



Expanding mental health support in Rotherham: A primary care partnership

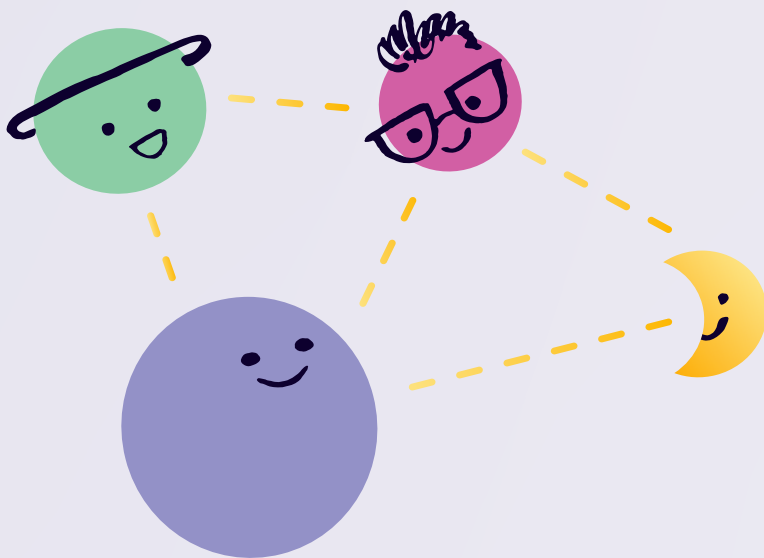
How Kooth seamlessly integrated Qwell into a Primary Care Group to provide accessible mental health services to thousands of Adults



GP services are under increasing pressure; finding new ways to support patient mental health has never been more important. Across Rotherham, thousands of people have accessed vital mental health support without ever needing to visit their GP practice, freeing up valuable time for healthcare professionals while ensuring those in need receive professional help.

Through custom text messaging, local promotion, and training with local GP practices, over 2,400 people in Rotherham registered for support through Qwell, and more than 1,000 hours of mental health and wellbeing counselling were delivered remotely*.

In Dinnington alone, the area with the highest engagement, **nearly 70% of those who signed up heard about the service directly from a healthcare professional.** The most common struggles were anxiety, depression, and self-worth. Many people face these challenges, which can now be managed with accessible, timely online support.



* Source: Kooth Digital Health internal reporting from Jan 2023 to Jan 2025

How we introduced and integrated Qwell within primary care

In December 2022, we launched Qwell, a free, confidential online platform providing adults with mental health support, counselling, and community connection, through focused webinars, direct support, and easy GP signposting.

It wasn't just about launching a service, it was embedding Qwell as a trusted resource for professionals and residents.

We started with four targeted webinars introducing Qwell to primary care professionals. Commissioners supported the rollout by sharing key information, booking forms, and data-sharing agreements.



Building stronger connections



Successful service integration goes beyond digital tools, it relies on real connections.

That's why we prioritised face-to-face engagement with primary care teams, ensuring Qwell became a trusted part of the local system.

At transformation events, clinical leads and senior stakeholders introduced Qwell alongside existing services, reinforcing its credibility and practical value to primary care networks.

When practice leads highlighted the need for staff training, we responded. In a single session, teams across three practices gained the knowledge they needed to:

- Confidently integrate Qwell within existing services
- Understand its unique benefits and round-the-clock support
- Use best practices for raising awareness and signposting patients
- To keep the service front of mind, we provided physical resources, ensuring staff could easily signpost patients to mental health support.

Seamless integration into GP practices

To ensure Qwell was embedded within primary care, we trained teams across key GP practices, including:

- Dinnington Group Practice
- Anston
- Woodsetts

“Equipping primary care teams with the right tools and training makes it easier for professionals to signpost patients to mental health support, ensuring those in need can access help quickly and effectively.

Quoter Name, Company

We also provided essential resources to make referral pathways clear and accessible long after the training was completed:

- Physical materials:
Leaflets, postcards, posters
- Digital resources:
Referral guides, waiting room videos, printable materials
- Website support:
Custom GP page content, product images, and explainer videos



Timeline:

Implementation of Qwell
into Dinnington Group
Practice

Nov 22

Pre-launch
communications from
the commissioner

Dec 22

Qwell goes live &
bespoke Rotherham
webinars launched

Mar 23

Staff training
conducted

Apr 23

Request for
phone script copy

Apr 24

Website signposting
live via Accurx
Rotherham-wide

TBC 25

Dinnington website
signposting

Demonstrating impact of effective integration

To assess Qwell's impact, we examined service usage data, user survey insights, and our independent economic evaluation from York Health Economic Consortium.

