




Introduction to Be Mindful

Evidence-based MBCT program for improving mental health


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- 1. Introduction**
2. What is Mindfulness-based Cognitive Therapy?
3. Be Mindful – an overview



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Introduction: The pressing need for mental health solutions



Mental health challenges

- 1 in 4 US adults experience mental health issues each year, equal to **59 million people**, with stress, depression, and anxiety the most common (NIMH, 2025).

Barriers to treatment

- High demand for limited services create long waiting lists. Many patients can face extended wait times, high costs, and reduced access to in-person therapy. 1 in 3 are unsure where to access treatment, with 1 in 5 confronted by stigma when considering seeking care (Lin, 2024).

Staff shortages

- 1 in 2 US counties has no psychiatrist, rising to 65% in rural areas (AAMC). In fact, there are just 11 psychiatrists per 100,000 people in the US, with 60% of these unable to accept new patients (AAMC), resulting in an average waiting list of 48 days (BHW, HRSA 2025).

Doing more with less

- 67% of mental health clinicians report burnout (BHW, HRSA 2025), with PCPs (who manage 60% of the total mental healthcare burden, AAMC) stating the burden of shouldering mental health care is unmanageable.

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Introduction: The role of digital therapeutics



Access when needed

- Programs like Be Mindful can bridge this shortfall by providing accessible, evidence-based care available if and when needed. They are a "public good", meaning one patients' use does not impact access for other patients.

Early intervention & pre-treatment change

- Mindfulness is a mind-body approach to life that can benefit most people. It is effective as a preventative program, an early intervention, as well as a treatment for depression, anxiety, and stress.

Keeping with the times

- Digital self-care is on the rise: Americans are managing mild-to-moderate mental illness through apps, audio, journaling, and peer support. 88% of patients would try a digital mental health app if evidence-based and accessible (Bell, 2022).

Equipping providers with the tools they need

- 85% of physicians offer telehealth and 70% plan to keep it long term (AMA, 2022). 96% of psychologists say telehealth proved its value and plan to continue using it (APA, 2024).

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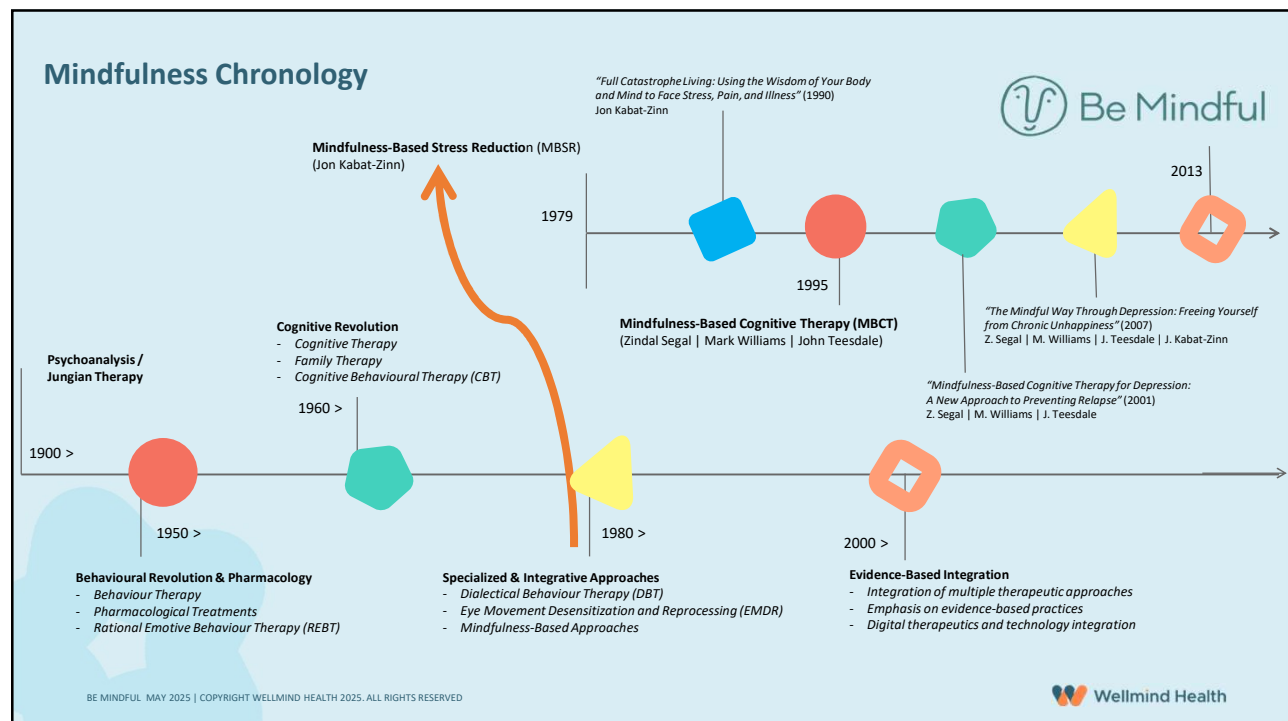
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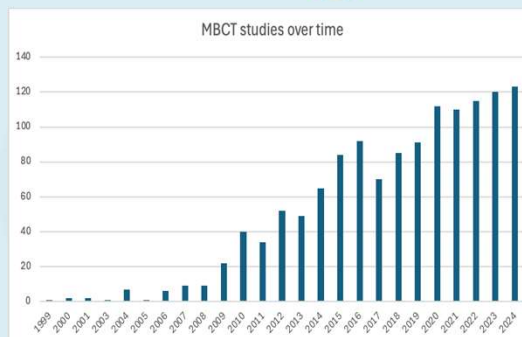
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Common elements of mindfulness

