BACKGROUND BRIEFING FOR JOB APPLICANTS

Award winning company, [www.bigwhitewall.com](http://www.bigwhitewall.com) (BWW) is part of the vanguard for transforming mental health services in the UK. It has been listed as a High Impact Innovation by the NHS, and offers the first online pathway for mental health and wellbeing that places people at the centre of their own care. Its widespread adoption is enabling people to access well-governed and safe therapeutic services through self-referral from the comfort of their own homes.

BWW delivers a variety of online services to the healthcare, military and education markets in the UK, with an increasing global presence and ambition. It is also developing further services for particular physical and behavioural health areas, in order to provide integrated online healthcare.

BWW delivers its services through a joint venture partnership with the Tavistock and Portman NHS Foundation Trust.

**BWW’s Services - Overview**

BWW’s mental wellbeing services exist primarily for people experiencing mild to moderate symptoms of psychological distress, although between a fifth and a quarter of BWW members report suicidal ideation and/or self-harm.

BWW’s main purpose is to **improve members’ capacity for self care of their own wellbeing in their own homes** through four interacting elements:

i) leveraging anonymous community and peer support; combined with

ii) the ability to access a range of clinically-informed, evidence-based interventions; facilitated by

iii) trained and supervised therapeutic staff and clinicians, who are online 24/7 to provide professional interventions and support on request; conducted via

iv) an effective utilisation of the principles of social networking to ensure high engagement with self, peers, professionals and mental health interventions.
How BWW’s services are organised

These interacting elements described above are delivered via an online pathway of care, soon to be supplemented by a digital triage system that was co-funded by the NHS National Innovation Centre, and is now being developed in conjunction with UCL Partners AHSN.

i) **Digital Assessment**: Online tool to assess common mental health problems and co-morbid physical conditions, due to launch in Beta in June 2013. Using this digital assessment, people are assisted to formulate goals to improve their mental and physical health. These health goals form the basis of identifying the most appropriate personalized care pathways through BWW’s digital services (detailed as follows).

ii) **SupportNetwork**: A community of peers, professionally staffed 24/7, which enables safe, anonymous support through talking therapies, creative self-expression, mood tracking and elements of social networking.

iii) **GuidedSupport**: A range of self-managed and facilitated programmes for individuals and groups. It has a wide range of programmes, for example, on anxiety, depression, PTSD, mindfulness, sleep, art therapy and social phobia.

iv) **LiveTherapy**: A range of real time therapies by instant text, audio or video from a panel of approved BWW therapists who have appropriate accreditation and at least three years experience. All therapies are NICE approved treatments for anxiety and depression – CBT, IPT, person-centred counselling and integrative counselling.
**BWW’s Markets (demographic)**

A wide range of agencies commission Big White Wall. Some examples of this are provided below.

**Healthcare:** BWW works across the UK with providers, commissioners and trusts. BWW helps to deliver the Improving Access to Psychological Therapies Programme (IAPT).

**Military:** BWW is provided free to veterans, serving personnel and their families, through a contract with the Department of Health, Ministry of Defence and Help For Heroes. BWW received this contract as one of the four recommendations of Dr Andrew Murrison MP, in his seminal report ‘Fighting Fit’ on the mental health of veterans, where he described BWW as ‘*a pioneering service*’.

**Universities/Colleges:** An increasing number of colleges and universities offer BWW as part of their student support services, as it is easily accessible and available 24/7.

**Employers:** BWW offers services to employers directly and through a contract with Bupa.
**BWW’s Markets (geographic):**

Currently, BWW works in the UK and New Zealand (through the Auckland Health Board), and will be working shortly in Canada and the USA.

