

THEMATIC PRIORITY

 INNOVATION

Unlocking the power of technology
to improve Europe's mental health.



PROJECT
AREA



Amount of ERDF received from Interreg North-West Europe:
€3.22 million

Total project budget:
€5.36 million

www.nweurope.eu/emen

eMen start conference

February 6th
Mechelen
Belgium

9u00 – 9u30	Welcome with coffee
9u30 – 9u45	Welcome (Peter De Graef)
9u45 – 10u00	Opening (Herman Van Rompuy)
10u00 – 10u40	E-mental health and the social domain (Heleen Riper)
10u40 – 11u00	Unlocking the power of technology to improve Europe’s mental health (Oyono Vlijter)
11u – 11u20	E-mental health policy in the Netherlands (Dutch) (Kamal De Bruijn)
11u20 – 11u50	Break
11u50 – 12u30	Showcase of technological applications in mental healthcare (Tom Van Daele & Bert Bonroy)
12u30 – 13u50	Lunch
13u50 – 14u30	Best practices 1
14u30 – 15u10	Paneldiscussion
15u10 – 15u50	Break
15u50 – 16u30	Best practices 2
16u30 – 17u00	Policy (Dutch) (Minister Jo Vandeurzen)
17u00 – 18u00	Drinks

eMEN: unlocking the power of technology to improve Europe's mental health

**a new strategy for more and better
e-mental health**

Oyono Vlijter
eMEN Project leader

eMEN start conference
Mechelen (BE), February 6th 2017

What is Interreg NWE?

A European Territorial Cooperation programme with the ambition to make the North-West Europe area a key economic player and an attractive place to work and live, with high levels of innovation, sustainability and cohesion

1. Innovation
2. Low carbon
3. Resource and materials efficiency

€ 370 million for project funding (ERDF)



Arq Foundation (eMEN lead partner):

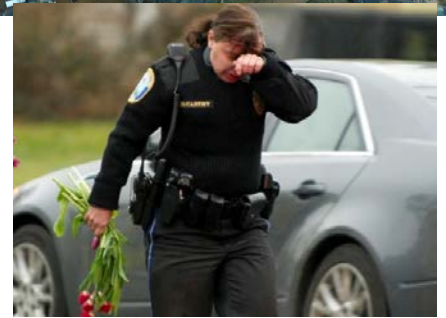
Arq, psychotrauma expert group (1973; 2007) consists of 9 partner organizations that are specialised in the aftermath and consequences of traumatic events. Each partner organisation has his own expertise and experience.

Arq partners join forces in specific areas such as scientific research and education, specialised trauma treatment and diagnostics, prevention and support.



4 groups of partners:

- (e)mental health care
- research / knowledge
- IVP (profit)
- WW II (psychosocial impact)



Old situation

- Waiting lists
- Diagnoses
- Treatment

New situation

- Prevention
- Early screening
- Self help during waiting period
- Diagnoses
- Own role in treatment
- Coaching
- Self control
- Daily support

Mental health statistics:

- Mental health disorders: 10% of the world's population is affected
- Major depression: second leading cause of disability worldwide and a major contributor to suicide
- Between 1990 and 2013 the prevalence of anxiety disorders increased by 42 percent and depressive disorders by 54 percent
- In 2010, the global cost of mental disorders was estimated at US\$2.5 trillion; by 2030, that figure is projected to go up by 240%, to US\$6.0 trillion.
- In many Western countries, mental disorders are the leading cause of disability, 30-40% of chronic sick leave and costing some 3% of GDP
- About 50% of cases of major depression still go untreated
- 4.30 billion mobile phone users worldwide in 2016 (58.7% of the global population); smart phone use in Western Europe: 71.7% (82,7% by 2020)*

*(Sources: WHO report 'Out of the shadows; making mental health a global development priority' (2016)
*<https://www.emarketer.com/Article/Mobile-Phone-Smartphone-Usage-Varies-Globally/1014738>
Lancet, 2015; Whiteford 2013)*

eMEN objective:

