

A woman with curly hair, wearing a red and dark blue top, is smiling in a classroom. In the background, other students are seated at desks. A hand-drawn blue star is positioned to the right of the main title.

# **The Power to Shine**

**Karen Storey RN, MSc, QN**  
**Nursing Retention & Liaison Lead**

**Shiny  
Mind**

# ShinyMind - Proven Innovation

## Proven Concept

ShinyMind was created to broaden the reach of the original Resilience: Your Mindset ;Your Choice programme that was delivered by founder, Rebecca Howard to over 2,500 NHS staff.

### ★ It delivered

★ 97% - 'improved resilience'

★ 96% - 'better stress management'

★ 99% - 'greater positivity'

★ 99% - 'would recommend to colleagues'

## Co-Created with the NHS

Born out of proven science and life-changing results, ShinyMind is a unique mental health app co-created in partnership with the UK's most trusted brand, the NHS

## Independent research

Independent research in a specialist NHS Trust has confirmed that ShinyMind improves workforce retention and efficiency:

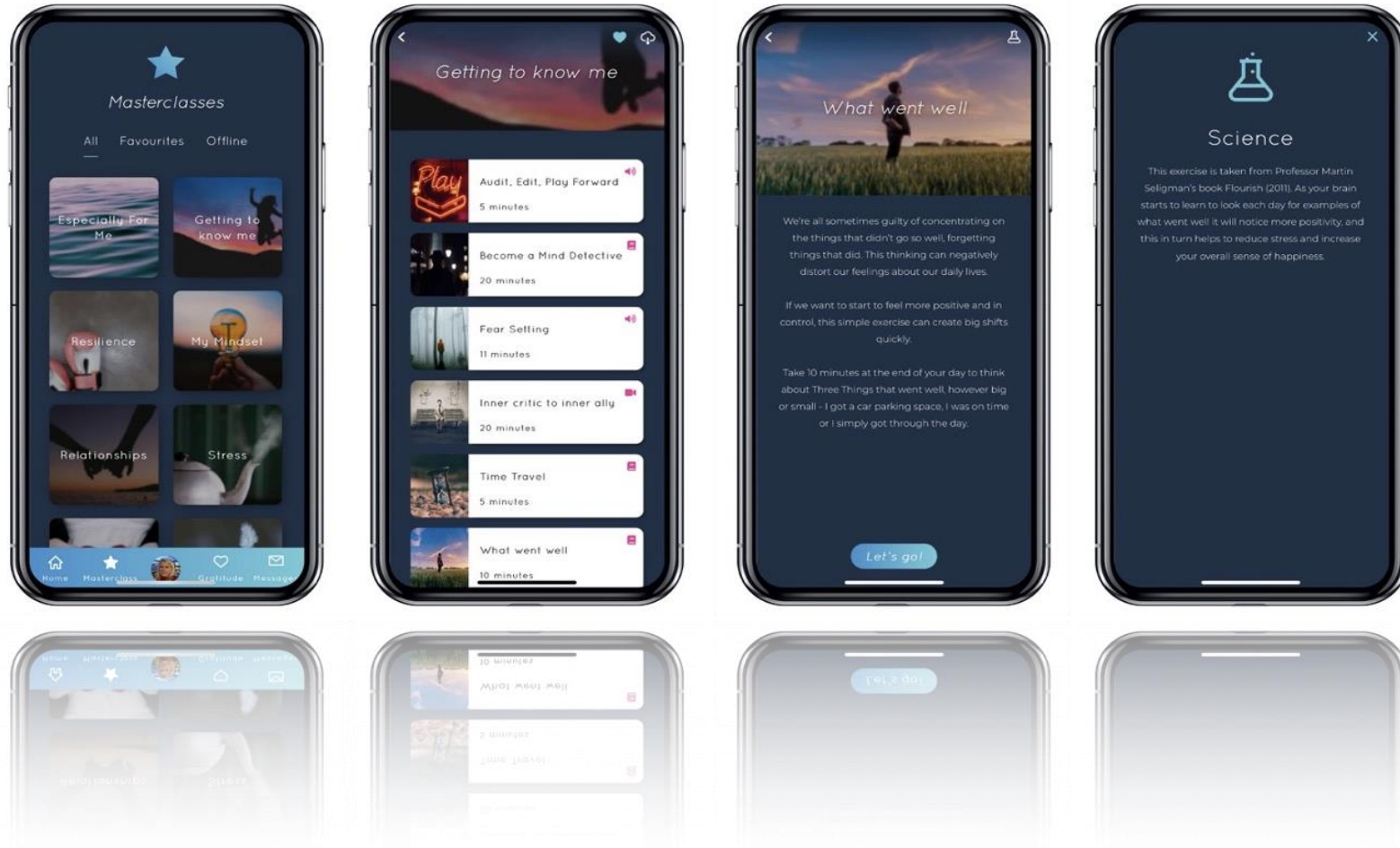
★ **Employee Turnover - 3% vs. 18%**  
(ShinyMinders vs. Non-app users)

