

 MINDLER

Quality Report

2025

By Mindler's Chief Psychologist Officer **Victoria Trepp**
and Global Head of Clinical Governance **Dr. Siobhan Jones**

Foreword

“While this report provides a map of our quality and safety data points, we acknowledge that numbers alone cannot capture the soul of our service. Quality is often measured in percentages, but really it is felt in conversations, patient care, and those quiet moments of clinical excellence that a spreadsheet can never fully translate.

We move away from the idea that clinical quality and safety is a static label or a box to be checked – it is not a permanent status, but a living thing. A service is never simply ‘safe’ or ‘unsafe’ in a vacuum but it is a fluid state, existing only as robustly as the culture and practice we foster today, in this moment, with this patient. Ultimately, data may provide the direction, but it is our people who do the driving.

This report is a reflection of our commitment to that continuous journey, honouring the constant, vigilant decisions of our clinicians and the human stories that breathe life into every statistic.”

Dr. Siobhan Jones

Global Head of Clinical Governance, Mindler Global

“The core of quality work is that it is never finished. To provide safe and effective care, we must be a learning organisation, where experiences (good and bad), every voice, and every piece of feedback becomes part of our ongoing development.

Feedback from patients, colleagues, customers and partners not only helps us understand what works well, but also gives us the direction and motivation to improve what we can do better. By listening, reflecting, and turning insights into action, we build a culture where quality is not a one-off effort, but a living process embedded in everything we do.”

Victoria Trepp

Chief Psychologist Officer, Mindler Global

“Quality is not a one-off effort, but a living process embedded in everything we do.”



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Purpose of This Report

This Quality Report offers a transparent overview of the care Mindler provides – how we measure what matters, the outcomes we are achieving, and where we are striving for further improvement.

Just as quality reports in other areas of health shine a light on gaps and opportunities for better care, this report makes visible our commitment to delivering high-quality psychological treatment that meets individual needs and improves lives.

We believe that modelling openness is a fundamental part of clinical excellence. By being transparent about our challenges as well as our successes, we create a clear-sighted map for continuous enhancement. This honesty is not just about accountability; it is our primary way of identifying exactly where we can further evolve our practice. Choosing transparency demonstrates our deep-rooted commitment to high-quality care, showing that we are a learning organisation that values the truth of the clinical experience over the comfort of a perfect score.





Introduction

Mental health is a fundamental part of overall health and well-being, yet access to timely, evidence-based psychological care remains a challenge for far too many.

Mental health needs are growing globally. Anxiety, depression, stress, and other challenges disrupting daily life is impacting more and more lives every year. While traditional in-person services remain vital, digital care models play a crucial role in bridging gaps in access, reducing wait times, and offering personalised support.

Key facts about mental health according to the World Health Organisation (WHO)⁽¹⁾

- Globally, more than a billion people live with a mental health condition.
- Affordable, effective and feasible strategies exist to promote, protect and restore mental health.
- The need for action on mental health is indisputable and urgent.
- Mental health has intrinsic and instrumental value and is integral to our well-being.
- Suicide is a global public health problem. Every year more than 720 000 people die as a result of suicide (WHO).
- The worsening mental health of the general population has left European countries struggling to meet the demand for mental health services and treatment.⁽²⁾

At Mindler, we believe mental health support should be accessible, equitable, and effective for everyone who needs it. Our digital platform enables people across multiple countries to meet with licensed clinicians through video and chat sessions, supported by clinically validated internet-based cognitive behavioural therapy (iCBT) programmes that help patients build skills between sessions.





Mindler makes mental health care
accessible to all



Northern Europe's Leading Digital Mental Health Provider

Digital care (via app and web) cost-effective, evidence-based psychological treatment delivered through therapy sessions and iCBT.

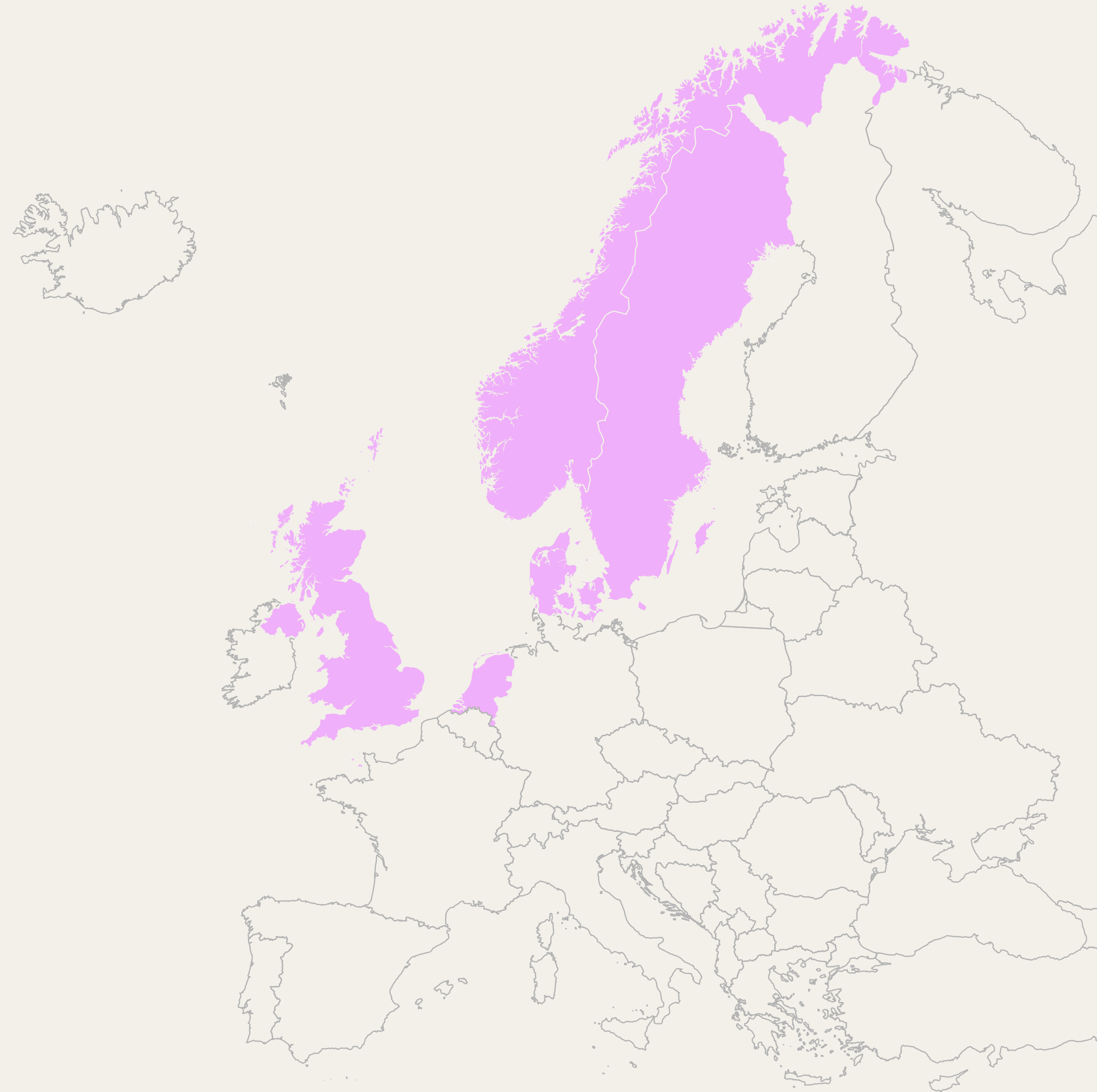
Markets: the UK, Sweden, the Netherlands, Denmark and Norway

Global network ~1 000 licensed clinicians

Available through: public healthcare, employers, insurance providers, and private care.

>350 000 patients helped globally

Data security and privacy: compliant with GDPR and the Patient Data Act, and certified according to ISO 27001, NEN 7510, CE+ and NHS DTAC.



Accessibility and Equitable Care

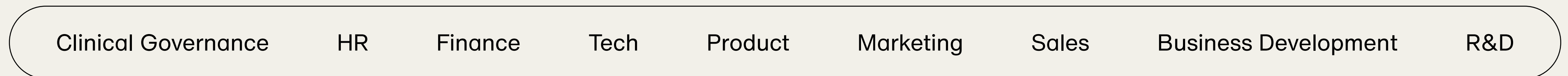
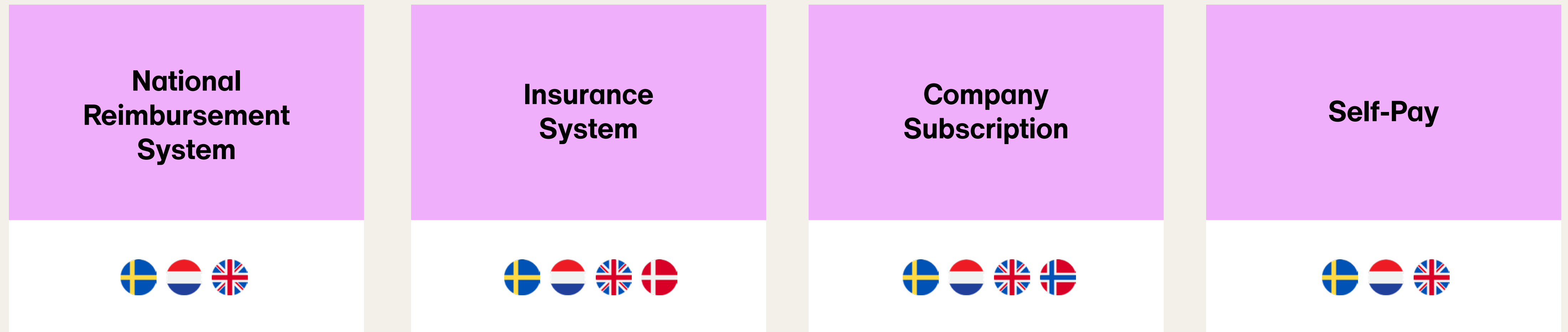
Mindler has no waiting times, as our digital care model ensures that patients can meet a clinician within 24 hours. By delivering care online, we remove common barriers such as geographical distance, travel time, and mobility limitations, making mental health support accessible regardless of location or physical ability.

