



As acceptance of digital-first mental health care grows, the imperative is to continue to innovate and scale to deliver easy to access, high quality support, with measurable impact.

**Tim Barker**  
Chief Executive Officer

## Chief Executive Officer's Statement



### Delivering measurable impact at scale

As an organisation with 20 years of experience in digital-first mental health care, we have seen a surge of interest in how digital can play a role in the long-term future of health care in the last two years.

For digital truly to embed itself into health care systems, there are three questions that every healthtech company in the mental health sector, including Kooth, must answer:

1. Can clinical and economic outcomes be evidenced?
2. Can the approach address the growing, global shortage of practitioners?
3. Can it be delivered efficiently, at scale?

The long term sustainability of every provider in the healthtech ecosystem, and the growth of the ecosystem itself, depends on satisfactorily answering these three questions.

### 1. Clinical and economic outcomes

Underpinned by a decade of applied research, Kooth is a trailblazer in research, development and outcome measures to evidence the therapeutic, social, and economic impact of our platform. This has led to the development of new therapies, many of which are only possible through a digital delivery model. We've made substantial progress in 2021 in continuing to innovate and evidence our impact:

**Responsive (“drop-in”) chat:** We have a high proportion of individuals that we may engage with only once, or on an ad-hoc basis in what we call a ‘responsive chat’. By developing a new outcome measure, and validating it independently with CORC (Child Outcomes Research Consortium), we can evidence that 72% of users achieve their wants and needs. This is an impressive outcome in an environment where typically 50% is considered a good level of efficacy.

**Community support and self-therapy:** The London School of Economics undertook a study to evaluate the clinical impact of Kooth’s community and self-therapy activities. 75% of individuals find these beneficial to their mental health. In addition, 50% of people that engage with the community go on to help someone else.

**Economic impact:** In 2021 we initiated a project with YHEC (York Health Economics Consortium) to deliver what will be one of the first ever assessments of the economic benefit of early intervention support for young people. This will be published in 2022 and demonstrates our commitment to deliver a clinically and economically effective service.

**Innovating in digital therapies:** In 2021 we delivered a ‘collections’ programme, a first step in providing individuals with personalised, guided help through a challenge or change in their lives. We intend to build on this to provide self-guided programmes that provide both self-guided and professional support.

## 2. Addressing the growing, global shortage of therapists

Globally, there are not enough health care professionals to meet the level of demand. In Europe there are 15 therapists per 100,000 of population. In the USA, 1-in-3 of the population lives in a designated health professional shortage area.

Our approach in addressing this is twofold:

### Innovating in self-therapy and community support

Today, only c.40% of people who use Kooth engage with a practitioner to get the support they need, and/or through messaging and responsive (drop-in) chat. Around 60% get the help they need through the community, therapeutic content, and self-therapy activities we provide. We are making good progress on delivering an integrated range of support options to meet the wants and needs of each individual. This has been demonstrated by the progress that has been made in our outcome measures.

### Hiring and building the careers of our practitioners

Kooth hires practitioners and develops their careers. This has been an increased area of focus over the last 18 months. We map career development and progression pathways, providing additional training and development opportunities (e.g. trauma informed therapy, management development programmes). We have expanded our team of Emotional Wellbeing Practitioners to bring people with experience from social work, teaching, or other related professions into Kooth. As a result, over 2021 we grew the size of our practitioner and clinical team from 183 to 252.

## 3. Efficiency at scale

As Kooth grows, delivering a high quality service, efficiently, at scale, is paramount. Data and insights play an important role in measuring the quality and predictability of our service.

In 2021 we established targets in collaboration with practitioners to define what ‘good’ looks like in terms of operational efficiency. In addition, Kooth’s clinical team audits each practitioner quarterly to help ensure a consistently high quality of support. We also continue to invest in our technology platform to help improve the experience, efficiency, and effectiveness of Kooth.

As a result, our platform and team of 252 practitioners and clinicians supported over 200,000 people in 2021, delivering a gross margin of 69.5% to reinvest back into the business.

### Foundations for long term growth and impact

By investing in these areas, we not only strengthen our foundations for future growth, but are able to reach and positively impact the lives of more people in need of help. This is why we are here.

## 4. #StandWithUkraine: Impact of the war in Ukraine

Finally, while Kooth does not have any customers or assets in Ukraine or Russia, all of us at Kooth are devastated as we watch the war unfold in Ukraine. In the first two weeks of the war, our data showed an increase in depression, suicidal thoughts, and lack of motivation from individuals coming to Kooth. To assist, we’ve issued guidance from our expert psychologists on how to discuss the war with young children, and will continue to identify ways to support those directly and indirectly impacted by this trauma.



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