★ **Staff Absence - 3% vs. 6%**  
(ShinyMinders vs. All staff)

## Proven Innovation

ShinyMind has been assessed by the Academic Health Science Networks and is showcased as a '**Proven Innovation**' on the Innovation Agency Exchange, suitable for widescale adoption across the health ecosystem

# ShinyMind builds as a personalised resource 100+ interactive exercises backed by science

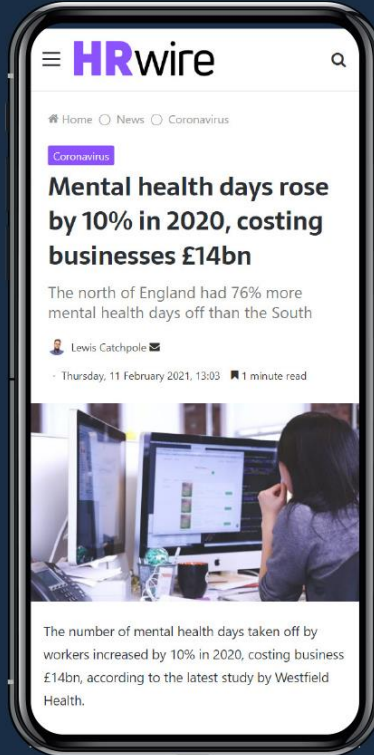


Proven benefits of personalised psychotherapy to everyone **across 14 key human need states**

ShinyMind is **Humane Tech**  
Our App is uniquely human, built in collaboration with users for their benefit, Based on their needs, wants and wishes. Personal choice not Artificial intelligence is at the core of ShinyMind

**Ensuring people are learning and building lifetime skills, improving their resilience and growing together**

# ShinyMind Retention and Usage is Market Leading



## App Retention rates percentage retained after 30 days

'Health & Fitness' sector	6.29%
'Calm' (global market leader)	8.64%
'Headspace' (2 million users)	7.65%
<b>ShinyMind</b>	<b>64.30%</b>
60 plus days retention rate	51.4%
90 plus days retention rate	45.1%
120 plus days retention rate	41.8%

Source: [www.ncbi.nlm.nih.gov](http://www.ncbi.nlm.nih.gov)

# How the ShinyMind supports employees ...

“This year has been challenging but ShinyMind was one of my highlights – a superb resource. I literally feel like the resilience masterclass was my becoming. Thank you.”

“This year has felt uncomfortable, raw and unfiltered. Enter the ShinyMind app, the pocket guru enabler that has made me realise that this year is also about growth, adapt, survive and thrive.”

“I just wanted to say a huge thank you for the ShinyMind app. I have been going through a rough time both physically and mentally, ShinyMind has been a constant, daily reaffirming that I am worth something and to keep on going - thank you”

# ShinyMind – Nursing version co-creation with senior secondment from NHS England

The Primary Care Nursing Lead for NHSE/I is now seconded to ShinyMind for a second year by the Chief Nursing Officer as a Nursing Retention and Liaison Lead to build and launch a nursing version of ShinyMind

## Health & Wellbeing

- ★ Working to help further develop digital resources to help nurses with their health and wellbeing to address retention and burnout issues across the 560,000 nursing workforce
- ★ Need 50K more nurses
- ★ 2024 40K nurses will retire
- ★ 25% sickness due to anxiety and stress

## Resources

- ★ Mapped to NHS nursing workforce priorities
- ★ Restorative Clinical Supervision resource support
- ★ Development of future LifePacks to help with Mental Health impact of menopause, living with pain and grief and loss