Our diverse team of clinicians enables us to offer therapy in more than 20 languages, further improving accessibility for patients from different linguistic and cultural backgrounds. Together, these factors support equitable, timely, and cost-effective access to high-quality mental health care.



Business Model and Support Organisation

Mindler provides mental health care to children, young people and adults across several verticals in the different markets.



Mindler Global in Numbers 2025

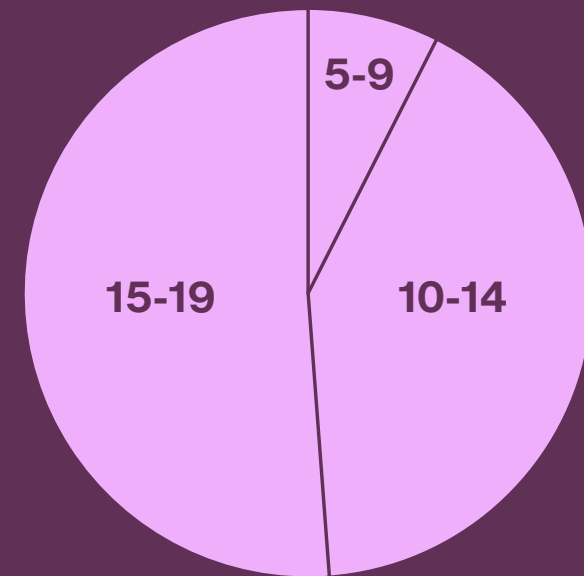
273 920
video meetings (all markets)

~1 000
licensed
clinicians

Total number of patients
61 409

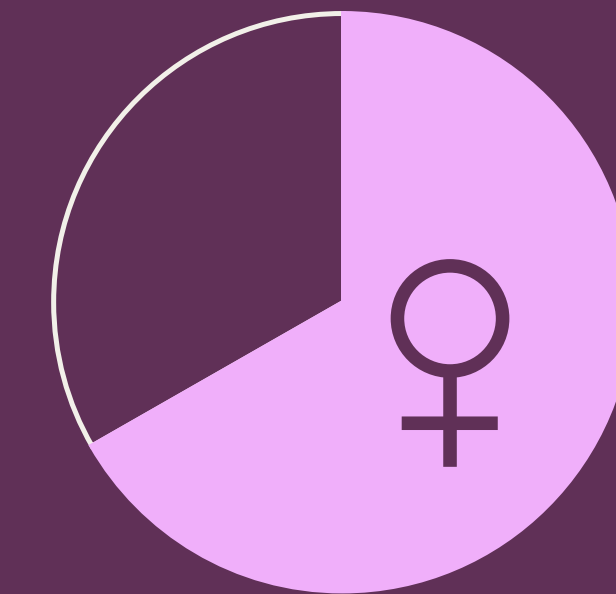
Age range treated:
5 years and up (children in UK only)

158 672 iCBT programmes
accessed globally

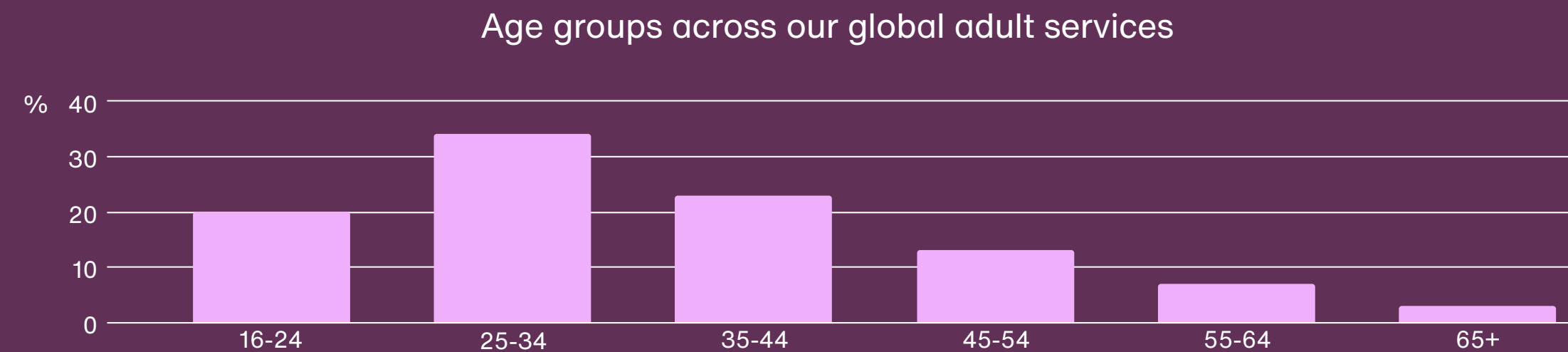


Age distribution across our children and young people services in the UK

Approx. **70%** of patients improve from treatment



2/3 of our
users are
female



A close-up photograph of a person's hands holding a black smartphone. The phone is held vertically, and the person's fingers are visible around the edges. The background is a blurred, warm-toned interior space. Overlaid on the center of the image is the text "Global Clinical Governance Framework" in a white, sans-serif font.