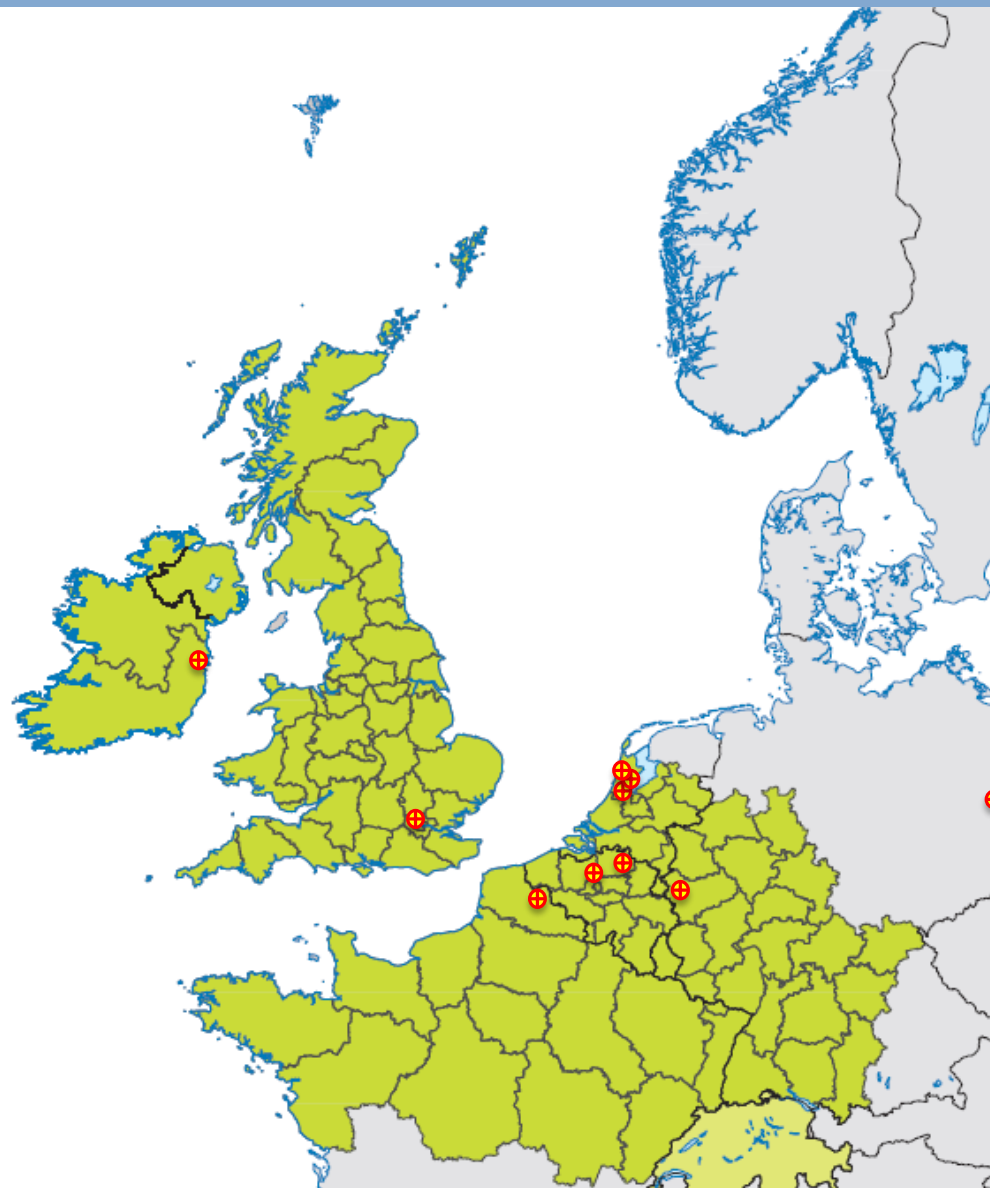
Promoting more affordable, accessible, effective and empowering mental health by operationalising a transnational cooperation platform for e-mental health product innovation, development, testing, implementation and exchange of implementation expertise.

Total budget:
5,33 million euro

Interreg funding:
3,22 million euro

Duration:
42 months

June 2016
– November 2019



The logos for the project partners: arq Psychotrauma Expert Groep, VU VRJE UNIVERSITEIT AMSTERDAM, and ISW EUPORA resilience matters a Leuven University Spin-off.

The logo for interapy Sneller Beter.

The logos for LVR Qualität für Mensch and THOMAS MORE.

The logo for DGPPN Deutsche Gesellschaft für Psychiatrie und Psychotherapie, Psychosomatik und Nervenheilkunde.

The logo for Mental Health Foundation.

The logo for Mental Health Reform Promoting Improved Mental Health Services.

The logo for EPSM.

