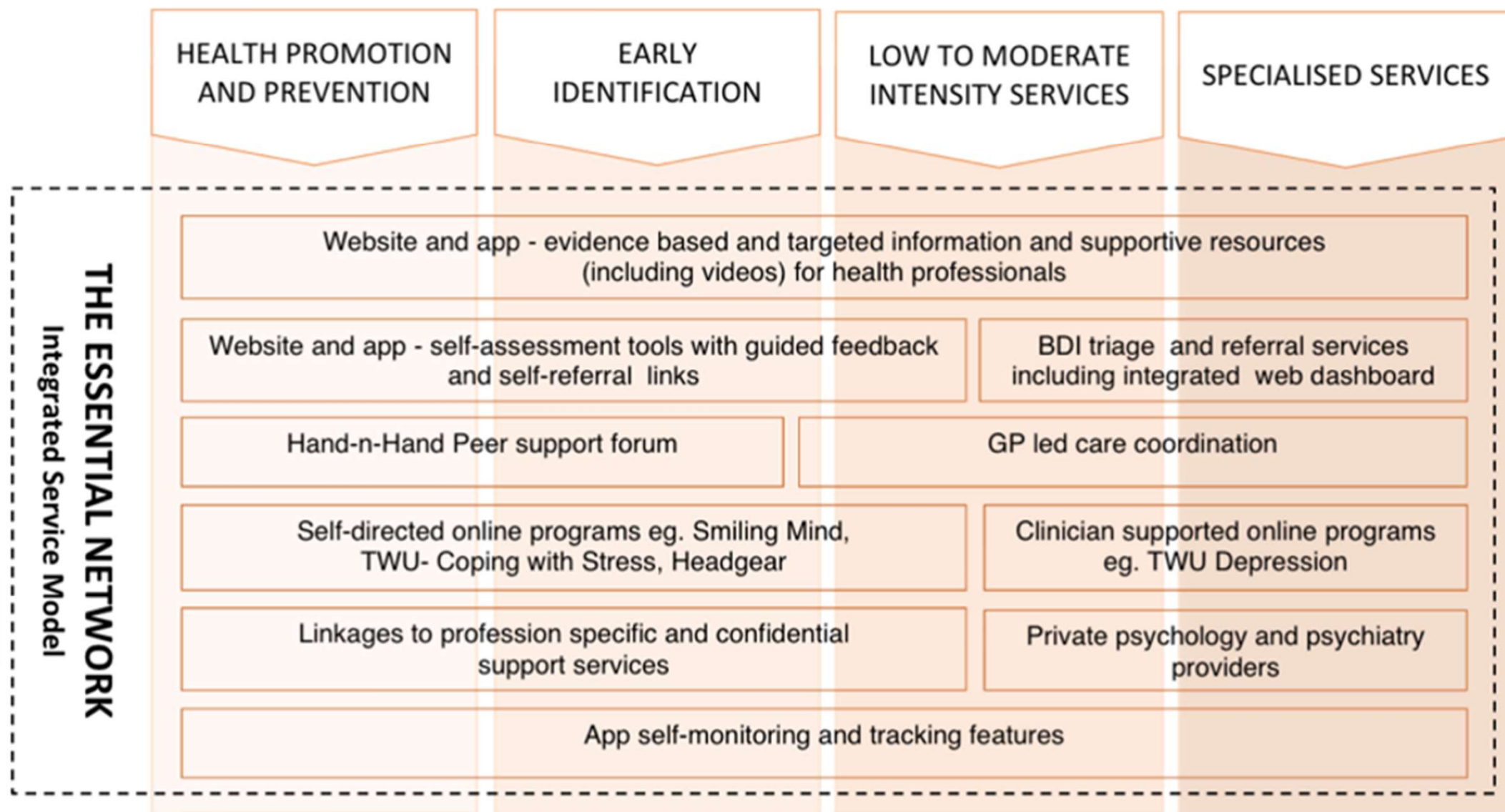**MB1** Melissa Black; 1-7-2021

How the model is presented to the user:

This e-health hub gives you access to a network of support including:

- self-guided mental health check-up

- connection to one-on-one clinical care, with up to five free telehealth sessions with a clinical psychologist, provisional psychologists, or psychiatrist through Black Dog Institute's TEN Clinic (usually delivered by Telehealth)

- evidence-based tools and resources

- peer support

- digital mental health programs including TEN's Navigating Burnout program

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The Essential Network for Health Professionals has five main co