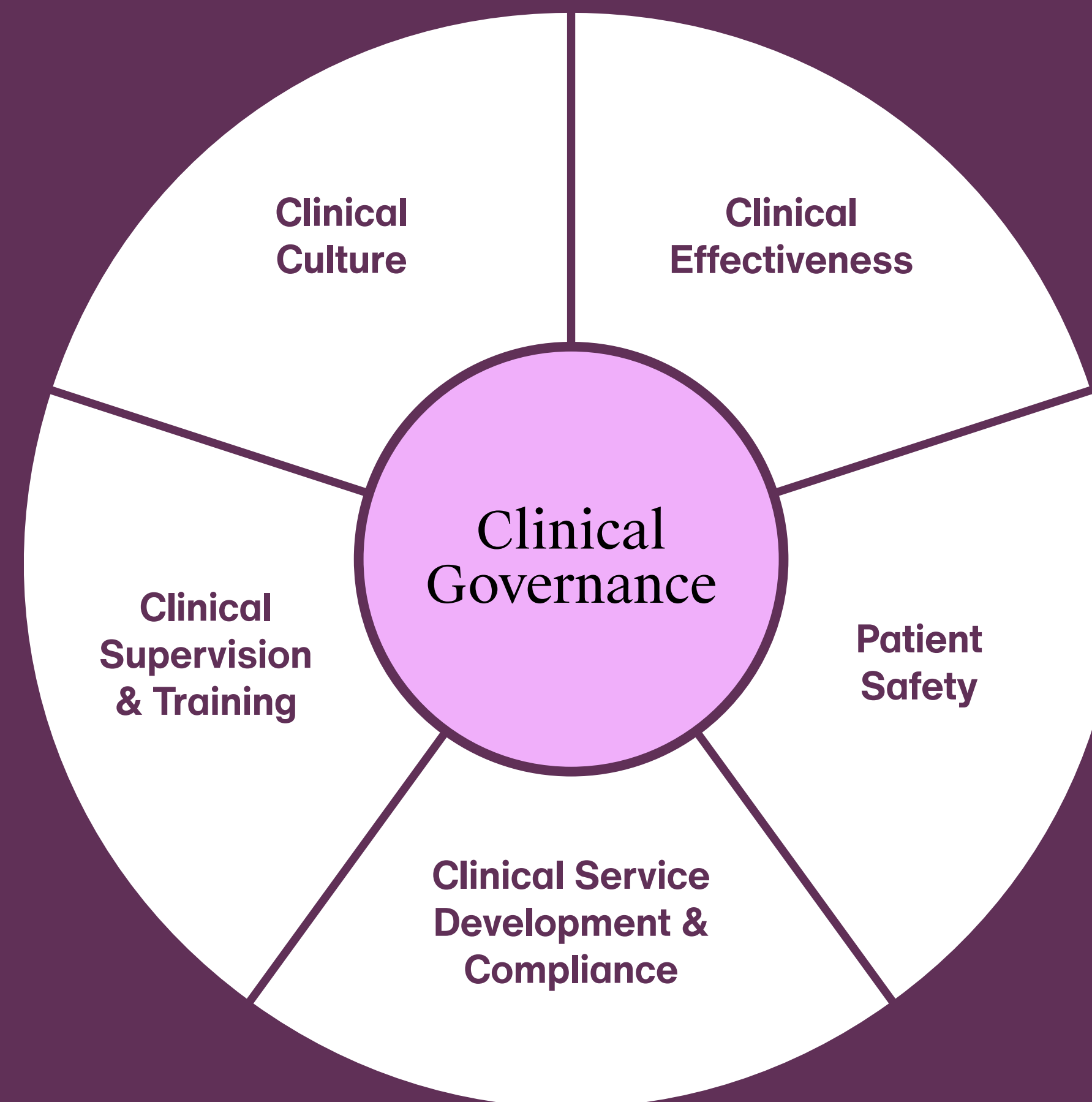
Global Clinical Governance Framework

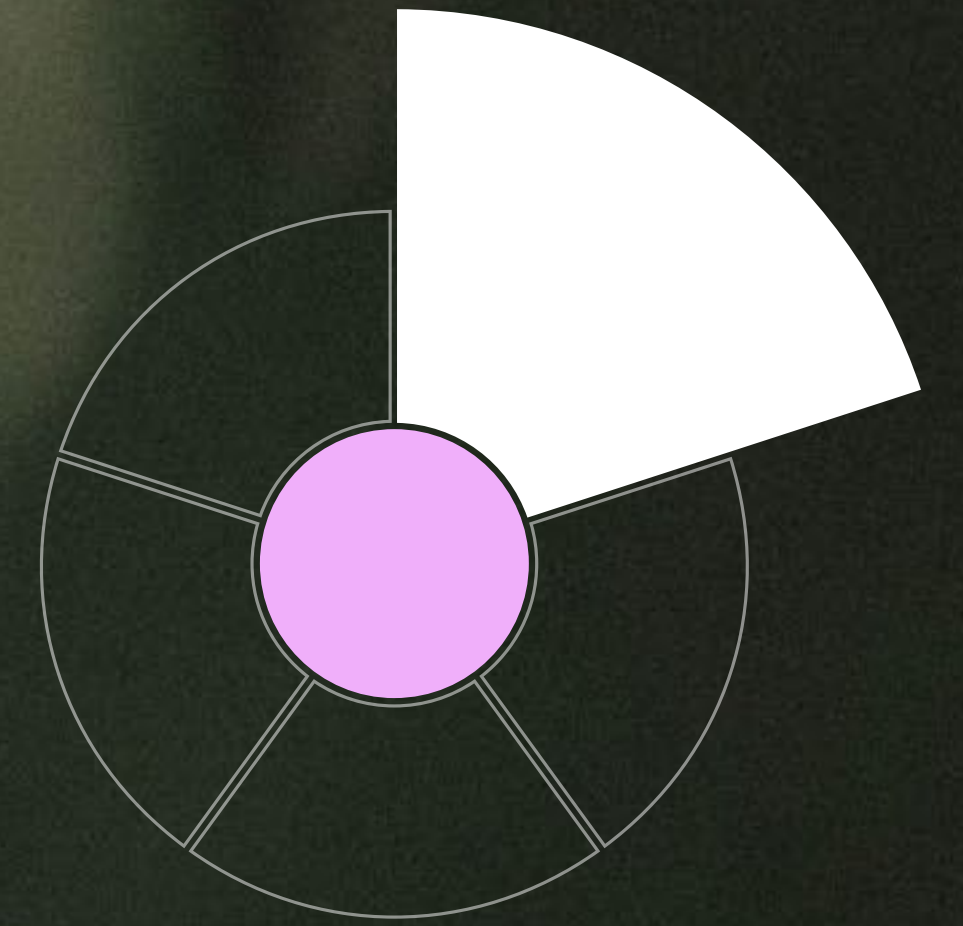


In 2023, Mindler launched a Global Clinical Governance Framework – a strategy of how we as a clinical organisation structure and monitor clinical quality and safety throughout all our services. Mindler Global adopted this guiding definition:

“Clinical governance is the system through which a healthcare organisation takes responsibility and accountability for continuously improving the quality of their services and safeguarding high standards of care, with the aim of ensuring safety, preventing harm and facilitating an environment where clinical excellence can flourish.”

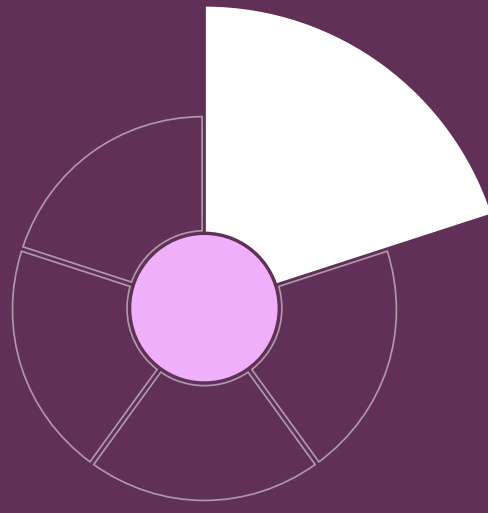
Within the Framework we lay out a robust set of quality indicators to systematically monitor, evaluate, and enhance our clinical services. This includes standardised clinical outcome measures, clinical incident reporting, and patient feedback, alongside rigorous monitoring at both the individual clinician and system-wide levels. These indicators allow us to track the most vital aspects of care: patient outcomes, safety, and lived experience. Findings are reviewed at defined intervals and discussed within our clinical and leadership forums to ensure accountability. By turning these insights into targeted actions, we continuously adjust our practice to uphold the highest standards of care.





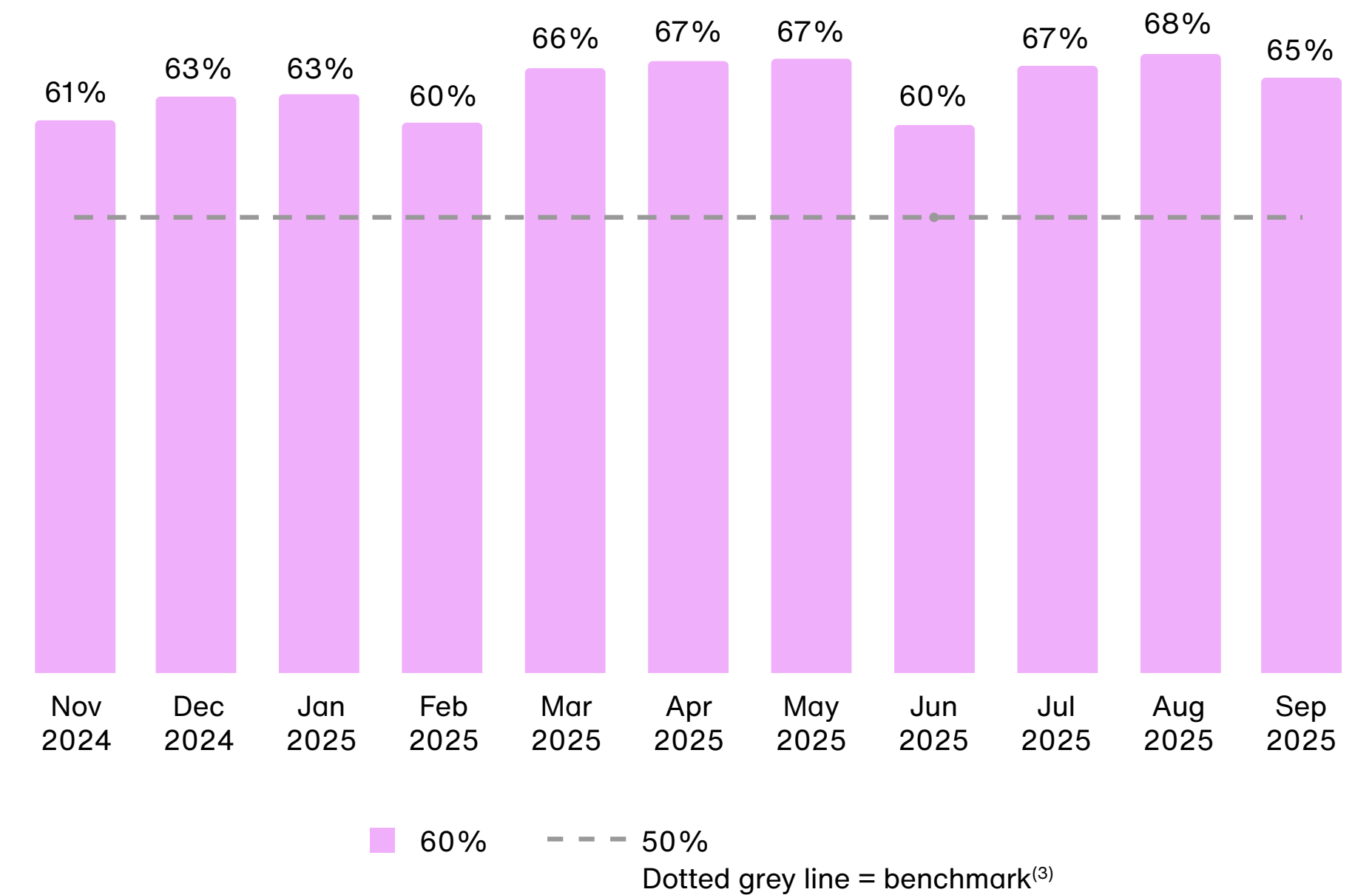
Clinical Effectiveness

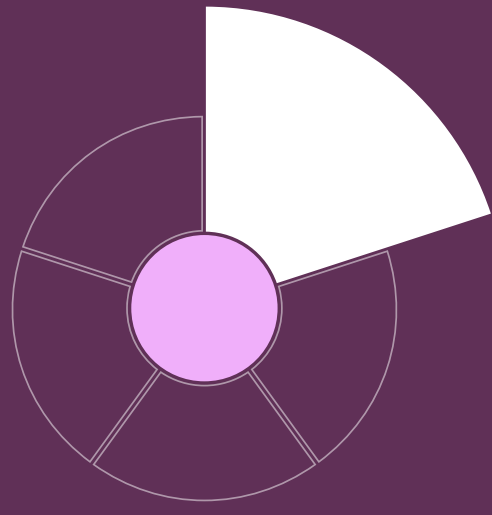




Quality of Care and Outcomes

- While treatment methods may vary across our markets due to differences in local healthcare systems and regulations, all care provided is grounded in evidence-based practices. We ensure that clinical approaches align with current scientific knowledge and professional standards, while remaining adaptable to local requirements. This allows us to deliver high-quality, effective treatment consistently, regardless of country or care setting.
- Patient outcomes are captured by validated screening instruments such as PHQ-9, GAD7, WSAS, YP-CORE, and SQ48. Rates of clinically meaningful improvement and recovery are high.
- **Meaningful improvement** refers to symptom change that is clinically relevant and noticeable in everyday life, not only statistically significant.
- Research benchmarks from psychotherapy studies commonly show that around **40–60% of patients** achieve clinically meaningful improvement in treatment for depression and anxiety. This provides an evidence-based reference point for expected outcomes in routine care.