## Revalidation

- ★ CPD accreditation for Nurses
- ★ Mapping learning to NMC Revalidation



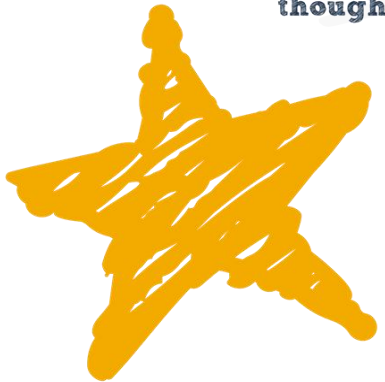
Lizzie Roberts, Practice Nurse, Milton Keynes



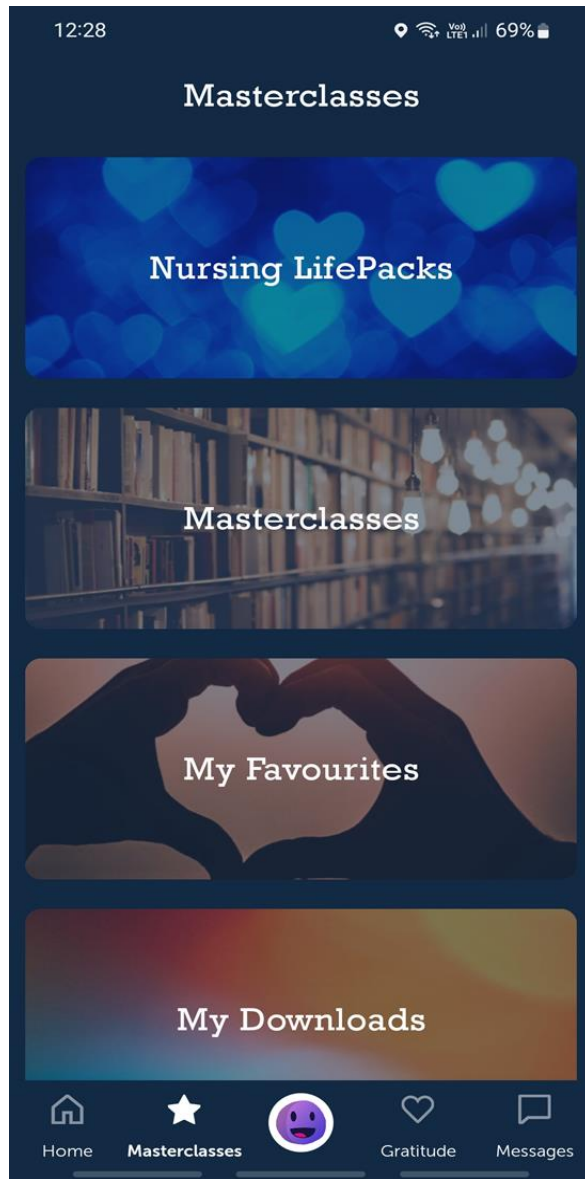
**For your whole life**

**I enjoy using the ShinyMind app for the meditation and Resilience Masterclasses. These really help build on personal wellbeing, helping leave any negative thoughts after a bad day behind**