**Press and Award Highlights**

**Awards:**

- Mind Media Awards 2012 – Finalist
- Guardian Public Services Award 2010 – Winner
- HSJ Awards 2010, Innovation in Mental Health – Finalist
- NHS Health and Social Care Awards 2010, Mental Health and Wellbeing – Finalist
- Media Guardian Award 2009 for Innovation in Community Engagement – Winner

**Press:**

NHS Confederation: Discussion Paper co-authored by Jen Hyatt:


Forbes magazine: Social Business and the Future of Psychological Well-Being Programs - Feature on Big White Wall

The Guardian: Let’s welcome the early symptoms of social health - report by Jenny Hyatt, Chief Executive, Big White Wall

ITV News: Big White Wall recommended by Dept of Health and MOD for the health of veterans.
**Structure and Staffing**

Currently, BWW has 14 staff members/contractors, plus eight Wall Guides (trained staff online 24/7) and nine approved therapists. The business structure is simple, and relatively flat. While each role has defined parameters, all BWW staff know the value of flexible team working to help out wherever necessary.

BWW is recruiting for lynchpin roles, and as it is a small business, any staff member taken on will have the chance to make a difference straight away. The people BWW recruits will need to support and scale the business as it grows rapidly, overseeing expansion into different territories and new markets, as well as delivering on BWW’s existing contracts in the UK.

**Company Ethos**

Big White Wall is a dynamic, rapidly growing company that appreciates hard workers who are self-motivated and organised. BWW seeks to scale, while maintaining the integrity of the company and its focus on enabling people to take more control over their own wellbeing. BWW is focused on transforming the way healthcare is delivered with an ethos of supported self-care at its core.

BWW, is committed to develop our workforce to be representative of all sections of society and to ensure that each employee feels respected and able to give their best. All employees, whether part-time, full-time or temporary, will be treated fairly and with respect. Selection for employment, promotion, training or any other benefit will be on the basis of aptitude and ability. All employees will be helped and encouraged to develop.

Any people who have physical or mental health issues will not be discriminated against and disclosures of these conditions will enable both BWW and the employee to assess and provide the right level of support or adjustment.
**Locations**

BWW’s main offices are located in Clerkenwell, London, EC1V. BWW also has registered offices in New Zealand and Australia with plans underway to expand into North America.

**More information**

To view a short two-minute film about [www.bigwhitewall.com](http://www.bigwhitewall.com) click [here](http://www.bigwhitewall.com).
Clinical Psychiatric Lead for Big White Wall
Consultant Psychiatrist

Reporting to: Director of Services
Salary: £50k +
Hours: 16 (equivalent to 2 days or 4 sessions per week plus on call commitment)
Holidays: 10 days
Based: London EC1 (post holder will be expected to work from this office 1 day per week)

Job Description

Job purpose:

The purpose of this role is to be the clinical lead for therapy services offered by Big White Wall, namely the LiveTherapy Service. The post holder would be responsible for the effective delivery of clinical assessment and treatment of LiveTherapy patients and for effective clinical risk management of the service.

The post holder will provide expert clinical advice and support to the Wall Guides who supervise Big White Wall’s 24/7 peer community and be available to provide specific case by case advice when risk situations arise.

The post holder will play a leading role in supporting the development of Big White Wall services both in the UK and abroad (in particular USA and Australasia), providing expert advice and support to the company as it develops new products and services, always ensuring that those products and services are developed with appropriate clinical safeguards to maintain the safety of users of BWW.

Key responsibilities:

Duties relating to delivery of online therapy

- Provide professional leadership to the team of therapists delivering LiveTherapy online, via webcam audio and instant messaging
- Be clinically responsible for the selection and treatment plans of patients accepted for LiveTherapy
- Effectively monitor clinical care and provide advice and support to therapists during delivery
• Provide advice and support to BWW on recruitment of suitably qualified and experienced clinical therapists

• Ensure that all clinical therapists receive adequate supervision of care delivered and address any clinical risk issues that arise during assessment and/or treatment

• Advise BWW on the appropriate outcome measures to be used for LiveTherapy.