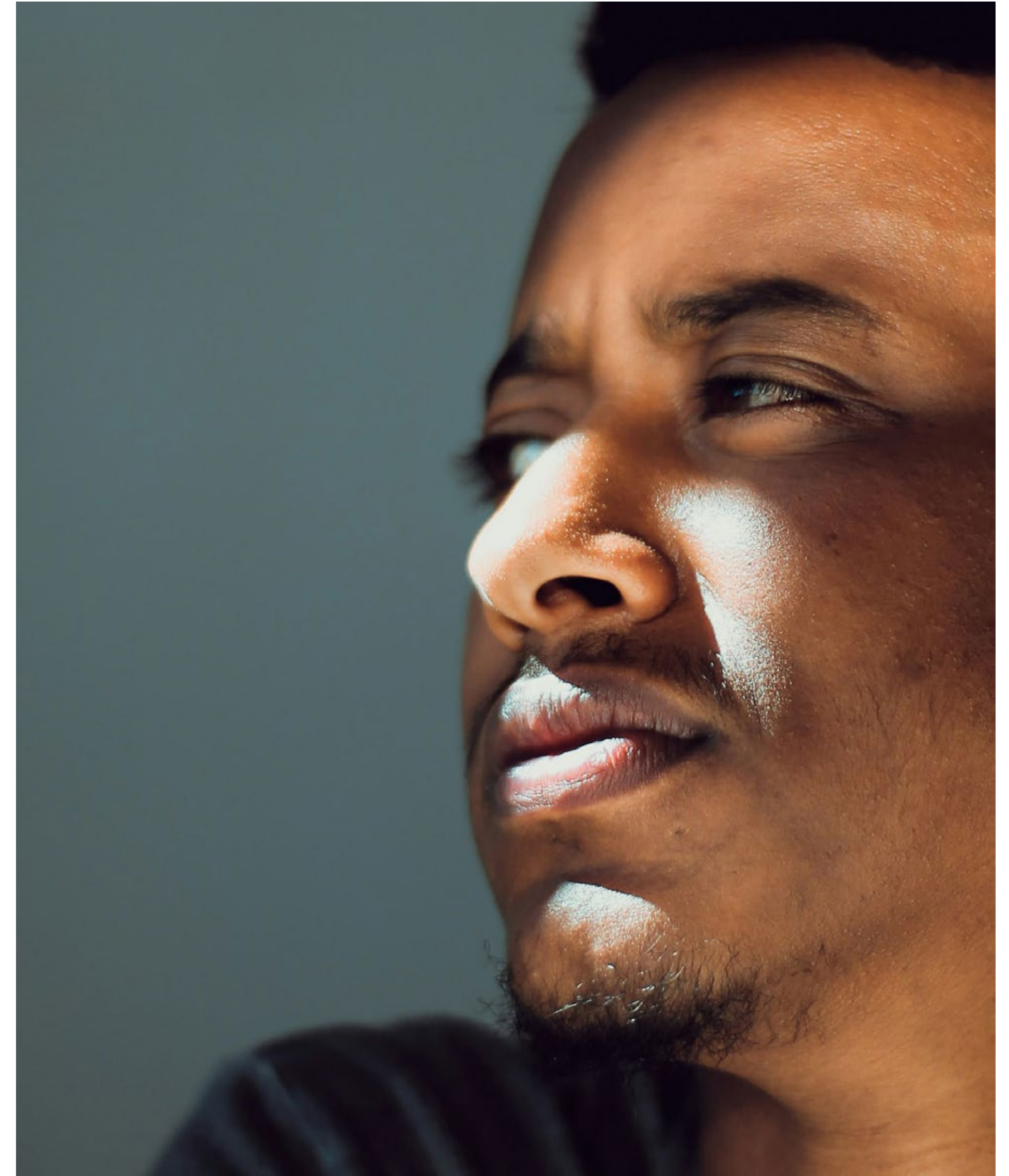
Patient Satisfaction

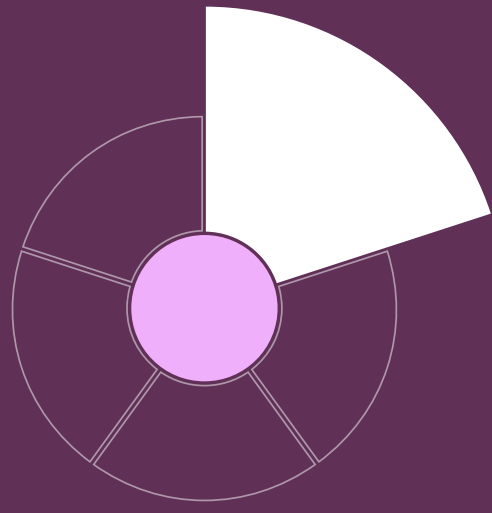
Customer satisfaction (CSAT) across all markets in 2025 is strong, with an overall score of 84.7%. This indicates that a large majority of users report a positive experience with the service, reflecting consistent quality, accessibility, and support across markets.

“Excellent customer service, brilliant therapist. Couldn’t recommend you more!!”

“My therapist has changed my life, she has been so supportive in a way that I can deal with. She has helped me find my voice, confidence and self worth. It’s still a work in progress but I feel so much better than I did and I can see a bright future ahead of me.”

“The team were quick to respond, and they set-up the meeting for me. All I had to do was confirm how I was going to pay for it. Super easy!”





Independent External Review

We've had an independent review of our clinical work at Mindler Sweden, where an external auditor assessed 505 randomly selected patient contacts based on the same question framework utilised by the Swedish regions (public healthcare system) for external journal reviews.

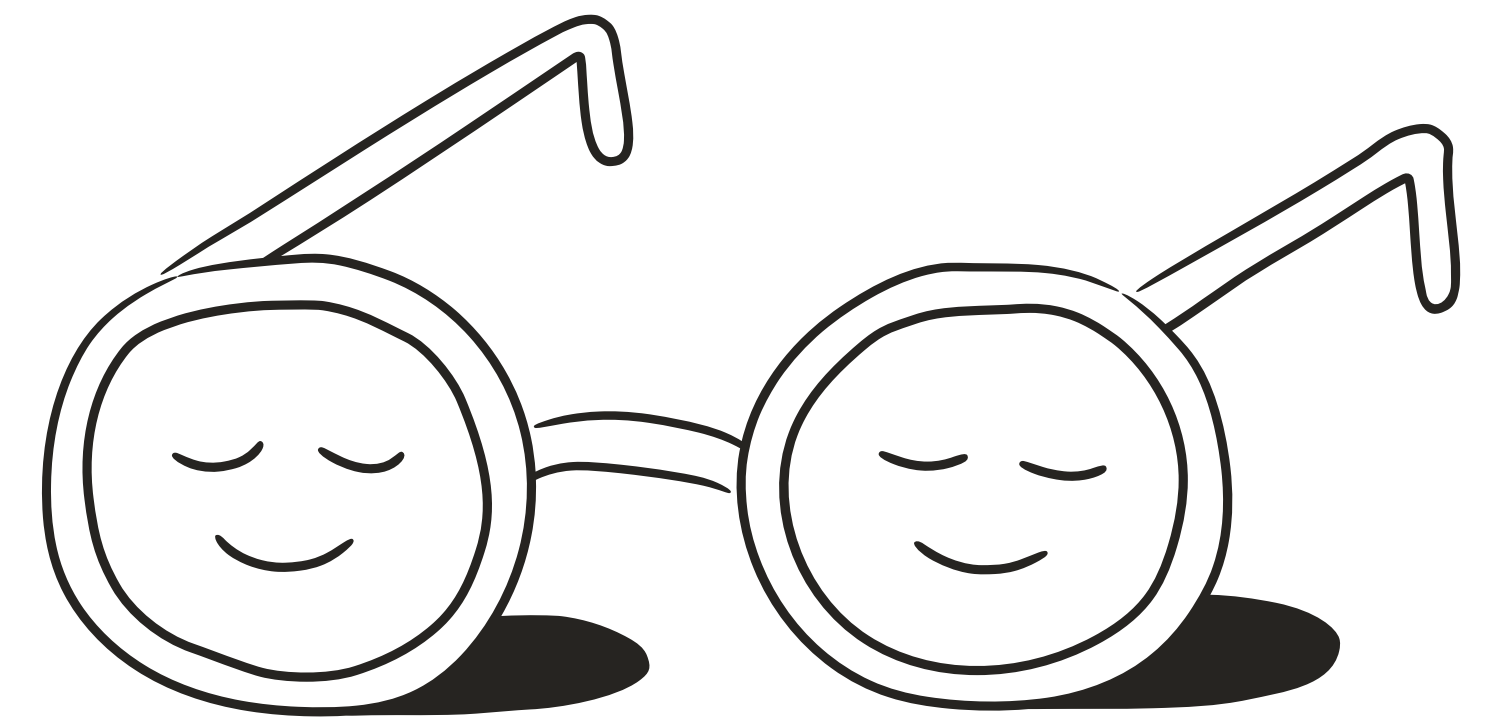
The **feedback was outstanding**. In the reviewer's own words: "This is among the best I've seen."