Societal challenges:
rapid changes in the economy (automation/AI; lower GDP growth; employability);
emphasis on self management; processing information flows;
increasing effects climate change
Result: more people and communities under pressure

Increased demand for mental health services
= increased costs for society

solution:
e-mental health

eMEN
e-mental health innovation and transnational implementation platform North West Europe

RESULTS: more successful eMH product development (co-creation); large scale (pilot) implementation; increased use of eMH and 'blended' care; better privacy protection; up-to-date quality test methods for eMH products; increased eMH awareness ; European policy recommendations for efficient and large scale e-mental health implementation; cooperation structure for post project eMH development and implementation.
!more affordable, accessible, effective and empowering mental health support for everyone!
...for more regional growth and cohesion in NWE

Project activities

WP Transnational policy solution for e-mental health implementation; cooperation with national and EU stakeholders; mapping national and European initiatives; promoting a transnational policy solution for implementation

WP project management: Steering Committee; Advisory Board; PMO (NL); Working Groups; progress reports every 6 months

WP Innovative e-mental health product development): developing at least 5 e-mental health products, for depression, anxiety and PTSD; in co-creation with SMEs , professionals, end-users; pilot implementation; innovative 'evidence based' quality testing

WP long term (post project strategy): e-mental health platform development; starting with 6 partner countries; business case; baseline assessment

eMEN
e-mental health innovation and transnational implementation platform North West Europe

WP communication: communication plan; 18 transnational thematic seminars and 6 conferences; reaching end users and professional stakeholders; online and print

E-mental health implementation challenges:

- Product quality (CE, 'look & feel', data protection)
- Cooperation with SMEs
- Assessing clinical effectiveness (duration and costs of RCTs)
- Acceptance by professionals
- Lack of awareness and/or confidence
- High start up costs
- Reimbursement
- Fragmented legal and policy framework
- Training and curricula development
- Interoperability
- Lack of implementation protocols
- ...

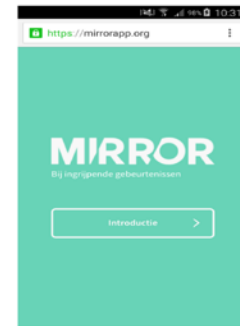
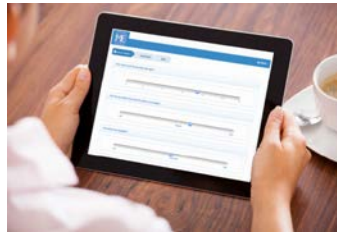
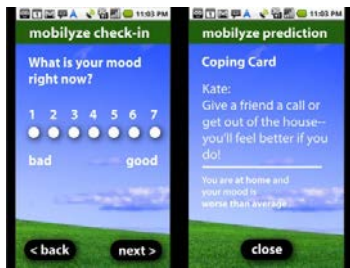
Project implementation challenges:

- 6 countries
- 10 partners
- Multidisciplinary, with many stakeholders involved
- Pushing innovation, new ways of thinking
- Learning by doing
- Time constraints
- Exploration vs exploitation
- Pace of technological change



Results so far:

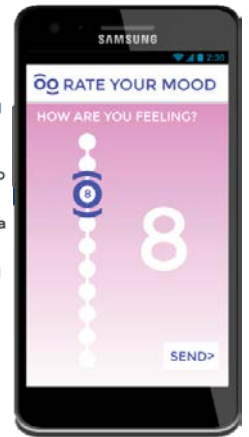
- Product selection for pilots
- Analyses of innovative evidence based research methods
- More specific knowledge about implementation challenges
- Stakeholder involvement
- Visibility online and in print
- Awareness!



MIRROR

MIRROR stands for Mobile Insight in Risk, Resilience and Online Referral.

This webbased app gives a direct and personal insight into someone's risks, complaints, resilience and needs after a shocking event. By means of a brief questionnaire, the app makes a quick scan of psychotrauma complaints and resilience, gives specific advice on possible further diagnostics or support and offers the possibility of receiving (online/mobile) coaching towards the desired



next step.



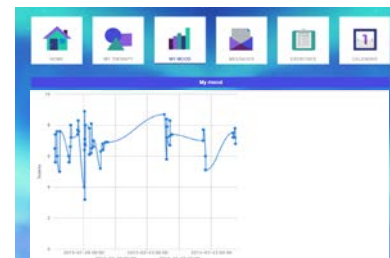
SAM

The Smart Assessment on your Mobile (SAM) is a webbased application which screens people on resilience and psychic problems, like PTSD, anxiety and depression. The app screens tailored because it only asks further questions if it's necessary. The application uses factors as 'social support', 'resilience experience', 'physical health', 'previous psychological problems' and ongoing stress to map the mental balance of the end user.

Currently the application is being tested and researched by the University of Amsterdam. Testaccounts are available.



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Thank you for your attention!

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