The Essential Network for health professionals – Integrated service model

	HEALTH PROMOTION AND PREVENTION	EARLY IDENTIFICATION	LOW TO MODERATE INTENSITY SERVICES	SPECIALISED SERVICES

THE ESSENTIAL NETWORK
Integrated Service Model

Website and app - evidence based and targeted information and supportive resources (including videos) for health professionals

Website and app - self-assessment tools with guided feedback and self-referral links

BDI triage and referral services including integrated web dashboard

Hand-n-Hand Peer support forum

GP led care coordination

Self-directed online programs eg. Smiling Mind, TWU- Coping with Stress, Headgear

Clinician supported online programs eg. TWU Depression

Linkages to profession specific and confidential support services

Private psychology and psychiatry providers

App self-monitoring and tracking features

The service had high usage over COVID 2020-2021

Website more flexible than app

Small team of clinicians/large team of communicators and IT specialists

TEN - The Essential Network for Health Professionals
Supporting health professionals to manage life and work through COVID-19
TOTAL TEN SERVICE CLIENTS: 57,645 HEALTH PROFESSIONALS

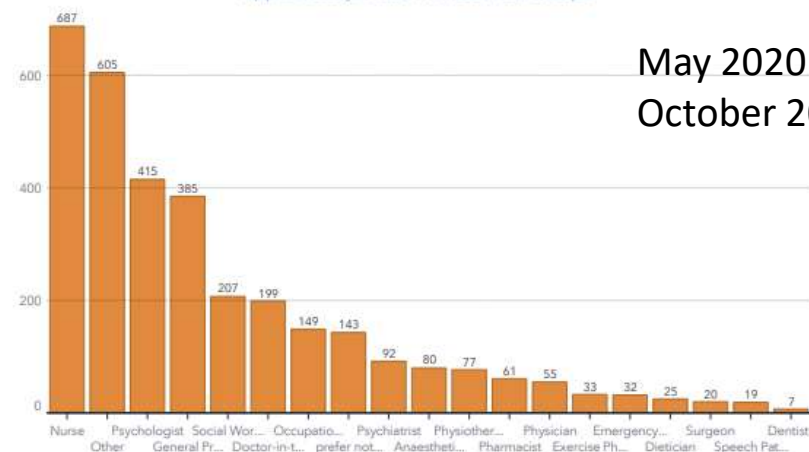| Unique TEN App Downloads With Access to Resources and Programs	Unique TEN Web Visitors Accessing Resources and Programs	Digital First Clinic Visitors Assessed and Referred for Additional Support	Face-to-Face TEN Clinic Visitors Referred for Additional Support
5,433	**44,986**	**7,143**	**83**

Visits reflect lockdowns

App Downloads over Time

TEN Web Visitors over Time
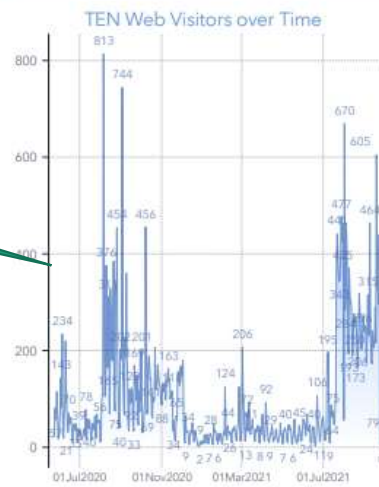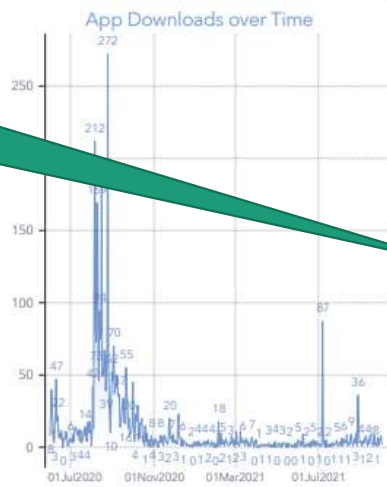
App Users By Health Professional Groups

May 2020 to October 2021

23May2020 to 03Oct2021

23May2020

03Oct2021

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Peter Baldwin

The Essential Network (TEN): rapi development and implementatio a digital-first mental health solut for Australian healthcare workers during COVID-19

