

About Thrive

Thrive was founded in 2012 by Dr Andres Fonseca (Consultant Psychiatrist) and Dr Adam Huxley (Consultant Forensic Clinical Psychologist) to fix a broken system and combat an overwhelmed healthcare and mental health system. Thrive Mental Wellbeing delivers traditional mental health services in a proactively scalable way breaking down barriers for support, making it easy for patients to connect directly with therapists and access uncapped therapy*. Our evidence-based, secure technology is trusted by some of the world's most recognisable brands, including insurance companies, healthcare providers, blue chip organisations, as well as the NHS and charities.

Thrive is a values driven organisation and our commitment to the patient/service user is a fundamental driver of our decisions. We are a clinically driven, channel friendly, Mental Health provider which is privately owned and backed by ethical investors. The approach that our digital mental health solution takes ensures more individuals receive the help they need, sooner, and with an 81 - 87% recovery rate we produce meaningful clinical outcomes for our service users and compelling ROI for customers and healthcare partners.

Thrive goes beyond software to support its service users, with an in-house therapy service to cater for a wide range of conditions and severity. This capability also supports us on our 'Therapy 2.0' journey which aims to support Thrive's delivery model to become increasingly efficient. Simply put, by performing the therapy ourselves and collecting data not only from that, but from user interactions with the app as well, we are able to introduce more relevant clinical content into our software application and improve our therapist-led, guided self-help, and software-only recovery rates. This helps us to scale our solution and impact, make therapy more efficient and effective, and our services more affordable in the long run.

Thrive in App 'Chat' Capability

Service users will ultimately be presented with the Thrive triage process via App or Web.

- Service users for wellbeing will meet the standard Thrive GAD/PHQ screening process (unless they have asked for direct access) and be routed to Thrive's Triage Therapists via an in App chat capability.
- The Triage Therapists will check that the user is safe, find out what services they need and/or currently use and make an appointment for a Full Assessment with a Thrive Therapist.
- Service users approved to access Therapy webchat/phone/chat/Thrive will be treated based on their individual clinical need which may include guided self-help,

group therapy, online therapy self-serve and multi session therapy with Thrive Therapists.

Thrive outlines below its capability and suitability to provide a mental health support service with best in class outcomes, data and reach. Thrive's practitioners meet the standards of professional practice and hold the relevant qualifications. Furthermore, we have strict policies to ensure that all clinicians practise within the scope of their competencies, which are continually monitored through supervision, professional development, and regular performance reviews.

Mental Health Practitioners: All of our mental health professionals are registered with the relevant professional bodies, such as the British Association for Counselling and Psychotherapy (BACP), the British Psychological Society (BPS), or equivalent organisations where appropriate (BABCP, UKCP, NCPS, FETE). This ensures that they meet the required standards for delivering therapeutic services in the UK.

Thrive's founders established an ethos and culture grounded in their own experiences of CQC regulation. Whilst Thrive's operations by their nature are not regulated, we approach the work with those standards in mind.

We have comprehensive initial assessments in place that utilise validated clinical tools to determine the appropriate level of care for each patient. Our assessment process includes a combination of standardised measures such as the PHQ-9 (Patient Health Questionnaire), GAD-7 (Generalised Anxiety Disorder scale), and other clinically recognised tools tailored to specific mental health concerns. These tools provide a robust foundation for understanding a patient's presenting symptoms, severity, and potential comorbidities.

In addition to standardised assessments, our clinicians conduct in-depth assessments to gather a holistic view of the patient's mental health, physical health, social circumstances, and any ongoing concerns. Based on the assessment outcomes, patients are assigned to an appropriate level of care, which can range from low-intensity interventions (such as digital self-help tools) to higher levels of support, including one-on-one therapy with licensed professionals.

We have robust protocols for identifying and managing high-risk patients, including those experiencing severe distress, mental health crises, or complex conditions such as comorbid mental and physical health issues. Our team is trained to recognise risk factors including suicidal ideation, self-harm, and acute mental health crises, and we employ risk assessment tools like the Columbia-Suicide Severity Rating Scale (C-SSRS) for more detailed evaluations when necessary.