**Lizzie says why not try sending a positivity post to a colleague and make their day**



# ShinyMind – senior secondment from NHS England

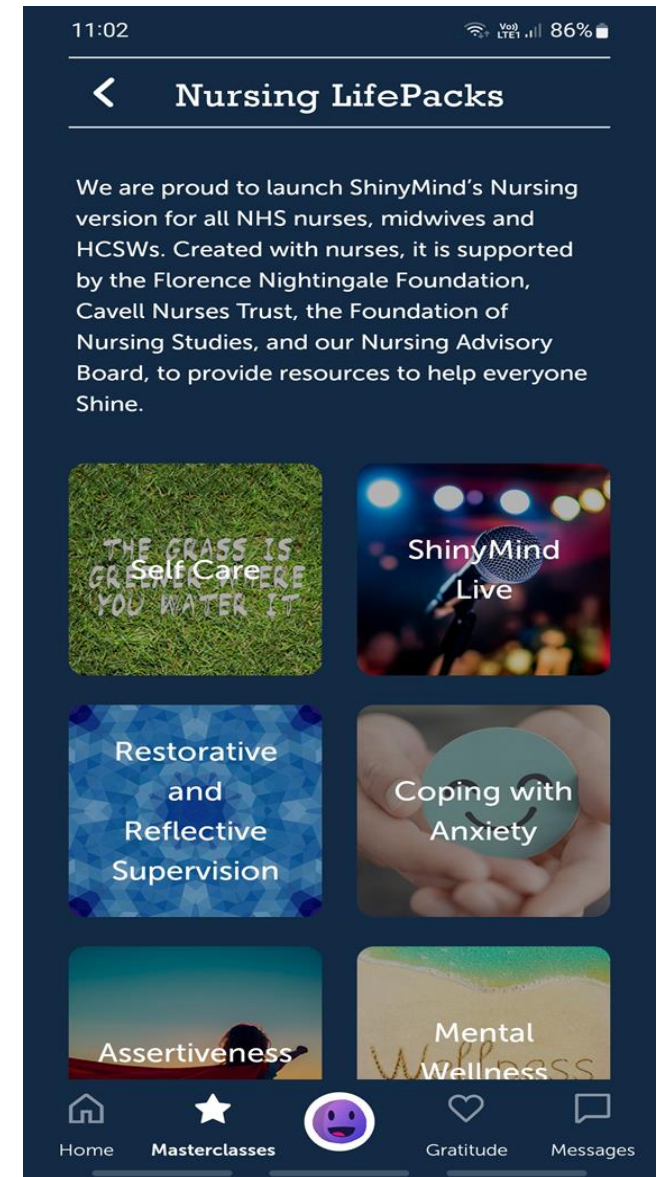


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## For your whole life

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# ShinyMinders – Meet the team

## Our NHS Advisory Board – endorsed by Florence Nightingale Foundation, FONS and Cavell Nurses' Trust



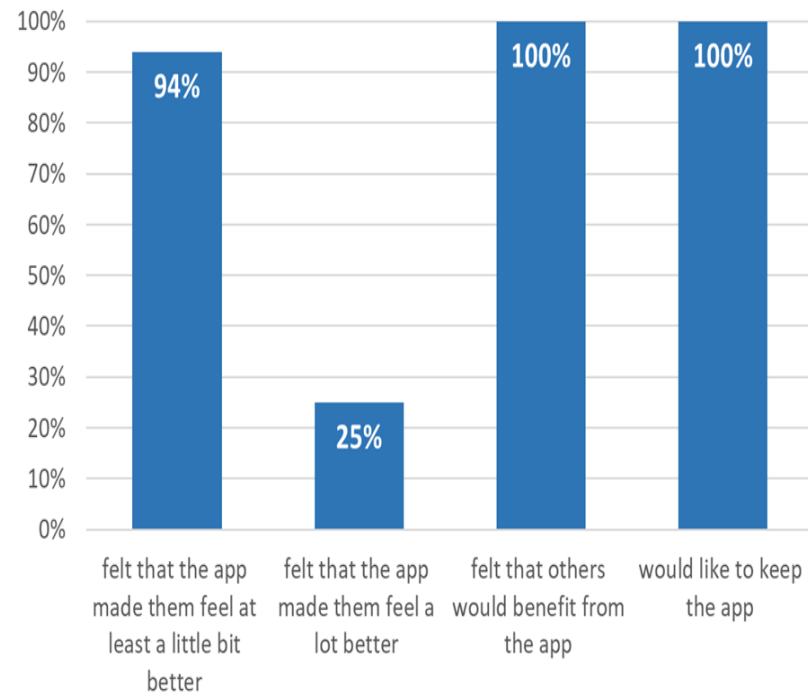
- ★ **Professor Gemma Stacey** has a background in mental health nursing and is Chief Executive Officer & Director of FNF Policy Unit at the Florence Nightingale Foundation.
- ★ **Professor Steve Hams MBE** Chief Nurse at North Bristol NHS Trust, visiting professor at Worcester University and is a Florence Nightingale Foundation scholar
- ★ **Dr Joan Myers OBE** Joan has over 35 years' experience in nursing as a nurse consultant and community children's nursing across London
- ★ **Marsha Jones** is Deputy Chief Nurse Epsom and St Heliers Hospitals, Patient Safety Specialist Marsha is trained Secondary school science teacher, RN, practising RM with 20+ years' experience in the NHS in acute, maternity, community, commissioning and nationally. Founder member of Caribbean Nurses and Midwives Association (CNMA) UK, Senior Leader at Society of African and Caribbean Midwives (SoAC).
- ★ **Joanne Bosanquet MBE** formerly Deputy Chief Nurse for PH England and CEO of the Foundation of Nursing Studies
- ★ **Pippa Gough** has a background in nursing, midwifery and health visiting and was Director of Policy Unit for the Royal College of Nursing. She is currently a trustee and vice chair of the NSPCC, and independent member of the People Committee at the Alzheimer's Society, and an executive coach working in leadership and organisational development.
- ★ **Martin Hogan** is Lead PNA for CLCH- & has a background as a Macmillan Specialist Nurse in Acute Oncology. He worked as the Lead for Surrey for the Royal College of Nursing and last year as Senior Education and workforce development Nurse in mental health. Martin's passion is for all things health and well-being
- ★ **Professor Brian Dolan OBE** co-founder of development consultancy Health Service 360, Visiting Professor of Nursing at the Oxford Institute of Nursing, Midwifery and Health Research and Honorary Professor of Leadership in Healthcare at the University of Salford.
- ★ **Nesta Williams** is an Equality, Engagement and Organisational Development Adviser and has held senior roles across the NHS and at London University. A Nye Bevan Graduate with diverse clinical experience, and a master's degree in OD, Nesta is committed to making a difference and approaches her work with optimism and authenticity.
- ★ **John Orchard** CEO at Cavell Nurses' Trust that provides welfare support to nurses, midwives and healthcare assistants who are in financial or personal hardship.
- ★ **Janet Thornley** Strategic GPN Lead for Bedford, Luton and Milton Keynes ICS with over 39 years of nursing experience. A faculty member of NAPC.
- ★ **Robin Shohet** founder of the Centre for Supervision and Team Development, a leading training organisation which draws on learning from psychology, psychotherapy, group dynamics, inter-subjectivity, appreciative enquiry and systems thinking
- ★ **Dr Peter Lane** GP and chaired the team which developed the HEE General Practice Nursing Workforce Development Plan
- ★ **Karen Storey – Nursing Retention & Liaison Lead** A Queen's Nurse and former Primary Care Nursing Lead for NHS England. Now seconded to ShinyMind to develop digital resources to help nurses with their health and wellbeing.



