

Bespoke Mental Health

Insights and Impact Report
2022–2023

IMPACT



Closing the research-practice gap and promoting excellence

Skills-based training in evidence-based treatments delivered by the global experts who developed them



Scale and reach

Over 16k attendances with delegates from across the UK and beyond; subscription model allows organisations to access training for their entire psychological therapies workforce



Events

We provided 36 training events including topics such as PTSD, Depression and Perfectionism across the age range



Cost effectiveness

Average cost savings for organisations subscribing to the full programme exceeded £14k

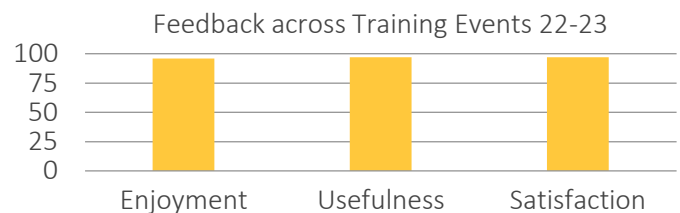


Organisations

39 organisations signed up for Bespoke Mental Health to provide continuing professional development for their workforce including 23 NHS mental health Trusts in England, 2 mental health charities, NHS Scotland and Health Service Executive Ireland



Feedback



Experience

Attendees and Service Leads describe their training and working with us as outstanding, particularly valuing our responsiveness and excellent service



Giving back

We offered additional events at no extra charge, including a leadership development day for clinical leads, an open access webinar on looking after your own mental health, and a conference for PWP

**“A master masterclass - thank you - keep them coming Bespoke Mental Health
I am never going back into a classroom again.”** *Delegate*

INSIGHTS

Working together produces benefit

- Organisational leads involved in planning the training programme ensures relevance
- Creatively tailoring our provision to meet organisations' CPD needs facilitates learning
- Delivering bespoke events for individual organisations meets additional organisation-specific needs
- Accessibility of on-demand training for staff who cannot attend live
- Asking delegates what they want to get out of events and any questions they have for the speaker ahead of each event allows speakers to include additional relevant content and enhances delegate learning
- Reporting back to organisation leads ensures transparency and feeds into future planning:
 - Attendance at each event and monthly on-demand usage reports to track staff engagement
 - Delegate feedback from each event to see how staff are experiencing the training
 - Termly cost savings report provides useful information on value for money
 - End of year summary includes key information in one place

Training at scale supports embedding in clinical practice

- Whole-workforce access to training means enhanced clinical skills can be embedded at scale
- Training staff from the same team helps to reinforce new skills and creates opportunities for further embedding them
- Ability to scale without compromising quality and level of interactivity

**“Being able to provide world-class CPD to an entire service of staff has been a
game-changer; add to that the responsiveness of the Bespoke staff, their
willingness to listen and respond to ideas, and the unrivalled cost-
effectiveness makes our subscription less of a choice and more of a necessity.”**

Clinical Lead, NHS

Service matters

- Responsive communication ensures individual and organisational needs are addressed in a timely way
- Ease of registration and access to live and on-demand events means that busy clinicians can have their training needs met quickly and efficiently
- Reminders of upcoming events ensures that relevant training is not overlooked
- Slides and materials provided ahead of each event and optional live auto transcription of presentations supports accessibility
- Certificates of Attendance provided so that attendees can evidence their CPD hours if attendance has been for at least 80% of the event

Innovations and developments in 2022-2023

- We introduced the option of tracked viewing of on-demand events so that clinicians who access our training in this way can get certificates of attendance for their CPD requirements
- We introduced personal membership on our website to make it quicker and easier for clinicians to manage their online training and to provide easy access to their training record and certificates for reaccreditation purposes
- We ran our first supplementary programme and one-off bespoke events, broadening our provision
- We began to offer our services internationally as part of our commitment to the widest possible dissemination of evidence-based psychological interventions