- **Broad similarities:** Both MBSR and MBCT reduce stress and depressive symptoms through mindfulness practices, fostering awareness, acceptance, and resilience in patients' mental health.
- **Mindfulness practices:** Both approaches incorporate a variety of mindfulness practices, including meditation, body scans, and mindful movement, which help participants cultivate awareness and develop a non-judgmental attitude towards their thoughts and feelings.
- **Evidence-based programs:** They are evidence-based programs that have been shown to be effective and reliable options for improving mental health.
- **Focus on awareness and acceptance:** MBSR and MBCT emphasize the importance of awareness and acceptance of present-moment experiences, enabling participants to recognize and respond to stressors and negative thought patterns more effectively.



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What is Be Mindful?

- An extensively **published and peer-reviewed** digital therapeutic treatment providing all the elements of Mindfulness-Based Cognitive Therapy (MBCT).
- An **adjunct to clinical support** - Be Mindful is designed to **complement** existing medical treatments under clinician oversight. It is effective as an early intervention and/or preventative program, helping patients before, between and after scheduled appointments.
- The Be Mindful program was developed in consultation with Professor Mark Williams of Oxford University and Jon Kabat-Zinn, a leading pioneer of Mindfulness in the United States.
- **www.bemindfulonline.com**

Did you know?

- It takes just 4-weeks to complete Be Mindful, around half the typical wait for a specialist in the US.
- Be Mindful has supported over 58,000 people, enough to fill the **Wells Fargo Center to capacity 3 times over.**

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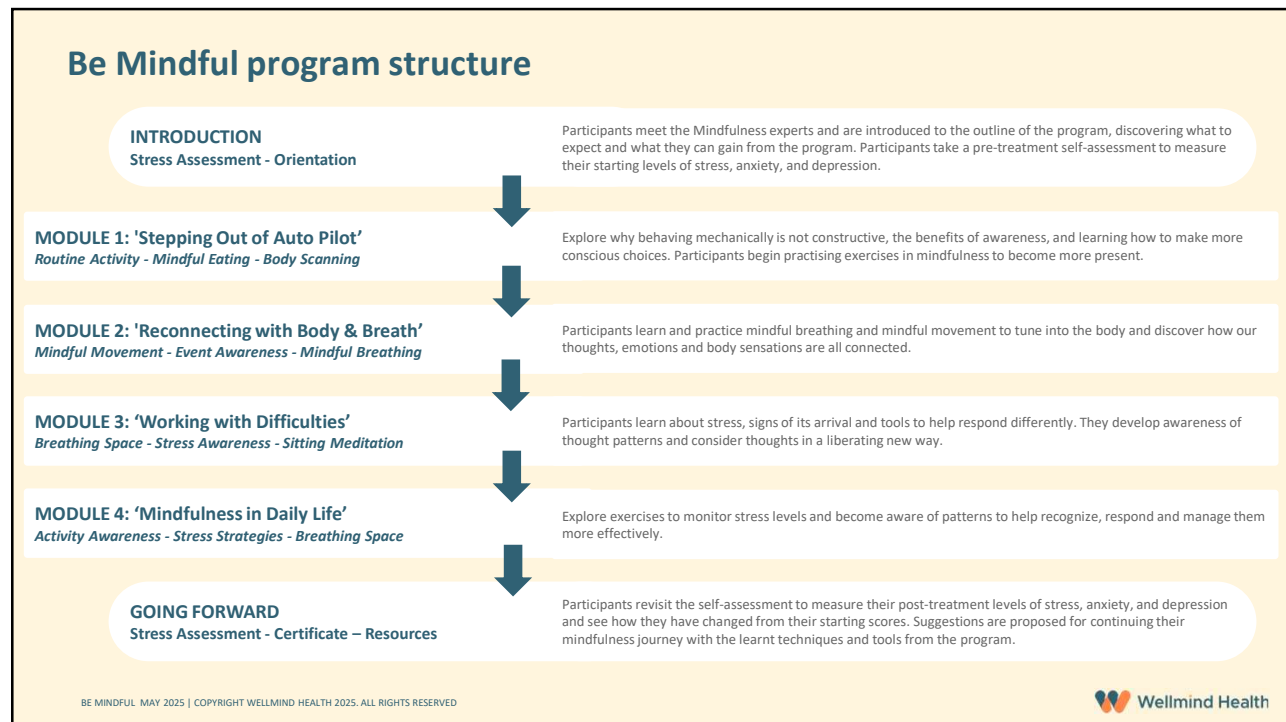
How Be Mindful works

