

# Evidence of the impact of Brain in Hand

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This short report summarises some of the major areas of impact of Brain in Hand, the evidence supporting these changes, feedback from our users and potential Social and Financial Returns on Investment.

A second version will be published in November 2024 with findings from our prospective cohort study.

# Our impact in numbers

Since February 2024 we have consolidated our user feedback into a single user survey which goes out monthly with these findings representing 178 individuals surveyed in February and March 2024. We have themed the findings under four areas of impact. The breadth of impact is wide, with major impacts on health and wellbeing.

Impact theme	Percentage of users reporting Brain in Hand helped with a specific area of life
<p><b>Mental health and emotional and physical wellbeing</b></p> <p>Health and happiness of users and tangible clinical symptoms such as anxiety as well as behaviours that lead to positive health outcomes</p>	<ul style="list-style-type: none"> <li>• <b>60%</b> with stress and or anxiety</li> <li>• <b>45%</b> with overwhelm and or burnout</li> <li>• <b>32%</b> with self-care</li> </ul> <p>Our market research (373 autistic people surveyed in 2022) found that 66% of autistic people wanted help with managing health or managing overwhelm, and 48% with looking after self.</p>
<p><b>Daily life skills</b></p> <p>The skills that enable someone to navigate through daily challenges and needs.</p>	<ul style="list-style-type: none"> <li>• <b>49%</b> with organisation</li> <li>• <b>32%</b> with problem-solving or decision-making</li> <li>• <b>20%</b> with life-skills</li> <li>• <b>32%</b> with self-care</li> </ul> <p>Our market research found that 27% of autistic people wanted help living independently</p>
<p><b>Communication and interaction</b></p> <p>Having the confidence and skills to communicate and interact well with friends and in new social situations.</p>	<ul style="list-style-type: none"> <li>• <b>22%</b> with confidence</li> <li>• <b>13%</b> with participating in meaningful social interactions</li> <li>• <b>11%</b> with relationships</li> </ul> <p>Our market research found that 45% of autistic people wanted help socialising</p>
<p><b>Personal growth and development</b></p> <p>Life successes and achievements, and being where you want to be and doing what you want to be doing.</p>	<p><b>For those in work</b></p> <ul style="list-style-type: none"> <li>• <b>Staff are retained: 36%</b> are more likely to stay in their role</li> <li>• <b>Performance is improved: 35%</b> are performing better in their role</li> <li>• <b>Absenteeism is reduced: 18%</b> had less days off work</li> </ul> <p><b>For those studying</b></p> <ul style="list-style-type: none"> <li>• <b>Improved time management: 67%</b> manage their time better</li> <li>• <b>Attendance goes up: 37%</b> attend more classes</li> <li>• <b>Making progress: 35%</b> feel they are succeeding in their studies</li> </ul> <p>Our market research found that 41% of autistic people wanted help with study or work.</p>

**Our users rate Brain in Hand highly**

Most users say they would recommend Brain in Hand to a friend or colleague - Brain in Hand's NPS score is "Good" at +22.

Most users are satisfied with Brain in Hand: CSAT score is 73%.

# Examples of change

Brain in Hand changes how people access support for their mental health and wellbeing, helps them succeed in work and study, and enables them to live the life they want.

## Better able to self-manage with reduced need for mental health crisis support

*"I have been able to access support more because I am keeping on top of appointments, but also, I am needing less emergency support as I am able to manage my mental health before it gets to that point, so I haven't needed community safety or ambulance callouts this term."*

## More confidence to reach out to their support network

*"It's good to know that in times of crisis I can speak to a trained person, but I am getting better at reaching out to my colleagues and friends for support. It's a vital tool in my 'wellbeing kit' and I always recommend it to other ND colleagues and acquaintances."*

## Better time management with tools to organise and break down tasks

Sarah is a Brain in Hand user who is employed, volunteers, and a student and she shared how it helps her with time management and being on track with her work and study: *"I use Brain in Hand every day as part of my routine to organise my degree and part time job. It is a dynamic work environment with many incoming tasks and changing demands. Breaking down all my tasks and organising them according to how long they are estimated to take helps me stop being paralysed by overwhelm and create a plan that I can follow to get through the day. I am also able to schedule in relaxation time as otherwise this ends up neglected"*

## Access to solutions to help get back on track with their day

Sophie is a group user who is employed. She shared that Brain in Hand has helped her at work by having less days off and performing better in her role. She also feels more likely to stay in her role since using Brain in Hand. Sophie shared a time when Brain in Hand supported her at work: *"I became anxious, overwhelmed and tearful at work one day. My manager let me take a walk during which I used the solutions pack to access a mindfulness audio file and worked through the breathing/visualisation and was quite soon able to return to my desk and carry on with the day rather than shutting down and having to go home."*

## Research study on self-referral

A self-referral pilot in 2023 demonstrated that young autistic people understand their needs and directing them to a support service through a digital media campaign presents an efficient and effective approach.