The numbers back that up:

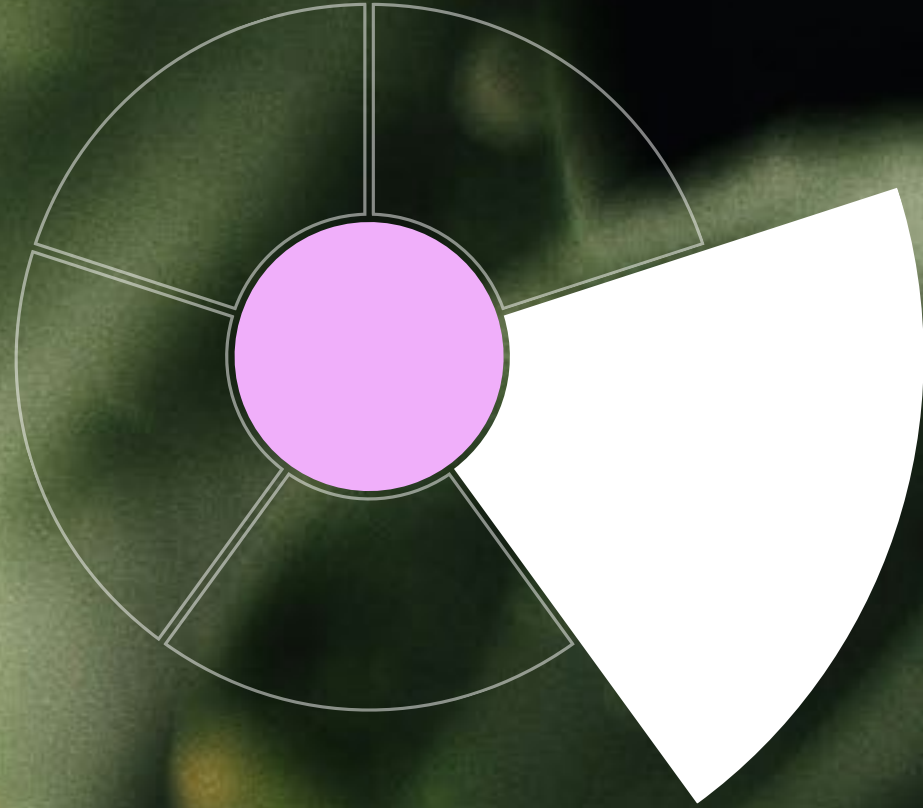
- **98%** good documentation quality
- **97%** diagnosis aligned with documentation
- **98.4%** of visits met the region's reimbursement requirements
- **95.2%** followed regional guidelines for mental health care

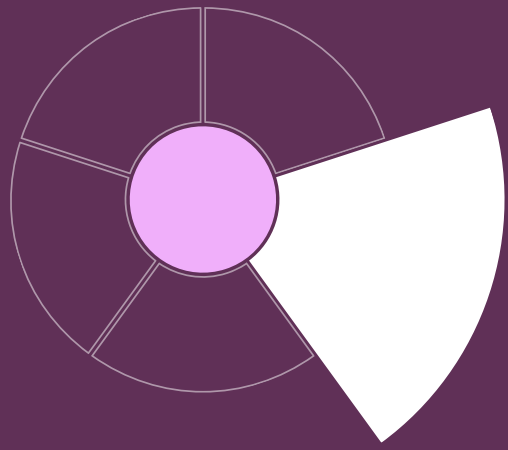
Most importantly, the conclusion is that patients receive high quality care delivered according to regulations, agreements and clinical guidelines.

Documenting carefully, building the right structures, improving processes and constantly pushing quality forward is of utmost importance.



Patient Safety





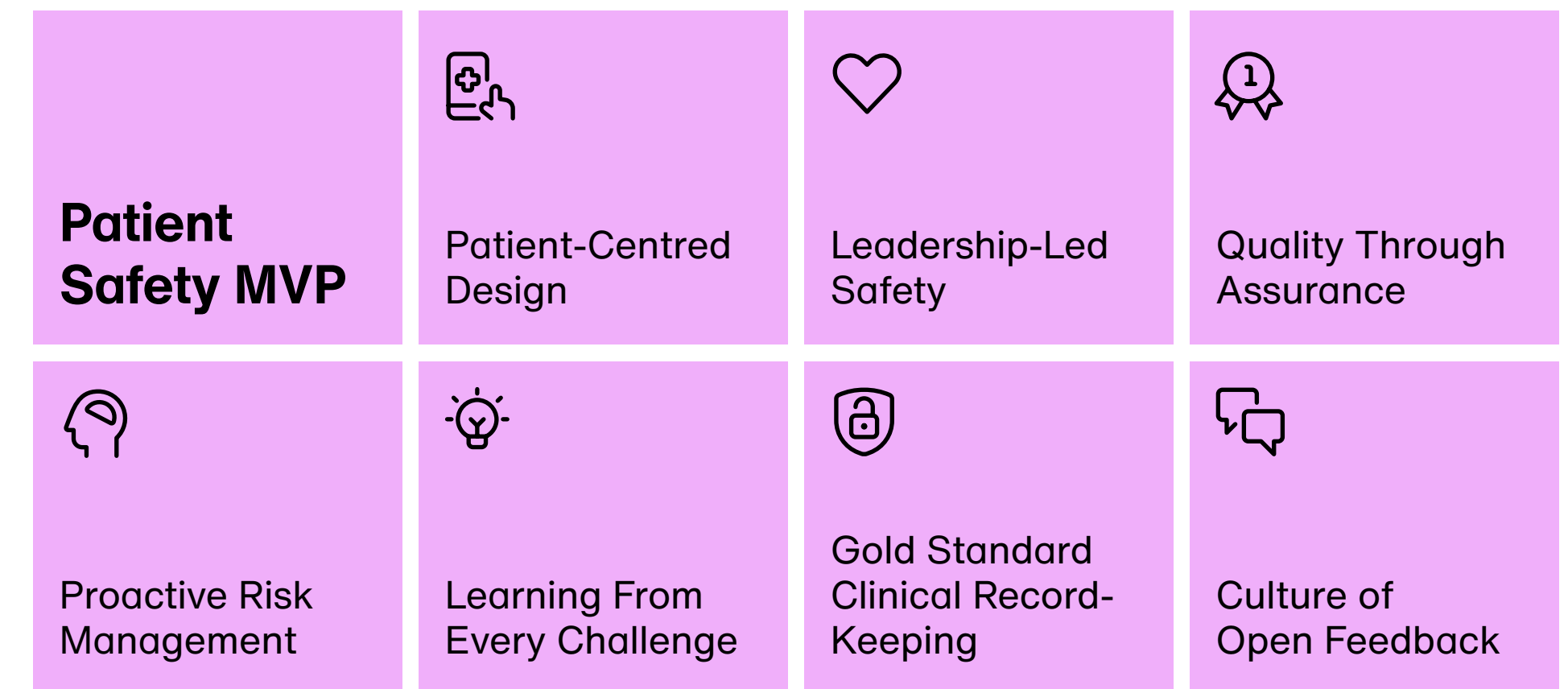
At Mindler, Patient Safety is a core focus. We have cultivated a culture of transparency and proactive learning by taking a non-blaming stance where clinicians and staff are encouraged to report incidents and voice concerns without fear.

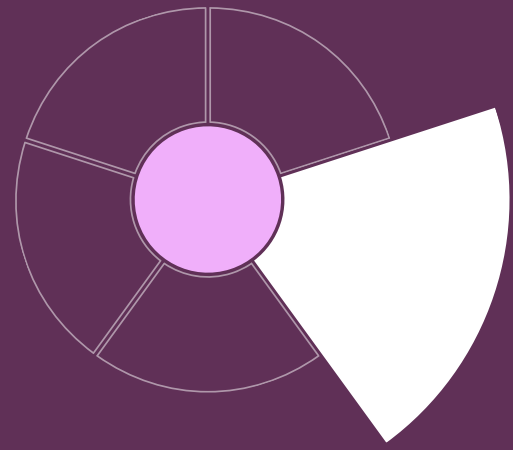
Our Patient Safety Framework is supported by rigorous procedures and continuous oversight, including formal policy sign-offs, annual audits, and a robust clinical incident reporting policy and learning process. We ensure that lessons learned and best practices are shared openly.

We have embedded After Action Review (AAR) processes into our daily working. This structured, evidence-based learning tool allows us to analyse the gap between what was intended and what actually happened, helping us identify potential risks and reinforce safe behaviours across all our clinical operations. Through this systematic approach, every incident is turned into an opportunity for organisational growth and enhanced patient care.

Patient Safety Framework

In order to share learning with similar organisations and demonstrate our commitment to advancing the field of Patient Safety we developed a patient safety framework for digital mental health start-ups, the abstract of which has been published in the British Medical Journal (BMJ) Open Quality⁽⁴⁾.