- **Structured content:** Be Mindful consists of four main modules covering different aspects of mindfulness. Each module includes CBT components, Mindfulness skill-building exercises, and assignments tailored to course progress.
- **Digestible elements:** Each module is designed to be completed in one week, with individual modules containing a total of 1-2 hours of video instruction and a recommended 30-mins a day of mindfulness practice.
- **Delivery method:** Video-led sessions led by mindfulness instructors, daily mindfulness assignments, and self-assessments, all accessible online.
- **Self-assessment tools** help track progress over the course of the program.
- **Flexibility:** Participants can complete the course at their own pace, with gentle email reminders to encourage engagement and progression through the course.
- Participants can expect to **improve their mental health and well-being** and to gain skills and knowledge to maintain good mental health in the long term.

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Demonstration of Be Mindful

- The Be Mindful treatment is narrated by two experienced mindfulness coaches who guide participants through the different modules
- The coaches guide participants in a linear structure through four themed modules, each taking one week to complete.

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What can Be Mindful do for your patients?

Support while waiting for care

With demand exceeding supply, patients gain high-quality care today, while waiting to see their health professional, enabling pre-treatment change.

Safety net between scheduled appointments

A helping hand providing reassurance and support when HCPs are not at hand. Preventing escalation.

Increasing access to evidence-based care

Support from your home, for those who struggle accessing incumbent services. Increasing equity in access. We support people aged up to 85 years old.

Overcoming stigma & barriers to access

Sometimes you don't want to disclose everything to your PCP... providing the means to gain support without stigma and withdrawal.

Putting patients in control

Available anytime, anywhere, completely at the patients' discretion. Around work and childcare. Go at your own pace.

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Why recommend Be Mindful?

Clinically effective

- Be Mindful delivers reliable mental health improvements for **59.7% of users** in just 49 days.

Reliable improvement

- GAD-7 scores improve by an average of **4.42 points** (even 4.55 points for clinical users) — a robust, clinically significant change which **remain at 6-months post use**.

Rapid impact

- 44.1% of Be Mindful users achieved full recovery** vs 49.9% through NHS Talking Therapies — but completed it nearly 3x faster (49 days).

Clinically important difference

- To date, 12% of participants - 6,870 people - have achieved a **minimum clinically important improvement** in anxiety (GAD-7).

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Why recommend Be Mindful?

- **Established treatment record:** 19% of participants described Be Mindful as 'very helpful', 55% as "helpful", with 25% having a neutral opinion of the treatment. Only 1% of participants had a negative view of Be Mindful.
- **600+ Trust Pilot reviews:** And we're among the highest rated support systems listed, over twice that of Headspace.
- **Adjunct to treatment:** Be Mindful provides an additional tool that offers a structured, self-guided program that complements other treatment therapies.
- **Accessible anywhere:** Be Mindful treatment is flexible. Participants can access the therapy on any web-capable device, at a convenient time & location, empowering them to manage their mental health independently.
- **Self-Paced learning:** Participants can progress through the course at their own pace, with the program providing occasional reminders to stay on track.

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Did you know?