**Duties relating to ‘Wall Guides’ who support the ‘Wall’**

• Offer advice and support on the selection of Wall Guides

• Reviewing elements of the Wall Guides handbook that relate to clinical matters specifically but not limited to:
  
  o The procedures a Wall Guide should follow if a Big White Wall user is deemed at risk of harm
  
  o Management of community from a clinical perspective
  
  o Concerns about dependency on BWW or any other potentially harmful relationship

• Advice BWW on the appropriate outcome measures to be used as part of the Online SupportNetwork

• Provide advice and support for the development of research and/or evaluation of the outcomes of the service.

**Delivery of Training**

Identify on-going clinical training needs for therapists and Wall Guides and develop and deliver this training, and/or advice on the delivery of appropriate training.

**Supervision**

Provide two structured supervision sessions a week each lasting one hour for Wall Guides and for therapists. This is to be provided as team supervision and delivered remotely via an on-line platform.

**Other duties**

Provide clinical advice and support for the development of research and/or evaluation of BWW’s services and service outcomes.

**Continuing professional development**

The post holder will be expected to maintain a portfolio of CPD in line with requirements set by the GMC (and any other relevant professional bodies e.g. Royal College of Psychiatrists) for annual appraisal and revalidation.
A limited budget (to be negotiated) will be available to support this requirement.

The post holder will be required to make personal arrangements for annual appraisal and revalidation outside the terms of the contract, although the work for BWW would need to be described and discussed at any annual appraisal.

**On-call arrangements**

The post holder is required to provide on call cover. Details of this arrangement will be discussed at interview.

**Skills/Experience: see person profile**

### PERSON PROFILE

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<tr>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tr>
<td><strong>QUALIFICATIONS</strong></td>
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<tr>
<td>MB BS or equivalent medical qualification.</td>
<td>Qualification or higher degree in medical education, clinical research or management.</td>
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<td>MRCPsych OR MRCPsych equivalent approved by the Royal College of Psychiatrists OR a specialist qualification from an EU country that complies with EU directive 2005/36/EU.</td>
<td>Additional clinical qualifications, e.g. recognised psychotherapy training</td>
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<tr>
<td><strong>ELIGIBILITY</strong></td>
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<tr>
<td>Fully registered with the GMC with a licence to practise at the time of appointment.</td>
<td>Included on the GMC Specialist Register OR included within six months.</td>
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<td>Included on the GMC Specialist Register OR included within six months.</td>
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<tr>
<td>In good standing with GMC with respect to warning and conditions on practice</td>
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<tr>
<td><strong>CLINICAL SKILLS, KNOWLEDGE &amp; EXPERIENCE</strong></td>
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<tr>
<td>Excellent knowledge in specialty</td>
<td>Wide range of specialist and sub-specialist experience relevant to post within NHS or comparable service</td>
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<td>Excellent clinical skills using psycho-social perspective</td>
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<td>Good understanding of the online environment and the clinical opportunities and challenges it presents</td>
<td>Special experience in use of electronic platforms for the delivery of clinical care</td>
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<td>Excellent oral and written communication skills in English</td>
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<td>Makes decisions based on evidence and experience including the contribution of others</td>
<td>Experience of design, development and application of digital tools</td>
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<td>Experienced supervisor</td>
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<td><strong>PROFESSIONAL &amp; PERSONAL QUALITIES</strong></td>
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<td>Works co-operatively in a multi-disciplinary team and able to delegate appropriately.</td>
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<td>Shows empathy and sensitivity.</td>
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Able to use electronic records and use IT for email, internet and office software
Copes under pressure.
Commitment to appraisal and revalidation.
Thorough knowledge of psychiatric practice, confidentiality and risk assessment.
Ability to work in a self-motivated manner, leading projects where appropriate, with vision.

This job description is subject to annual review in consultation with the post holder and line manager.

**Selection process**
Applications are to take the form of a CV and a written statement that covers skills and experience in relation to the person description. Send applications to [jobs@bigwhitewall.com](mailto:jobs@bigwhitewall.com) with the job title in the email subject line.