# What impact does ShinyMind have on NHS staff?

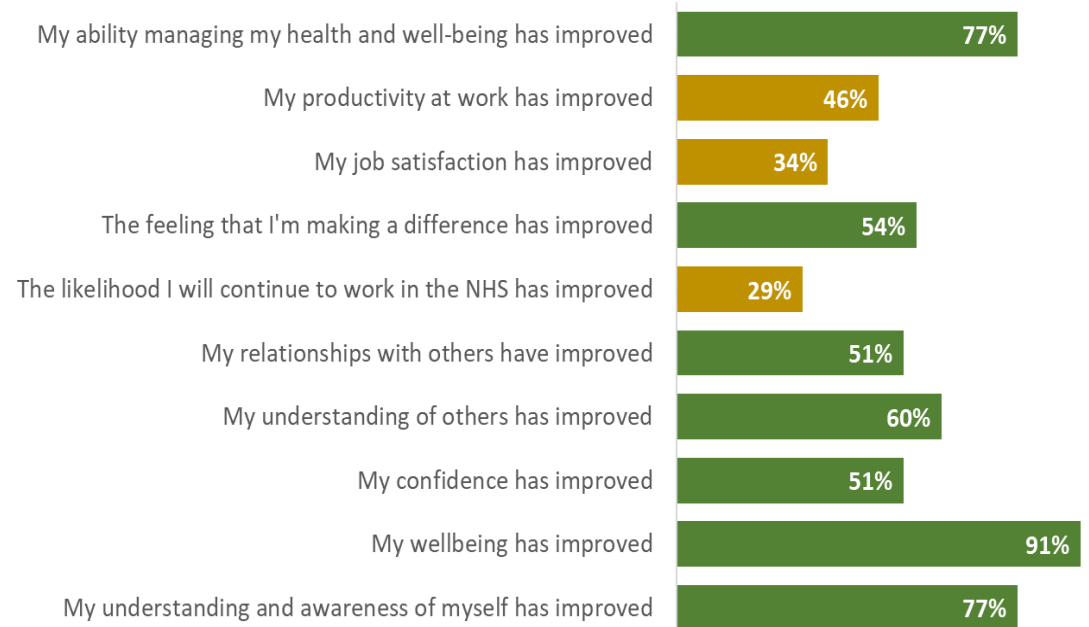
Research October 2022

400 NHS employees



9

% of employees using ShinyMind who improved



# ShinyMind Wellbeing Prescriptions live in the NHS

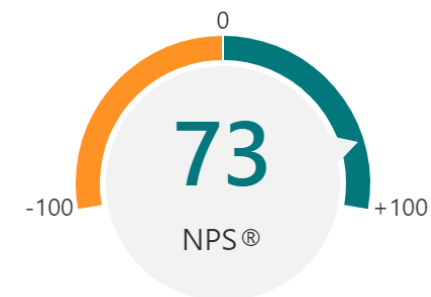
- ★ Clinicians using ShinyMind to support their own health and wellbeing believed that ShinyMind could help their patients
- ★ **Cycle 1** patient trials achieved 'proof of concept' as a 'wellbeing prescription' for depression, anxiety and long-term conditions, such as fibromyalgia
- ★ Wider-scale ongoing **Cycle 2** trials data also overwhelmingly positive
- ★ **Statistically significant reduced anxiety (General Anxiety Disorder) scores, improved physical health, patient activation, productivity and relationships within 6 weeks**

- ★ ShinyMind and NHS Arden & GEM CSU have been working together to identify a sustainable approach to NHS system change to address the mental health of the workforce, whilst supporting population health management