For high-risk patients, we follow strict escalation procedures to ensure their safety and wellbeing. These protocols include immediate safety planning, frequent check-ins, and, when necessary, escalation to emergency services.

Sitting behind Thrive's service is a technology platform that can provide seamless secure access to patient data. In some circumstances a Shared Care Protocol can be used to refer users to other authorised services via our REST API and SSO authorisation process. We have available various referral mechanisms for accepting patients. Thrive's pathway for mental health support is well structured, clinically sound and effective. By the nature of our service and the majority of our existing relationships, most of our patients are self-referred. Some are referred by non-clinical services such as charitable organisations that don't offer a clinical programme of support. In cases where the service user is referred to us by a referring clinical organisation, we have an established Shared Care Protocol that is agreed with the referring organisation in advance. We also use a SCP where required to *refer* to other healthcare providers, and in other circumstances, can simply deliver *signposting*.

Where applicable the SCP is drafted to capture the needs of the referring organisation and details specific methods and triggers for communication between the organisations. The content of those communications is also agreed.

One of the benefits of partnering with Thrive is that we can support direct referrals as well as providing patients/service users with evidence-based exercises to manage their symptoms and make care accessible, affordable and continuous.

Patients/service users can have a seamless entry point through our app to re-enter our service and receive treatment at a later date if the clinical need presents itself. As you would expect, Thrive's approach to quality assurance, patient experience and data security and compliance is rigorous. These processes include audit and compliance monitoring, performance tracking and KPIs and approach to patient centred care, but above all it's the Thrive culture which is key to successful delivery and best in class outcomes.

Thrive's mental health service prioritises patient safety and the seamless navigation of patients/service users through appropriate care pathways. We utilise an evidence-based triage process upon initial contact, assessing the patient's mental health needs. Our platform offers a wide range of care options, including remote therapy sessions, self-help resources, and external referrals if required. Patients are guided through these options based on their clinical assessments, ensuring that the most appropriate care is recommended and easily accessible.

Immediate and Accessible Care: If clinically appropriate, we offer both a self-help pathway through our application which is easily accessible for patients/service users needing immediate help, alongside self-help and guided self-help. This option empowers individuals to start managing their mental health concerns while they wait for more personalised care, and/or alongside other support services.

Referral to non-Thrive Services: In cases where the patient's needs fall outside our scope of service, we maintain robust referral pathways with external partners and/or teams. These partnerships ensure patients are safely directed to the right care, whether it's specialised mental health services, inpatient care, or complex mental health services. Our team ensures these transitions are smooth and well-coordinated.

Outcome Reporting: Our system is equipped to track patient progress and treatment outcomes. Clinicians regularly update patient records, which include insights into progress, changes in care pathways, and clinical outcomes. To ensure we capture a robust and holistic view of recovery, our measurement framework extends beyond the foundational PHQ-9 and GAD-7 scales used at triage. We incorporate the Clinical Outcomes in Routine Evaluation (CORE-10) Goal Attainment Scaling to track progress against the specific, personal objectives set by the service user. Furthermore, we use the Clinical Global Impression (CGI) scale, providing a standardised measure of the clinician's professional assessment of global improvement. This triangulation of patient-reported symptoms, personal goal achievement, and clinician observation ensures our outcome data is both rigorous and meaningful. This data allows for transparent tracking of treatment success, enabling adjustments to be made as necessary to ensure optimal outcomes. Data will be collated and anonymised in line with confidentiality. Our approach ensures that patients safely navigate through the care process, with appropriate oversight and timely interventions. All transitions, referrals, and outcomes are closely monitored to maintain the highest standards of patient safety and clinical effectiveness.

Thrive responds appropriately to the patient's needs and keeps them safe. Our commitment to care can succinctly be summarised as:

- Thrive's Culture supports care
- Thrive's Processes support care
- Thrive's Business Model supports care
- Thrive's Metrics and Measurements (eg 81-87% recovery rate) support care
- Thrive's Values support care

* based on clinical need



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