Lex Maria

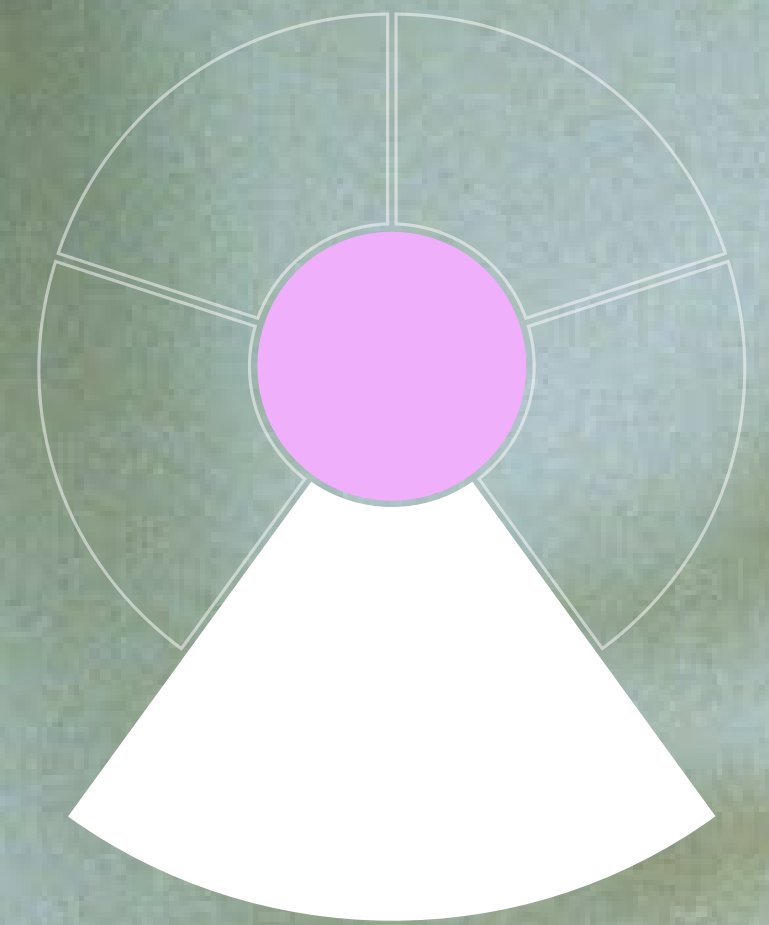
In 2024, a patient in the Swedish service died by suicide. An internal investigation was conducted and several findings and corrective actions were developed. In response to the investigation findings, we submitted a Lex Maria report to IVO and implemented the following:

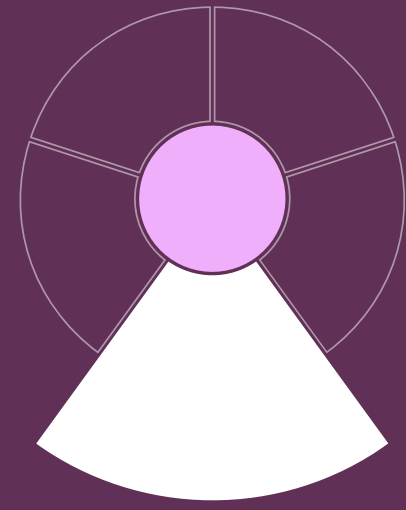
- **Stricter Governance:** Mandatory risk assessment triggers and clearer incident escalation paths.
- **Quality Assurance:** Systematic journal audits and technical system enhancements to flag high-risk cases.
- **Clinical Support:** Improved routines for managing complex needs and supporting clinicians during organisational change.

Following our systematic implementation of these improvements, we are pleased to confirm that IVO in the beginning of 2025 cleared Mindler of further action regarding this case. The oversight body recognised the robustness of our revised protocols and the proactive steps taken to strengthen patient safety. This outcome validates our commitment to clinical excellence and ensures that the lessons learned have been effectively integrated into our core operations.



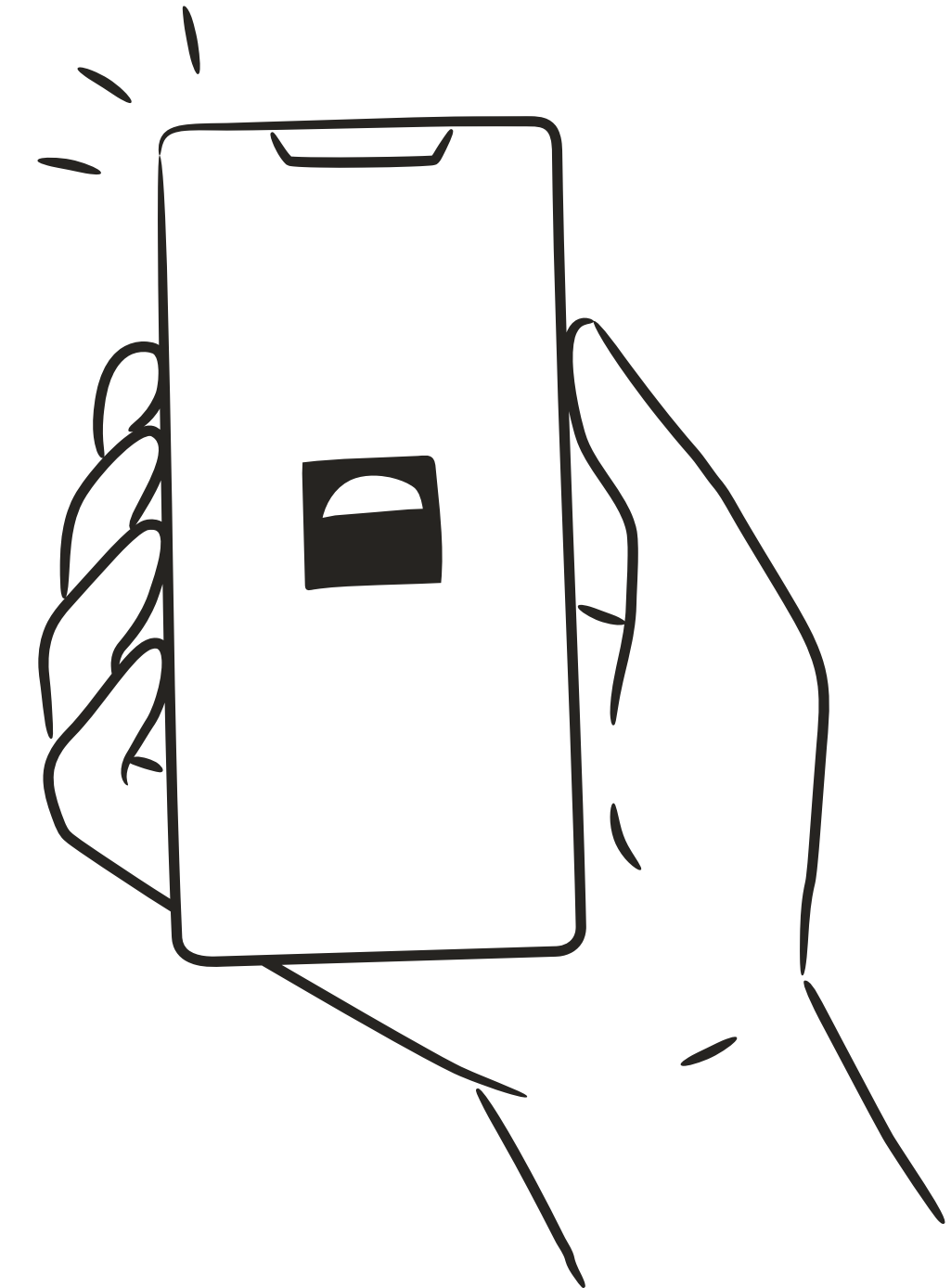
Clinical Service Development & Compliance

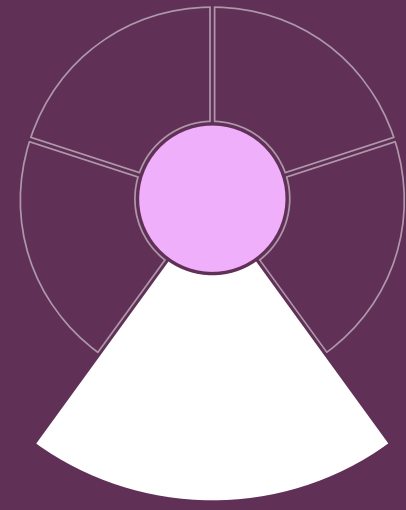




Compliance and development are viewed as cross-departmental initiatives. Key areas of collaboration include:

- **Development and Commercialisation:** Clinical quality and commercialisation are treated as a joint initiative, not as competing priorities.
- **Clinical Due Diligence:** This was integral to the acquisition of ieso Digital Health UK in 2025 and remains essential for product development.
- **Regulatory Adherence:** Market regulations and data compliance are handled in collaboration with the data compliance department.
- **Customer Service Integration:** Close collaboration with Customer Service ensures seamless system and process integration.
- **User involvement:** See next slide.



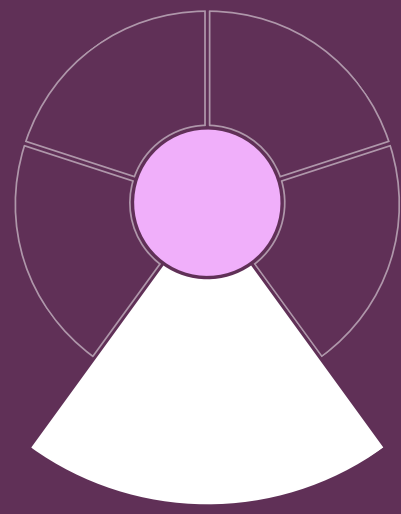


User Involvement

Patient involvement and influence in care

To strengthen patients' influence in both process and product development, Mindler and the research group E-Health and Health Data at Uppsala University carried out a joint project. An important part of the project involved collecting knowledge directly from patients. At the same time as the research group conducted a national survey, Mindler had the opportunity to use the same questionnaire among its own patients. This made it possible not only to gain insight into what our patients consider important in healthcare, but also to compare their experiences with those of the general population. **Participants who responded via the Mindler app reported, to a greater extent, that the care they had received worked well, compared with participants in the general population group.** The largest differences were found in the dimensions of continuity of care, support for self-care, accessibility, and responsiveness.