243 Brain in Hand licences were issued within 9 weeks of the start of the digital media campaign which reached nearly half a million people. Those issued licences were in high need: 69% experienced clinically significant depression, 83% anxiety, 99% moderate or high executive function challenges, and 60% lacked current support. [Guyatt et al \(2024\)](#).

# Financial and social impact

## Personal account: Lola

Lola is diagnosed as Autistic with PTSD and generalised anxiety disorder and identifies as ADHD. They are 43 years old and have been using Brain in Hand for around five years. There have been lots of positive changes to Lola's life since she has been using Brain in Hand.

### Reduced need to access mental health crisis support

Before using Brain in Hand, Lola needed to access NHS mental health support (GP consultations every fortnight, psychiatrist appointments, A&E visits at least once a month and periods of support through home treatment teams and living in hospital as a mental health patient). The annual financial cost savings to the NHS is at a minimum £26,000 and could be as much as £106,000 (when preventing 6 month hospital stays).

### Making a positive contribution to society

Lola started to volunteer and her current volunteering of up to 10 hours a week (520 hours a year) represents a significant opportunity cost: a social value of time provided at no financial gain to herself but representing in the region of £5,200 if someone was paid the minimum wage of £10 an hour to do this instead.

### Less likely to take time of work due to poor mental health

Lola reported a steady decline in sick days since using BiH with a reduction of 6-8 weeks a year, which could represent savings in lost work time of between £6,420 and £8,560 using a conservative estimate of Gross Value Added and 230 working days per year ([Oxera, 2023](#)).

### Freeing up support services for others in need

Lola reduced near daily calls to Mindline to just 2-3 times a year freeing up the service for others. Assuming an average call lasts 20-30 minutes and the value of the time spent for the volunteer on the call is equivalent to the salary paid to a private therapist (£50), even a conservative reduction in 20 minute calls of 150 a year could amount to £2,550 in opportunity costs.

### More confidence and time to better participate in life

Since using Brain in Hand, Lola has become more active in the community, working full-time, volunteering and playing cornet in a band. She attributes this to having more confidence. They also have more time to better participate in the things they want to do as they are no longer tied up with mental health crisis support. In terms of opportunity costs, at a minimum Lola has gained back a month a year from not having to engage annually with 20 GP visits, 6 psychiatrist appointments, 7 days in hospital, 10 A&E visits, and 60 contacts with the home treatment team and more likely this would run into months, with the most extreme being more than half of the year.

## Personal account: Katie

Katie has been using Brain in Hand for around 18 months. They identify as autistic and experience anxiety, and are immuno-suppressed, being diagnosed with both Crohn's disease and arthritis. Katie works fulltime and is also a carer for her mother and her husband who has mental health difficulties.

### Supporting others to stay out of crisis

*"I'm a carer for two people, and I've massively used Brain in Hand to help me look after myself and also look after them. We have definitely avoided some crises because I have used my Brain in Hand to stay out of crisis mode and these people I am caring for stay out of crisis mode whether that is physical or mental health."* These knock-on effects give time back to the people she cares for and additional cost savings to mental health services.

### Supporting better health to speed up recovery times

*"I had surgery back in May, I basically did pre-hab, I did a whole lot of training so I was ready for the surgery and I used Brain in Hand to keep me accountable. If I hadn't had that accountability and didn't do all that pre-hab I would've been in hospital longer. No question in my mind."* Faster recovery times because Katie was better prepared meant quality time back for her as well as financial savings to the hospital.

### Doing well in work

*"I'm the person behind the scenes who is coordinating an awful lot of stuff and it [Brain in Hand] is helping me do my job better and that means as a business, we're making more money, paying more tax, employing people. I'm that age where women hit perimenopause and start fading out of the workforce, and that's not going to happen to me, I don't want to give up work."* Enabling Katie to do well in work also has financial and social implications for those they employ and the public purse.

### Our clinical research study

**An independent clinical trial demonstrated that Brain in Hand improved anxiety and other clinical, social and functioning outcomes of adults with autism. [Tromans et al \(2023\)](#)**

A significant **reduction in anxiety** component of HADS (Hospital Anxiety and Depression Scale).

A significant **reduction in mean HONOS-LD scores** (Health of the Nation Outcome Scales for People with Learning Disabilities).