

AN INNOVATION CASE STUDY



EMOTIONMIND DYNAMIC: EVALUATION OF A GUIDED SELF-HELP PROGRAMME FOR IMPROVING EMOTIONAL WELLBEING, SELF-ESTEEM AND EMPOWERMENT

PROJECT DURATION: 12 months

PARTNERS: Hayley T Wheeler, Speaker Insight, Bangor University, Hywel Dda University Health Board, Cardiff University.

PROJECT AIM: To explore the social and commercial value of Hayley Wheeler's novel approach to improving the mental health and wellbeing of adults and children through a mix-modality intervention, EmotionMind Dynamic.

OVERVIEW

Wellbeing is influenced by a complex interplay of emotional, physical and environmental. COVID-19 pandemic's impact on mental health has thrown this into sharp relief. For many years treatments for mental health have mainly been clinical, involving pharmacological and psychological treatments. Talking therapies, however, have long waiting times which potentially have adverse impacts on mental health outcomes. Diversifying the availability of interventions would help to address unmet needs by increasing capacity and broadening choice.

While needing robust safeguarding measures to protect vulnerable people, non-clinical approaches delivered outside of statutory services would increase choice, improve access and encourage innovation. For example, guided self-help coaching can help to enhance life skills, build resilience, confidence and self knowledge, leading to improved mental health and wellbeing. Emotion-Mind Dynamic (EMD), developed by Hayley T Wheeler Ltd, is a novel mixed-modality programme comprising life coaching, mentoring, counselling skills, teaching and mindfulness.

Aims:

The project aims to develop evidence for the therapeutic potential of EMD. The Wales School for Social Prescribing Research has enabled Hayley to work with Bangor University's Social Value Hub to evaluate the efficacy of EMD, strengthening its appeal as a social prescribing referral option for Primary Care. Business development specialists, Speaker Insight, will work to enhance Hayley's leadership skills and progress her business model, fostering greater market penetration, business growth and sustainability.

"We are delighted to partner in this collaborative project. The team from the Social Value Hub, part of CHEME - Dr Mary Lynch, Prof Rhiannon Tudor Edwards, Dr Ned Hartfiel and Eira Winrow - are excited to join forces with Hayley Wheeler and the Accelerate team to undertake the Social Return on Investment (SROI) evaluation of the EMD programme. This cooperative approach between academics and Hayley should provide valuable insights on this innovative non-clinical approach to addressing mental health and wellbeing."

Dr Mary Lynch, Bangor University

"We are truly excited to be part of this project. At Speaker Insight, we champion thought leaders and changemakers who want to help others and make a positive impact on the planet. Hayley's approach and methodology is innovative, inspiring and potentially life changing, at a national and even global level. Her vision matches that promise."

Helena Holrick, Director Speaker Insight Ltd

Accelerate is supporting the delivery of this project through the Clinical Innovation Hub's expertise in project management, building multi-disciplinary work packages led by expert collaborators. This project embeds research expertise at Bangor University's Social Value Hub in conducting Social Return On Investment evaluations, ethical, and commercial development expertise of Speaker Insight, and Hywel Dda UHB Research Innovation and Improvement Hub to facilitate referrals.

Hayley Wheeler's collaboration with these partners aims to develop her EMD programme with an improved business model and further enhance her recognition for delivering effective, non-clinical well-being support.



"I love being happier in myself and a more positive mindset. I enjoyed how much it changed my life and mind set, disliked opening up at the start."

EmotionMind Dynamic client



EXPECTED OUTCOMES

- Successful entry to the online space for non-clinical guided self-help wellbeing support
- Increased company recognition and reputational gain through evidence-based wellbeing interventions
- Contribution to online wellbeing services for clients impacted by the COVID-19 pandemic and learnings about the consequences of COVID-19 on emotional wellbeing
- Enhanced knowledge of the online wellbeing space, enabling greater strategic approach to targeting the client market
- Case studies and peer-reviewed publications



FUTURE IMPACT

- Business expansion through online delivery of EmotionMind Dynamic, and an expanded service provision
- Opportunities for new evidenced-driven collaborations between project partners
- Environmental gains through provision of online support and life coaching, mitigating carbon footprint
- Contribution to a Healthier Wales through enhanced well-being, leading to social and economic gains

Hayley Wheeler's thoughts on working with CIA Accelerate

"I feel privileged to be working with and supported by Accelerate. It has empowered me to set my goals and take the right actions to achieve them. It's opening doors to make new connections in the right networks. I'm now working with business consultants defining my EmotionMind Connection Therapy business model for licensing and also with Bangor University, researching the efficacy of EmotionMind Dynamic in action."