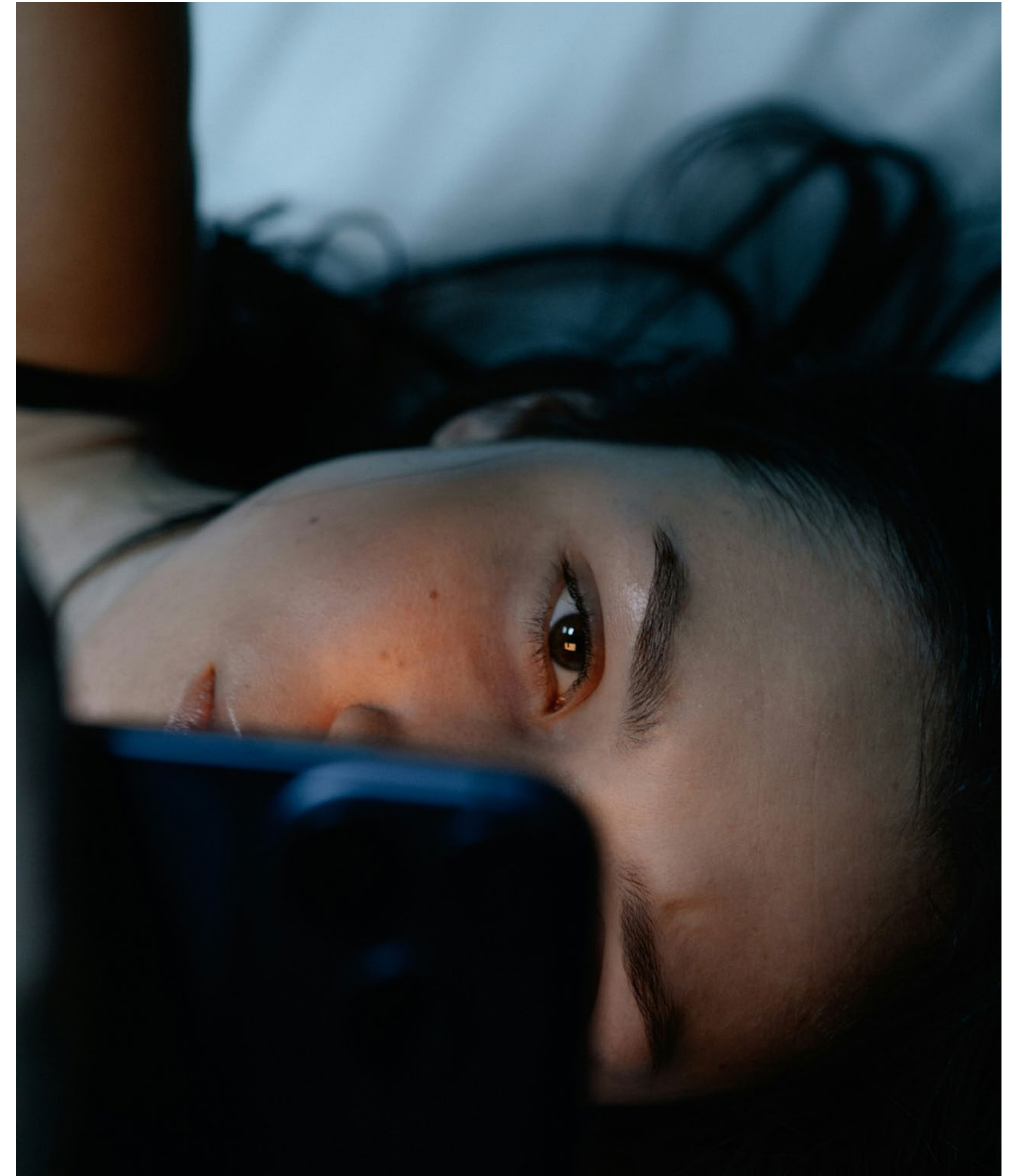
User Involvement

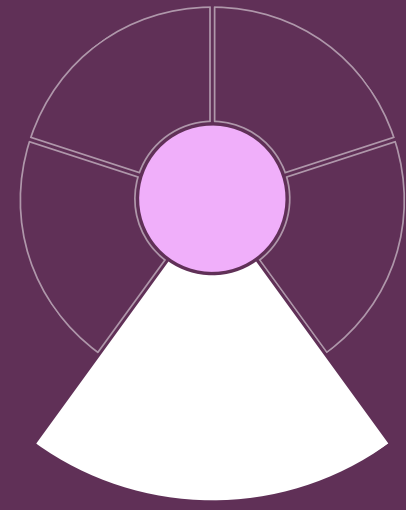
Youth involvement and influence in programme development

To strengthen young people's influence in both the design and delivery of mental health support, the Youth Ambassador Programme was developed as a collaborative initiative between WithYOUth, The Sandbox, and Public Health. A key element of the programme is ensuring that young people's voices directly inform activities and decision-making.

Through structured creative briefs, feedback opportunities, and ongoing collaboration, **ambassadors contribute insights about what well-being support should look like in their schools and Children and Young Peoples Mental Health Services in their area.** This approach enables the programme not only to understand what young people view as important in mental health provision, but also to adapt activities to better meet their needs.

By positioning students as trained Mental Health Ambassadors, the programme enhances early identification, prevention, and peer support within school communities across Hertfordshire. Young people play an active role in reducing stigma, promoting awareness, and shaping a more accessible, responsive, and supportive well-being environment for their peers.



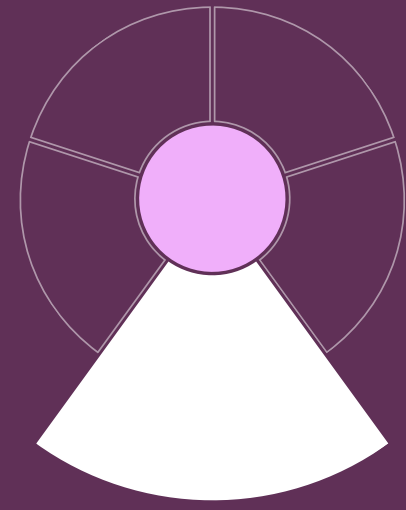


Continuous Improvement and Development

- Mindler is a learning organisation, continuously using data to improve our services, like internal patient safety investigations, clinical incident reporting, patient complaints or the clinical policy audit processes.
- We ensure these changes are made at different levels (e.g. impacting the system as well as individuals) and always track the impact of changes made.
- To be impactful, we need to have a variety of recommendations which impact both the system and individuals.

In 2025 we developed 60 improvement recommendations from our internal After Action Review process. These focused on a combination of organisational and individual level interventions.





Collaborations – Academia

Universities with active collaboration with Mindler during 2025

- Karolinska Institutet
- Uppsala University
- Stockholm University
- Linköping University
- University College London
- University of Hertfordshire (clinical psychology trainees)

Clinical Advisory Board

Until 2025, our clinical development has been guided mainly by internal expertise. Whilst this approach has brought us far, **we recognised the value of stepping outside our own perspective to invite critical, external insights.** Establishing an External Clinical Advisory Board allows us to bring in experienced professionals who can challenge our assumptions, point out blind spots, and provide constructive feedback that strengthens our clinical practices. In 2025 we have met with the Clinical Advisory Board on three occasions.



Jack Marmorstein,
Organisational Consultant



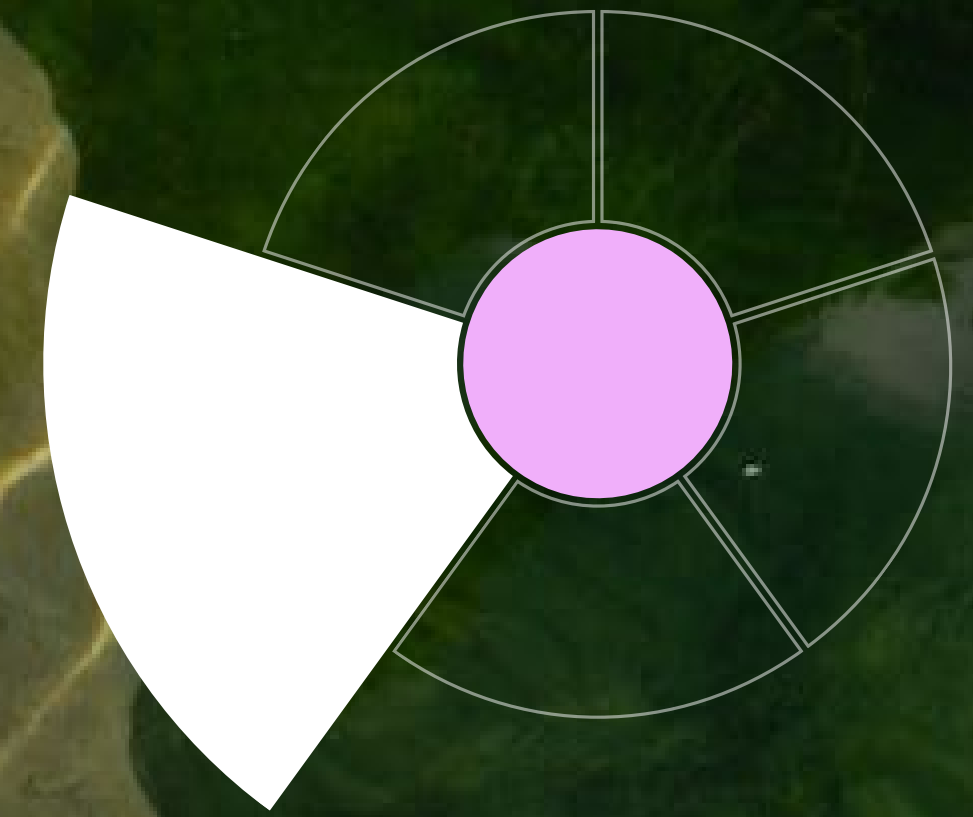
Professor Gerhard Andersson, Ph.D.