- ★ This has resulted in the SHINE Wellbeing Prescription programme an evidenced-based wellbeing programme with a return on investment (ROI)
- ★ Bedford Luton Milton Keynes ICS is pioneering the first Wellbeing Prescription Programme – SHINE, creating a virtuous circle

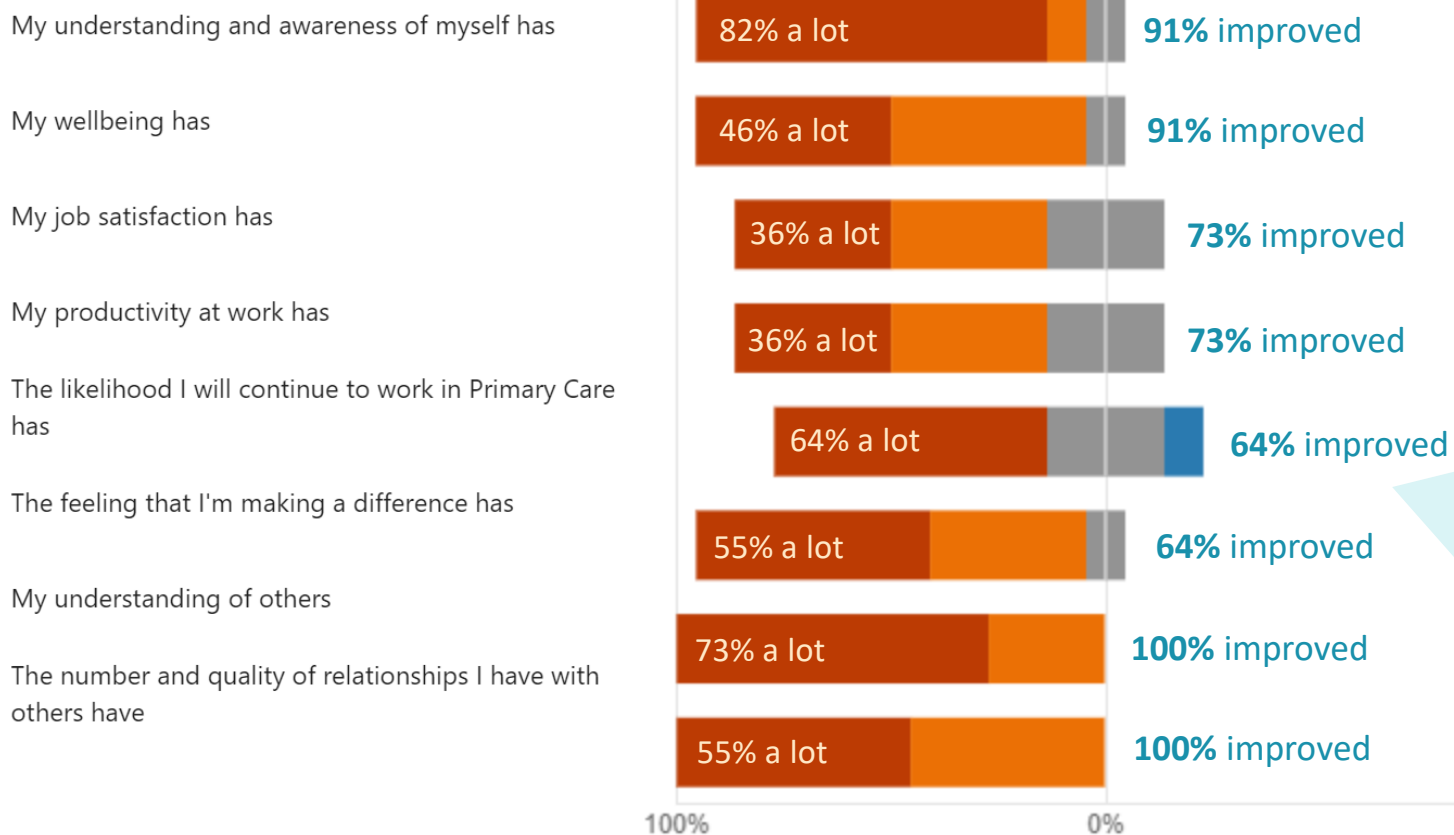
- ★ Empowerment prescriber training improves the resilience and wellbeing of the primary care family, whilst improving the mental health, resilience and wellbeing of patients and population health
- ★ Stimulates patient activation management and self-efficacy therefore **reducing demand on practice time whilst improving health outcomes for patients**
- ★ Reduced reliance on prescribed medication for patients with long-term conditions and reduced waiting times
- ★ Mapped to the NHS 2022 Fuller Report

