

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

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

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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)

Total budget:
5,36 million
euro

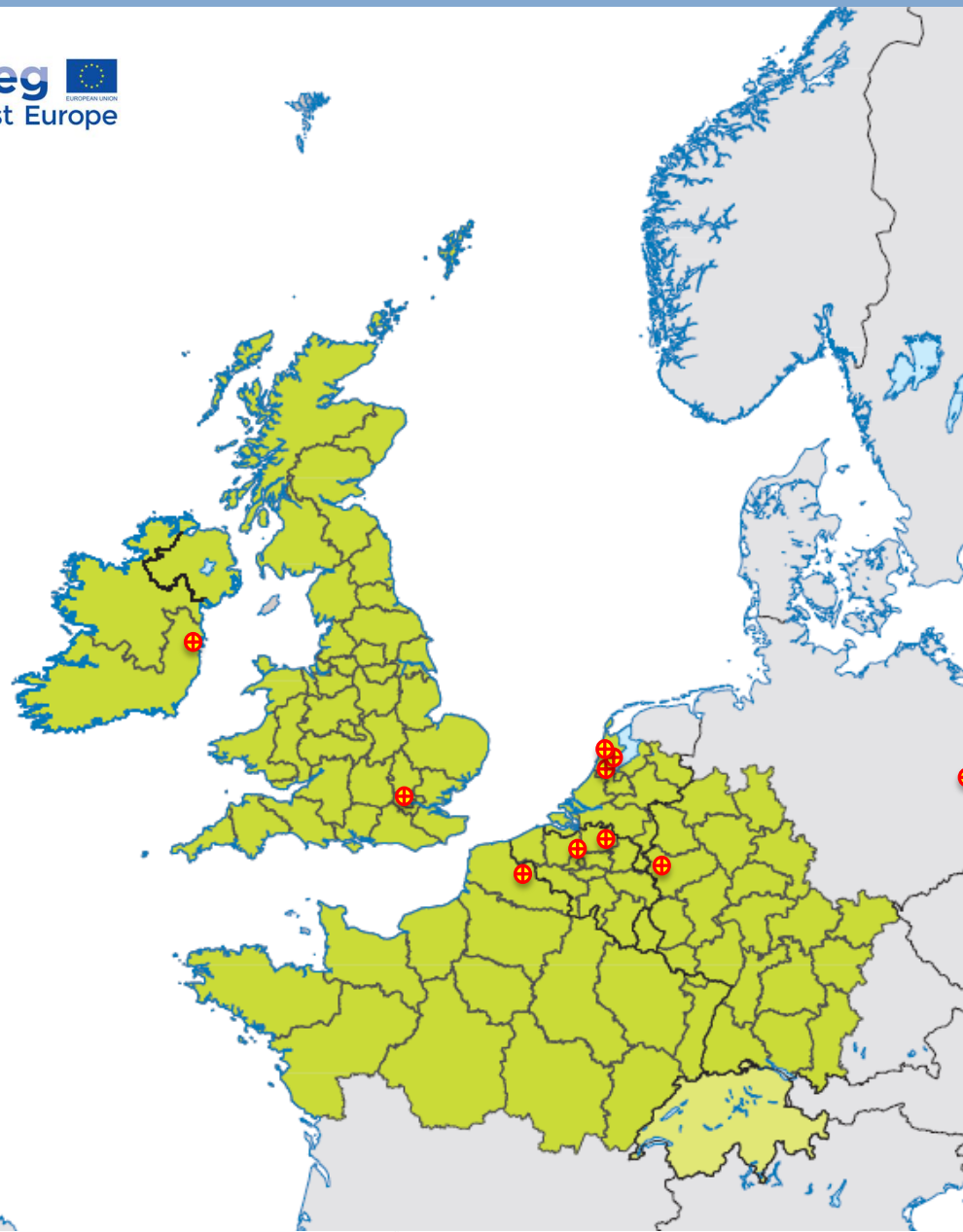
**Interreg
funding:** 3,22
million euro

Duration:
42 months

June 2016 –
November
2019

Innovation;
SO 1
enhance
innovation
performance
of enterprises

Interreg 
North-West Europe
eMEN
European Regional Development Fund



Why eMEN? Societal challenges:

(speed of) economic, technological and societal changes: automation; artificial intelligence; employability; competition; information flows; 24/7 online; social media; terrorism emphasis on self management. Increasing effects climate change.