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[1]Black Dog Institute, Randwick, New South Wales, Australia
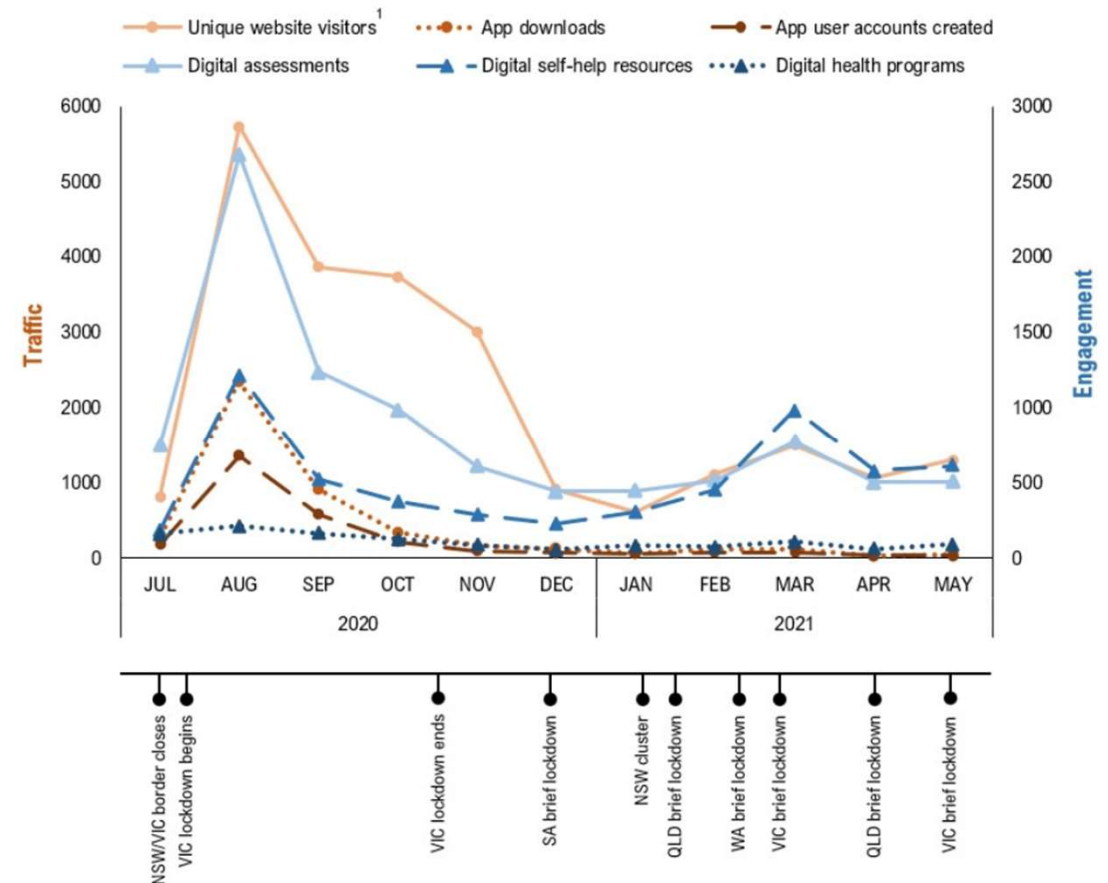[2]School of Medicine, UNSW, Sydney, New South Wales, Australia

INTRODUCTION

The COVID-19 pandemic has presented healthcare workers (HCWs) with extraor-dinary unabating stress [1] International

Summary box

What are the new findings?

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Unique website visitors[1] · App downloads · App user accounts created
Digital assessments · Digital self-help resources · Digital health programs

Traffic — Engagement

6000 / 3000
5000 / 2500
4000 / 2000
3000 / 1500
2000 / 1000
1000 / 500
0 / 0

JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY
2020 | 2021

NSW/VIC border closes
VIC lockdown begins
VIC lockdown ends
SA brief lockdown
NSW cluster
QLD brief lockdown
WA brief lockdown
VIC brief lockdown
QLD brief lockdown
VIC brief lockdown