# How Did Staff Feel About the SHINE Programme?

Let us know what impact the programme has had on you?



■ improved a lot ■ improved a little ■ stayed the same ■ declined a little ■ declined a lot



Large improvements across the board and surprisingly large improvements in work **productivity** and the likelihood staff would **continue to work in primary care**

At **Net Promoter Score®** of **70** or above is rare and indicates that the programme is performing at the very highest level

Figures in the bars show the % improving 'a lot'

# ShinyMind Patient Feedback

The inspire quotes are great keep me thinking and positive

I go on here when I am anxious and makes me feel like I've dropped lots of weight off my shoulders – love, love this app

Using this anywhere is helpful, it has made me feel less alone in dealing with stuff, and when I'm stressed it's like a go to dealing with it. I have been surprised how much it has helped me

Helping with sleeping and, also looking at parts of the app make you think! Which is good for the mind in reminding me to do things

It helped me because I didn't feel pressured to do anything and I was able to do what I wanted which will help a lot of people and being able to send messages to other people made me feel better about myself

It's been nice to have something to go to when I needed to meditate and write thoughts down

For me it's shown me the right path of the start of a new life

# The Social Impact Of ShinyMind

We need to look after those we rely on ... the emerging crisis in nursing

ShinyMind reflects our intrinsic desire to help people, by making psychotherapy more accessible and democratised, and by reducing stigma around mental health

A greater understanding of ourselves can improve our positivity, performance and quality of life, benefitting not just us but our family friends, colleagues and wider society

We are working with NHS England and Improvement to support the country's 560,000 nurses in Autumn 2022 by gifting them a nursing version of ShinyMind

Our 'Wellbeing Prescription' will help the 15m in England alone struggling with long-term conditions, and anxiety and depression, and often on waiting lists. By reducing pressure on staff, the 'Wellbeing Halo' is also created across healthcare systems, with happier staff able to deliver better care

# Join ShinyMind today



**Shiny Mind**

Calling all NHS nurses, midwives, nursing associates and healthcare support workers in England!

We're proud to launch and gift our nursing version of ShinyMind to you all.

Trusted by

**Cavell** nurses trust

**FLORENCE NIGHTINGALE FOUNDATION**

**FOG**

Download today for free  
[shinymind.co.uk](https://shinymind.co.uk)

QR code

The banner features a pink mug with steam rising from it on the left. In the center, there are three stars: a yellow one, a teal one, and a large pink one. The background is a dark teal gradient.

<https://qrco.de/bdRLdL>



# Global Force for Good

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**A life companion, through the ups and downs of the rollercoaster that is life**

**[Karen.storey@shinyminds.com](mailto:Karen.storey@shinyminds.com)**