THEHILL

Oxford Academic Health Science Network

Meet the clinician: Men's Mental Health

TheHill partners with the Oxford AHSN to facilitate understanding by innovators of the needs and priorities of clinicians and patients in a variety of care pathways.

TheHill is a health and care digital transformation catalyst, part of Oxford University Hospitals NHS Foundation Trust (OUH).

We work locally, nationally and internationally with the NHS, hospitals, educators, digital developers, innovators and investors to promote and encourage commercial and impactful technological solutions to problems in health and care.

OUR AIM

A successful innovation ecosystem relies on connectivity, and this includes connecting potential adopters of digital innovations with the providers of this technology.

Meet the Clinician days are intended to expose clinicians to promising digital innovations, and to connect innovators with clinicians who work in their product or idea space. The aim is to support clinicians and innovators to better understand their needs and find innovative solutions to the complexities in their field of care.

OUR METHODOLOGY

Meet the Clinician events are two part, online workshops of facilitated discussions. The first are a clinician and patient perspective, focused on the current status of care and what the future of that care should look like.

Innovators were encouraged to listen in during this discussion, and to make comments in the chat.

The second workshops, afford innovators the opportunity to respond to the needs and priorities highlighted at the first event, and having incorporated this information, to discuss their solutions, shaped by new insights and understanding.

The focus of discussions included service delivery, adoption of new technology, potential male-friendly pathways for patient care, barriers to seeking treatment, and the challenges to engagement, prevention and self-management.

57 NUMBER OF PARTICIPANTS

1
- Clinicians working in the field of mental health
- Experts by experience and living with mental health challenges

2
- Innovators and health tech entrepreneurs with an interest in mental health

This format is designed to encourage co-design of health solutions amongst engineers, developers, clinicians, healthcare professionals and patients.

CHALLENGES & THEMES

» **Access**; being able to access help at the right time and in the right way
» **Navigating the system**; understanding how it works
» **Choice**; making solutions accessible, simple and localised
» **Normalising** mental health challenges
» **Training**; making specialised training available to a wide range of people
» **Campaigns**; empowering men to reach out for support and advocating for change
» **Diversity**; ensure all are included and represented in role models, messaging and solutions

NAVIGATING THE SYSTEM
» understanding how the system works and what's available
» accessing to services at the right time and way
» providing a range of access points at different levels of urgency and interactiveness for those not wanting to 'waste' someone's time in a face-to-face appointment
» addressing the role of addiction; traditional services are not always the right place to begin to deal with this

ACCESS
» finding safe spaces that allow people to talk and express emotions and feelings
» understanding where to access services
» ensuring help is where men are
» equipping GPs to diagnose mental health issues

NORMALISING
» understanding through sharing thoughts and stories
» helping men feel they belong, are connected and have a sense of purpose so they can work through issues
» ensuring people feel they are not alone and that it's 'normal' to experience mental health challenges

CAMPAIGNING
» empowering men to reach out for support (to professionals and to their peers)
» advocating the right messages in public places

TRAINING
» everyone needs training in how to respond, we need mental health first aid courses
» peer support training; how to listen, avoid toxic positivity, how to spot warning signs

CHOICE
» providing access to appropriate solutions for different needs
» ensuring diversity of spaces where everyone can express themselves.
» providing for differing levels of experience using digital applications
» diverse services for different needs
» complementing digital and face to face help rather than making them alternatives to each other

DIVERSITY
» not assuming all men are the same, but that there is a broad spectrum of men with different identities and needs
» role models shouldn't all be celebrities, but people who one can identify with
» digital exclusion – digital services can be complicated by age and diversity
» cultural differences may affect the way particular communities thinks about mental health

CONSIDERATIONS FOR INNOVATORS

Following workshop 1, innovators were tasked with responding with the following in mind:

» digital tools to GPs to support diagnosis
» digestible and localised ways in which people can express things like low mood or severe anxiety
» reliable means to support people who might otherwise be excluded
» solutions that make it easier for people to begin sharing and explaining that they are struggling

INNOVATOR PRESENTATIONS

1 RCUBE HEALTH
www.rcubehealth.com
2 MYMYND
www.mymynd.co.uk
3 VIRTUAL HEALTH LABS
www.virtualhealthlabs.com
4 REY
www.getrey.com
5 DR JULIAN
www.dr-julian.com

All human beings need to feel they belong. Belonging and connection to a group raises self esteem

Mates with no mental health training can do more damage than they realise, they need to know how to help friends

Public awareness is great, but role models can't all be super wealthy or celebrities