Be Mindful has supported over 58,000 people, with 6 peer-reviewed studies showing statistically significantly improved outcomes compared to standard care up to 6 months post-use.

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Be Mindful shown effective in published clinical studies

58% ANXIETY REDUCTION

BMJ Open 2013.
Evaluation Study, Department
of Psychiatry, University of Oxford



45% REDUCTION IN HEALTHCARE COSTS

British Journal of Pain 2019.
Evaluation Study, Buckinghamshire
Healthcare NHS Trust



88% RETENTION RATE

Autism Journal 2020.
RCT Study, Health and Psychological
Sciences, City University of London



63% DEPRESSION REDUCTION

Mindfulness Journal 2018.
RCT Study, School of Psychology
University of Surrey



30% DEPRESSION REDUCTION DURING PREGNANCY

Journal of Midwifery 2018.
RCT Study, School of Psychology,
University of Southampton

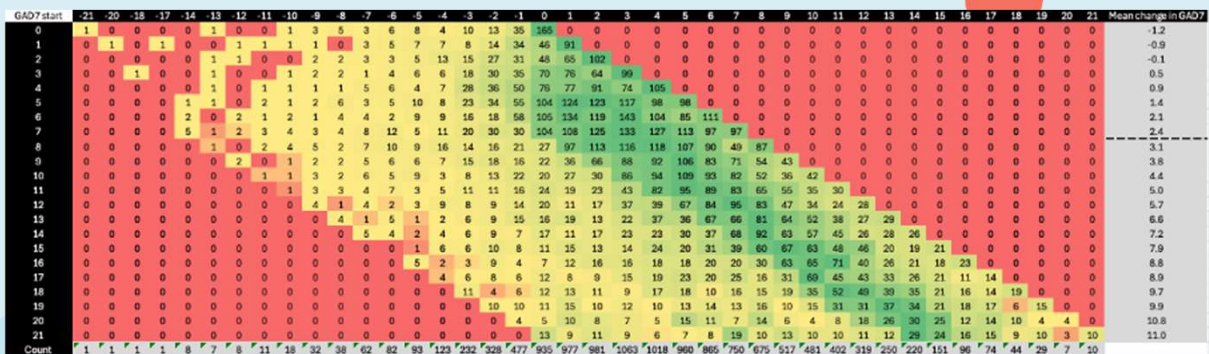


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Benefits across the board



- Be Mindful is proven to support those with mild, moderate and severe mental illness

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Be Mindful user experience

- Wellmind Health offers a tailored onboarding process and ongoing support, working closely with clinicians, administrators, and patient groups to align with local needs. Our team brings extensive experience in embedding high-impact digital interventions, including co-design workshops, training, and integration support.
- We boast **over 600 Trustpilot reviews of Be Mindful**, which can be found via the link below. We are proud to say that Wellmind Health has consistently high user feedback across of all our digital therapeutic programs.

[> Visit Trustpilot](#)

Meet Ali sharing her experience of using Be Mindful as part of a structured program at Crossroads in Arizona, and the positive impact on her mental health and addiction challenges.

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Be Mindful – Selection of testimonials



- "Be Mindful has transformed my approach to stress. I feel calmer and more in control."
- "The techniques I've learned have been invaluable in managing my anxiety."
- "An excellent course that I would recommend to anyone looking to improve their mental wellbeing."
- "I've noticed a significant improvement in my sleep and overall mood since starting Be Mindful."
- "Be Mindful has provided me with lifelong skills to handle life's challenges."
- "I feel more present and engaged in my daily life thanks to this programme."
- "The mindfulness practices have helped me reduce my stress levels dramatically."
- "I appreciate the flexibility of the online format, allowing me to learn at my own pace."
- "Completing Be Mindful has been a game-changer for my mental health."

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To summarize...

- **6 peer reviewed studies**
 - **58 thousand patients**
 - **5 academic partners**
 - **4 clinical presentations**
 - **6 months sustained**
 - **8 real-world case studies**
 - **20 NHS partners**
- There are significant unmet needs with respect to mental health care within the United States, waiting lists are increasing, demand exceeding capacity and physicians facing burnout.
 - Use of digital therapeutics is on the rise, physicians are increasingly recommending DTx and patients are frequent users of such technologies, but these may not be evidence-based.
 - Be Mindful is an evidence-based and proven means of supporting patients and preventing deterioration. It can complement existing medical treatments under clinician oversight. It is effective as an early intervention and/or preventative program.

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