Result: cognitive overload, mental health problems

Increased demand for mental health services
= increased costs for society

solution:
e-mental health

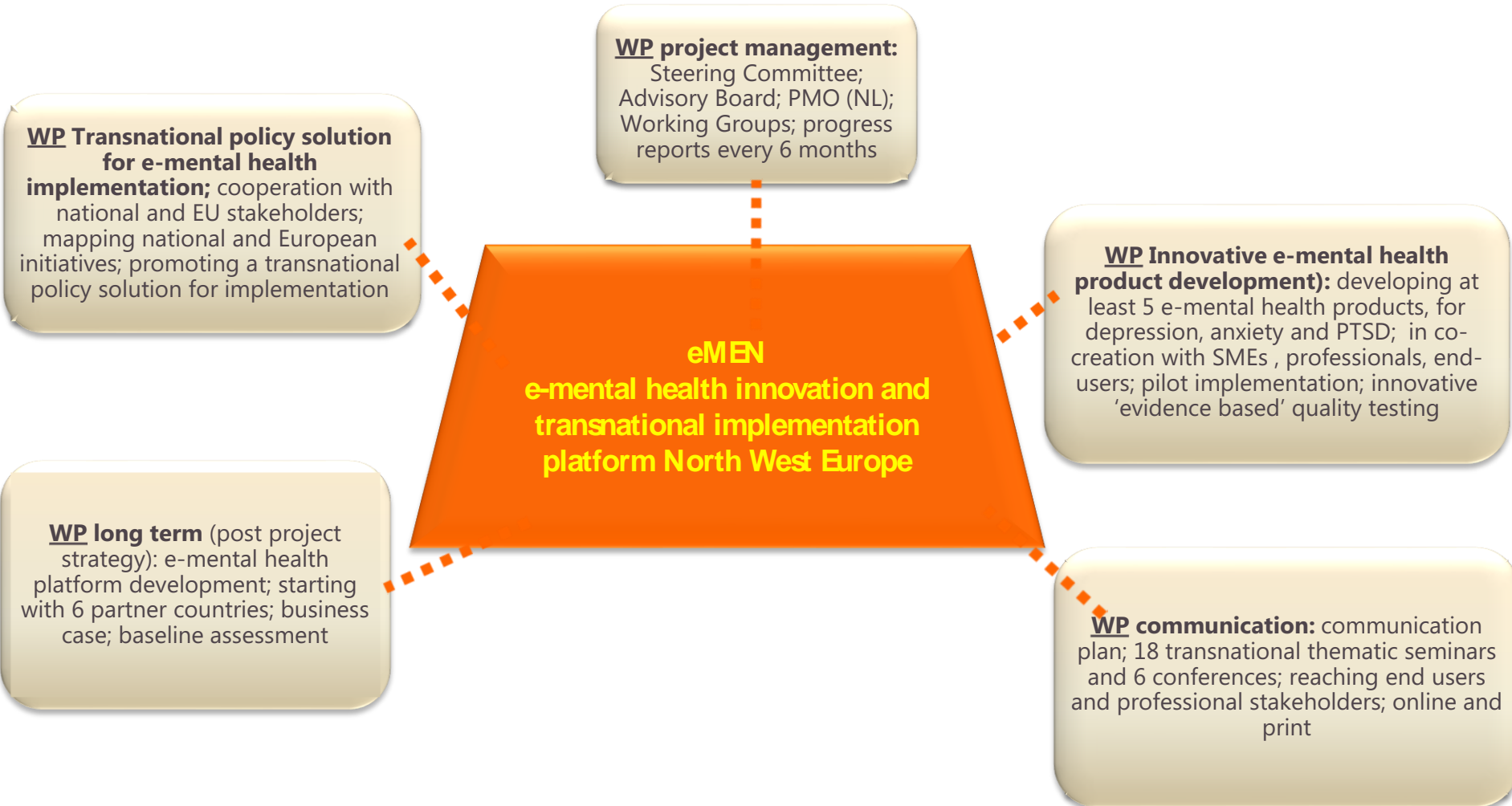
eMEN
e-mental health innovation and transnational implementation platform

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

eMEN objective:

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

How?



E-mental health implementation challenges (1):

- Product quality: clinical effectiveness, costs effective evaluation, privacy, CE compliance, 'look & feel'
- Cooperation with SMEs (co-creation)
- Awareness and acceptance
- Organisational priority
- Digital skills
- Confidence
- High start up costs

E-mental health implementation challenges (2):

- Reimbursement systems
- Fragmented legal and policy framework
- Training and curricula development
- Technical infrastructure and interoperability
- Lack of ('blended care') implementation protocols
- Future integration with digital healthcare systems
- Agreement on definitions (transparency, reliability, validity etc.)

The treatment professional plays the most important role in the implementation process.

Results so far:

- Selection of 8 products for pilots
- Analyses of innovative evidence based research methods
- Draft product (development) checklist
- Start product development: MIRROR, Stopblues, Mindwise
- More specific knowledge about implementation challenges (policy, privacy, technical, training etc.)
- Pilot implementation strategy
- Information tools
- 1 conference and 3 seminars
- Identified pilot sites in: NL, FR and IE
- Policy mapping finalised; draft structure policy recommendation

Product selection (WP product development):

- **EMDapp:** EMDR 'game' therapy for people with PTSD
- **Mindwise:** Online therapy for Primary care anxiety and depression
- **MIRROR:** Selftest after experiencing a distressing event (PTSD)
- **Moodbuster:** Online treatment for people with depression
- **SAM app:** Selfhelp app for Anxiety Management
- **SAM screener:** Screener on possible PTSD-symptoms
- **Pesky gNATS:** Cognitive Behaviour Therapy game for children (depression)
- **STOPBLUES:** Depression / suicide prevention intervention for the general population

Thank you for your attention!

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www.nweurope.eu/emen

Interreg North-West Europe eMEN

European Regional Development Fund

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

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