The findings highlight not only the demand for accessible mental health support but also the critical role Qwell plays in reducing pressure on traditional services.

Without Qwell, many users would have turned to overstretched healthcare services. According to the Qwell SU Views on Service Utilisation Survey, 2024:

70%

would have
visited their GP

49%

would have
used a crisis
helpline

38%

would have
sought talking
therapies

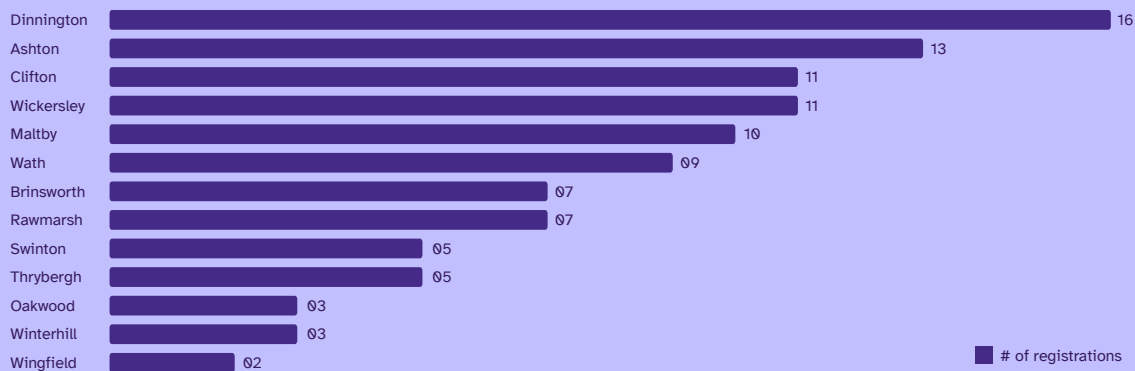
By integrating Qwell into primary care, we've provided an alternative that is both accessible and effective, helping to alleviate demand on GPs and emergency services.

Proven uptake and growth due to primary care focus

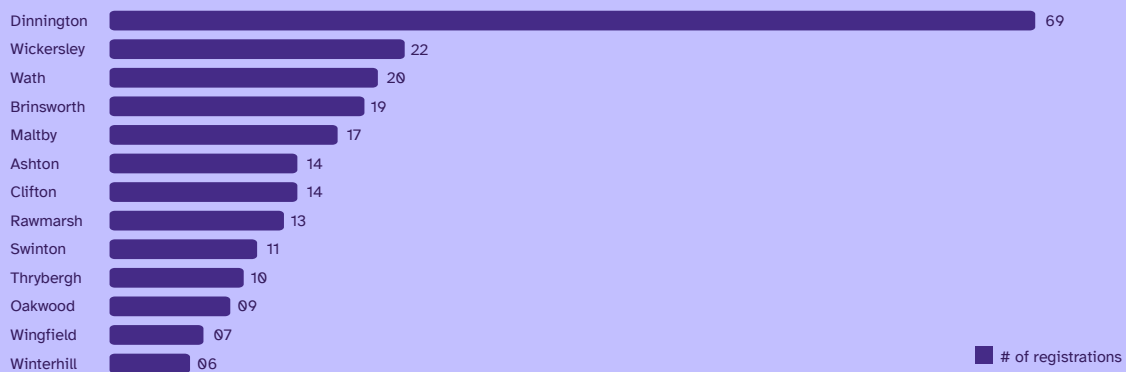
During the first three months of implementation (Dec 2022 – Feb 2023), Dinnington had the highest uptake among all sublocations.

After integrating Qwell within Dinnington Practice Group, registrations surged by over 300% between March and May 2023, reinforcing the impact of deeper integration and awareness efforts.

Pre-engagement with GP practice



Post-engagement with GP practice





Longevity of impact

Over the past two years, there were almost 2,500 registrations across Rotherham, with Dinnington leading the way at over 530, the highest of any sublocation.

When it comes to how people heard about the service, health services and professionals played a big role, making up 43% of registrations across Rotherham, including just under 600 referrals from GPs.

In Dinnington, this influence was even stronger, with 69% of referrals coming through health services showcasing the long-term impact of our partnership with Dinnington Group Practice, and the benefits of integrating digital services within primary care settings.

Equipping primary care teams with the right tools and training makes it easier for professionals to signpost patients to mental health support, ensuring those in need can access help quickly and effectively. We're proud of our approach and the impact it's making in Rotherham and we're excited to continue to supporting Primary Care Networks across the country.