BIG WHITE WALL: AN ONLINE THERAPEUTIC COMMUNITY

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THE RISE OF THE TECHNOLOGY

- The rise of the internet has altered how healthcare is delivered
  - Dr Google
  - Cyberchondria
  - Influences consultations
  - Interventions are now being developed to meet consumer demand

<table>
<thead>
<tr>
<th>Who is more helpful when you need...</th>
<th>Professional sources like doctors and nurses</th>
<th>Fellow patients, friends, and family</th>
<th>Both equally</th>
</tr>
</thead>
<tbody>
<tr>
<td>An accurate medical diagnosis</td>
<td>91%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Information about prescription drugs</td>
<td>85%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Information about alternative treatments</td>
<td>63%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>A recommendation for a doctor or specialist</td>
<td>62%</td>
<td>27%</td>
<td>6%</td>
</tr>
<tr>
<td>A recommendation for a hospital or other medical facility</td>
<td>62%</td>
<td>27%</td>
<td>6%</td>
</tr>
<tr>
<td>Times when non-professionals matter most</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emotional support in dealing with a health issue</td>
<td>30%</td>
<td>59%</td>
<td>5%</td>
</tr>
<tr>
<td>A quick remedy for an everyday health issue</td>
<td>41%</td>
<td>51%</td>
<td>4%</td>
</tr>
<tr>
<td>Times when the two groups are equally helpful</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practical advice for coping with day-to-day health situations</td>
<td>43%</td>
<td>46%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project, August 9-September 13, 2010 Survey. N=3001 adults and the margin of error is +/- 3 percentage points for the full sample.
ARE THEY EFFECTIVE?
BUT THEY WON’T WORK WITH...

- Marginalised groups
- Digital divide is decreasing
- People with risk
  - Programs are being developed for suicidal patients with good success
- People with severe depression
  - Actually do better
- Older people
  - Are more adherent
WHAT MAKES WBI WORK

- Confidentiality
- Ease of delivery
- Reduced cost
  - Financial
  - Time
- “Telepresence” and filling in the blanks
- Meeting users where they are at
AN INTRODUCTION TO BWW
my dad has cancer, my dad has cancer, my dad has cancer, my dad has cancer, my dad has cancer, my dad has cancer, my dad has cancer, my dad has
cancer, my dad has cancer, my dad has cancer, my dad has cancer, my dad has cancer, my dad has cancer, my dad has cancer, my dad has cancer.

This is the last Christmas and New Year that he will be here...

IV drips

Dying to be....

Perfect.

Waiting. WAITING waiting waiting

I'm just waiting for you to do

I don't want you to

But that doesn't change the fact

Give me some space!!! Stop
dropping things on me and
expecting to juggle everything. I
had no sleep all weekend. I
do not need this right now :(.

Diabetes type 2 is now confirmed. At the
adjusting to the knowledge that the disease
my father is now in my system. Lots to
positively, but echoes of his suffering, lingering.

food is the devil!

We don't care!
WHO IS USING BWW

- **Gender**: Female, Male, Other
- **Employment Status**: Full Time Employment, Full Time Looking After Family Or Carer, Full Time Student, Long Term Sick Or Disabled, Other, Part Time Employment, Unemployed
- **Age**: 16-24, 25-34, 35-44, 45-54, 55-64, 65-74
- **Taken medication**: Yes, No
- **Visited a doctor for MH concern**: Yes, No
“BWW has really supported me through some very difficult times. I had become very socially isolated and was very depressed and anxious. The BWW provided with me with somewhere to express my feelings without being judged or criticised. The support from the wall guides and the other members has been amazing and there when other services have not been available.”

On a number of occasions having the support of BWW has helped me to control my self harming and has lead to fewer visits to A and E. In addition the advice and information within the BWW has meant that I not visited the GP as much for reassurance. The BWW has also helped me to develop the skills I needed to manage my condition.”
HOW EFFECTIVE IS THE WALL?

- 14,000 members since 2007
- 95% report improved well being
- 73% report sharing an issue for the first time
- 80% report improved self-care behaviours
- 58% recovery rate as a result of engagement in BWW LiveTherapy*
- 67% adherence rate for GP referrals into BWW

- Savings of £36,935 per 100 members to the NHS
HOW CAN IT BE USED IN CLINICAL PRACTICE

- Supporting face-to-face therapy
- Offering after hours support
- Supporting “non-clients”
- Encouraging self-reflection
SUMMARY
IN SUMMARY

- Clients/patients consider the internet and technology to be an important part of treatment
- Clinicians need to meet this need
- Many tools exist to help both clinicians and clients/patients
- Directing clients to empirically supported tools is likely to facilitate outcomes
- BWW meet these client needs when clinicians are unavailable
- Results indicate that BWW produces good outcomes for these clients
QUESTIONS AND COMMENTS?

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