18 January

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Insights

Most popular platform

Web-first

the website was the most popular digital platform

Most popular resource

Self-help

most web users engage with the self-help resources first

Most popular tool

Check-ups

the most popular digital tool is the self assessment tool.
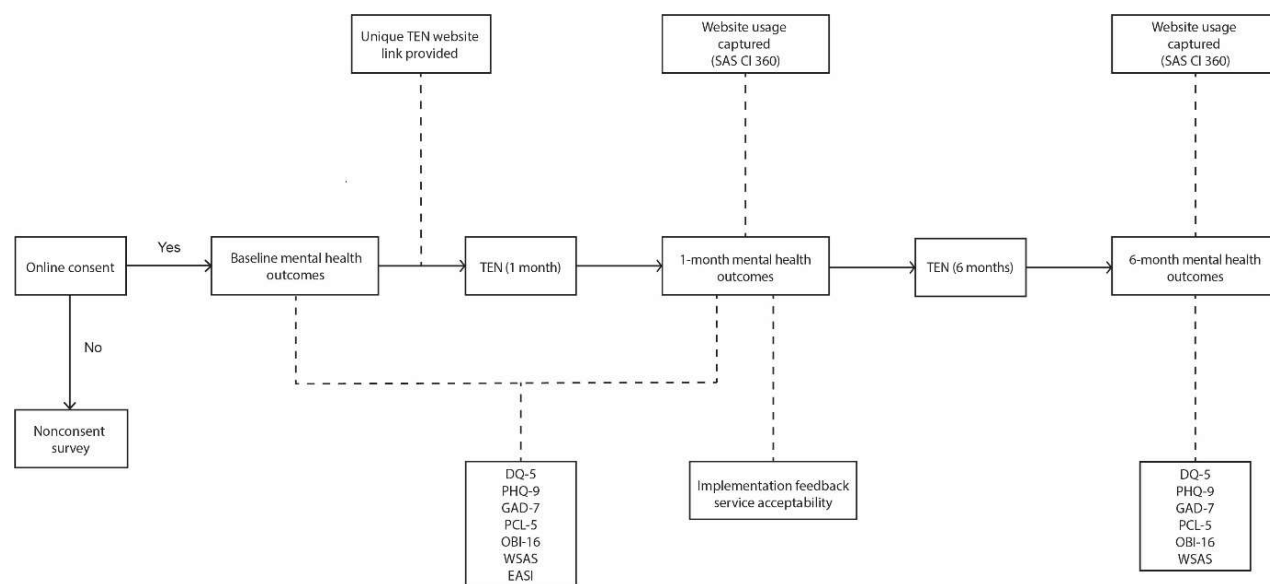
Fit for purpose

COVID-linked

traffic and engagement seem linked to lockdowns

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Evaluation of effectiveness

- Online engagement behaviours of participants were captured using the SAS Customer Intelligence 360 (SAS CI360) tool

- Participants were mostly female (88.2%), aged 25-54 (80.1%), lived in NSW (32.1%) or VIC (26.7%), were employed as a nurse or midwife (62.0%), followed by allied health (17.2%), doctors (11.8%), or other clinical roles (9.0%) .

- The study observed high service acceptability for TEN's digital services among health professionals, as well as small but consistent improvements in psychological distress, anxiety, depression, and work and social functioning following usage of TEN's digital components for 6 months.

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Design of the effectiveness study

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HOW THE SERVICE HAS CHANGED OVER TIME

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"TEN is going from strength to strength" –

- The service has a dedicated marketing and communications person to promote the site
- The service is better known by primary health care now, and more embedded in referral pathways
- 5 free sessions is still on offer
- In the clinic, doctors request doctor sessions.
- Of the 3,000 patients seen in the clinic, most see clinical psychologists, and only 100 have requested a psychiatrist. The most common user is a nurse, but nurses use it proportionately less.
- The content has changed as new online treatments are offered. Burnout was introduced after a few years and there are plans to introduce sleep modules
- The type of user has not changed substantially
- The components that are most accessed cannot be established, because of anonymity

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Service usage: (December 2024)

- **<mark>TEN Website (SAS CI 360 / GA Dashboards)</mark>**
  - \>125,000 people have visited TEN since its launch in May 2020 (80,000 since 2021)
  - \>25,000 digital mental health assessments have been completed (18,000 since 2021).

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Clinic User numbers from Jan 2022 to May 2025

TEN Clinic Dashboard   1/05/2025

Clinic Service Overview

Total number of referrals	Total clients treated	Total clients discharged
1758	880	818

Clients in treatment	Total psychology sessions	Total psychiatry sessions
62	3320	113

Clients awaiting contact	Clients on waitlist	Clients overdue treatment
0	29	0

Since May 2020 125,676 have visited the website. Of these 24,235 digital mental health assessments have been undertaken

In the last reporting period –about 6 months -**1,609** initial DQ-5 questionnaires have been completed

38 referrals per month
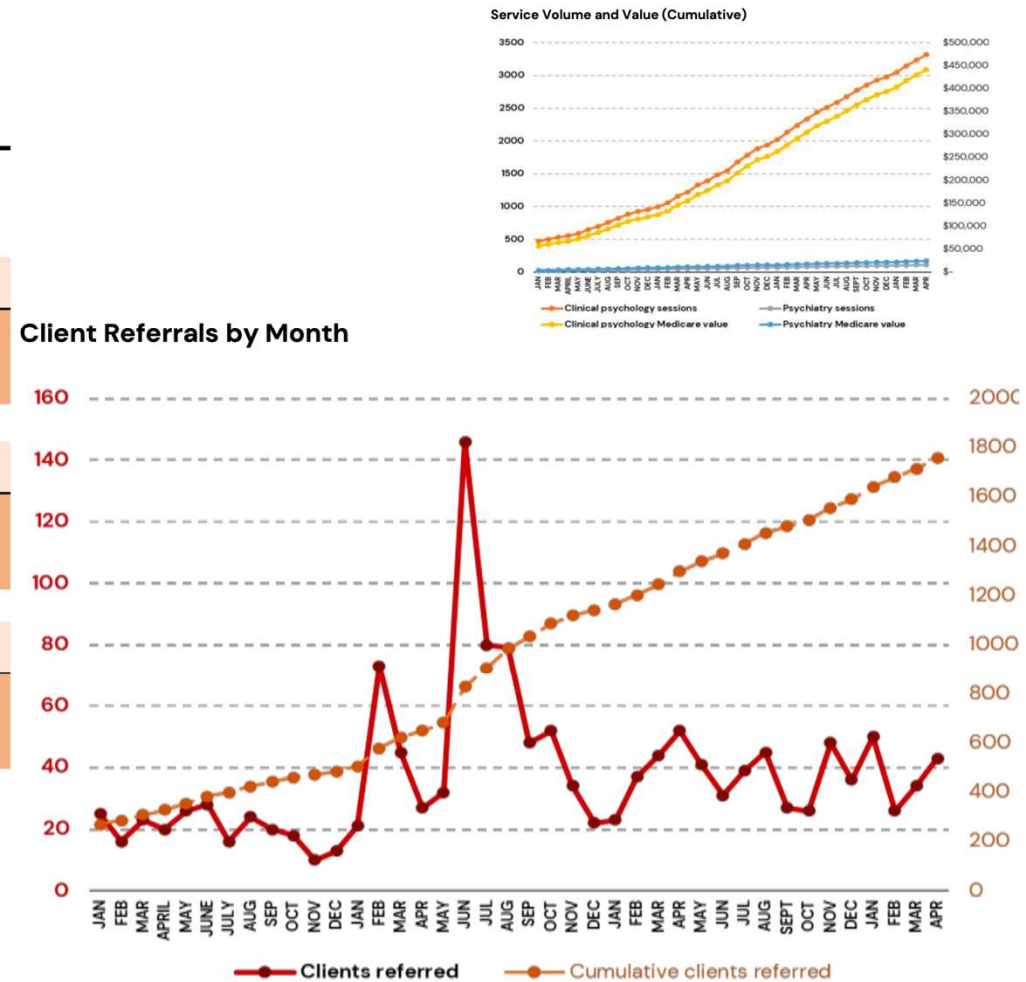
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Service Volume and Value (Cumulative)

- Clinical psychology sessions
- Clinical psychology Medicare value
- Psychiatry sessions
- Psychiatry Medicare value

Client Referrals by Month

- Clients referred
- Cumulative clients referred

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SUSTAINABILITY

Sustainability: How is the service to be continued into the future?

- Government funding until 2026, but further not yet confirmed

- How is the service promoted now? Promotion through dedicated marketing and communications team.

- Is this the future model? Yes, at the moment.

- However, the difficulty of being housed in a Medical Research Institute. Do we run services or do we do the research and provide assistance to an external health service?

- What are key components for continued service: We need funding, but we are driven by the need to continue to show the numbers are rising and that the service is valued.

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- Coleshill, M., Fransisca, K., Du, X., Black, M., Newby, J. M., Harvey, S., Christensen, H., & Baldwin, P. (2024). The Essential Network (TEN): consulting stakeholders and experts to better understand implementation of a blended care mental health support services for Australian health professionals. *Australian Journal of Psychology, 76*(1). https://doi.org/10.1080/00049530.2024.2425614

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