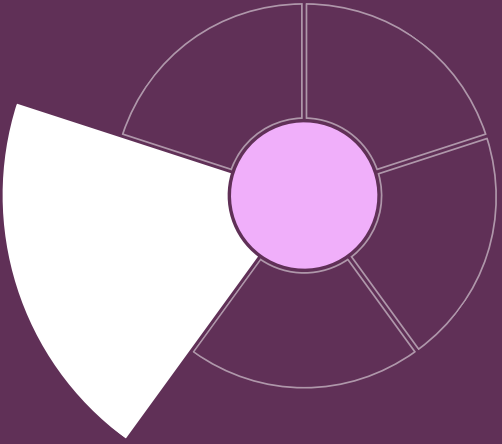


Ed Marsden,
Founder of Verita



Clinical Supervision & Training



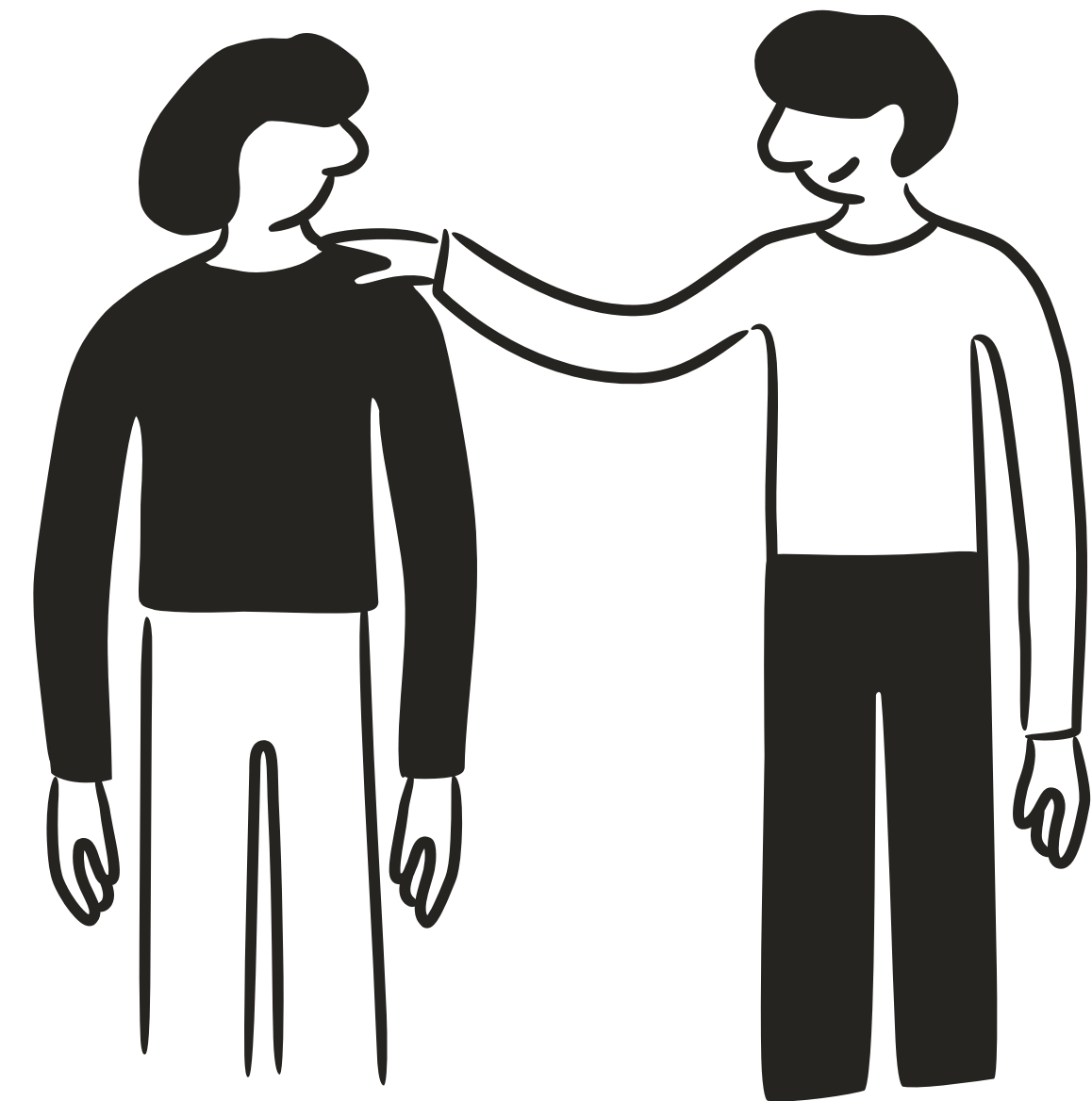


Our clinicians engage in ongoing Continuous Professional Development (CPD) to maintain and enhance clinical quality. This includes regular lectures, peer-led skill-sharing sessions, and targeted training initiatives, ensuring up-to-date knowledge, reflective practice, and continuous improvement in patient care.

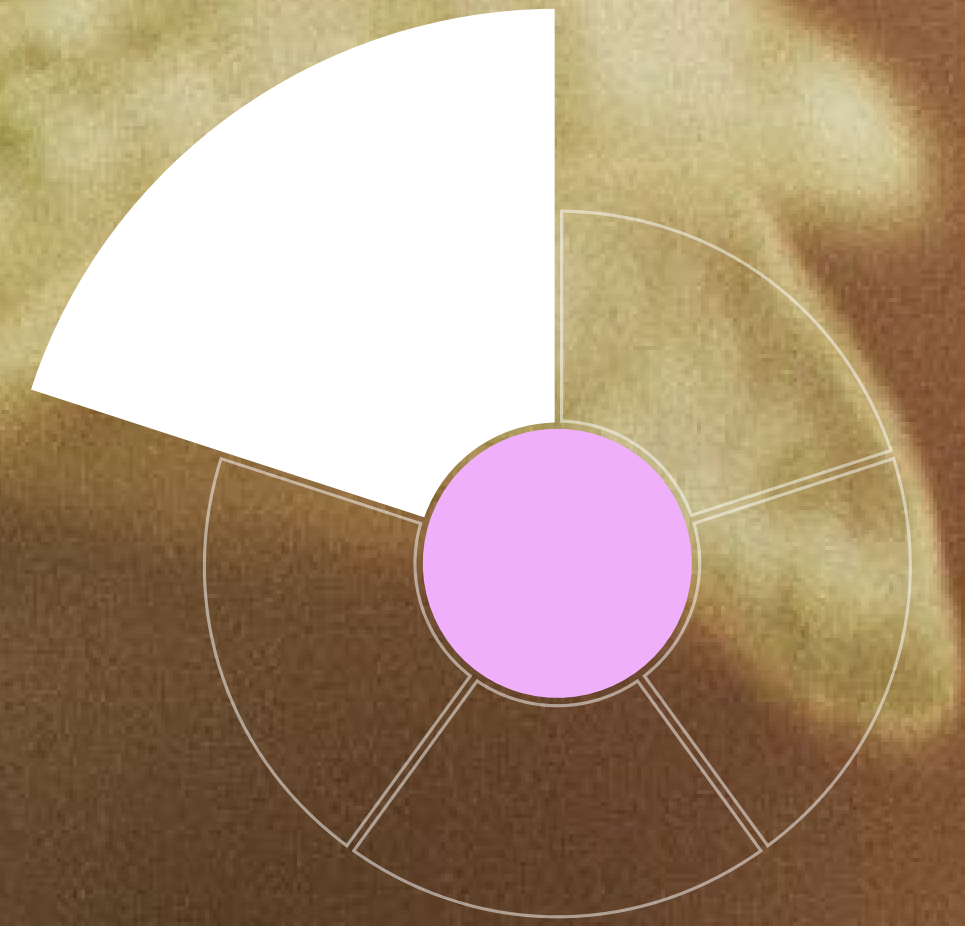
Clinicians receive the required clinical supervision in line with local market regulations, and in most markets also participate in weekly peer supervision.

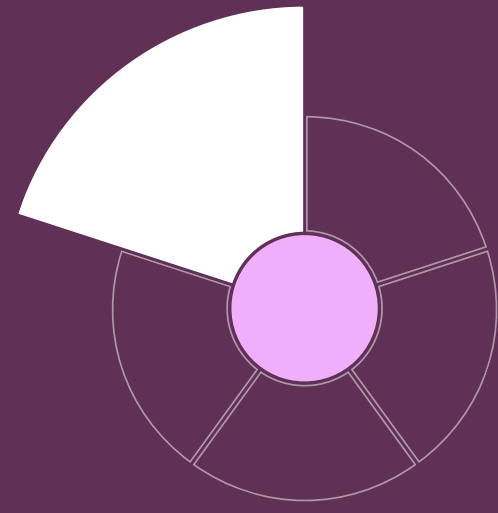
CPD structures and expectations are adapted across markets to align with local regulations, clinical standards, and organisational needs.

In 2025, each clinician is receiving clinical supervision with a senior clinician on a minimum of a monthly basis, has easily accessible clinical support outside of allotted supervision times and risk support. Peer supervision and support is available on a daily basis via approved communication channels.



Clinical Culture





While this has been included as the final section of this report, it is not a representation of being of less importance. It's rather a demonstration of its significance, as the glue holding everything in the clinical governance work together.

Clinical culture is co-created by all Mindler clinicians and goes hand-in-hand with patient safety. Every single employee, irrespective of position within the company, has a responsibility to contribute positively to Mindler's clinical and safety culture. Here, collective leadership is key – where everyone feels empowered to lead themselves and those around them – where mentalisation is a helpful tool to consider the impact of one's own behaviour and understand the behaviour of others.

An explicit clinical hierarchy with clearly communicated clinical accountabilities and role expectations is central to establishing a safe and supportive clinical culture, where it is recognised that the conduct of clinical leaders sets the tone of the organisation.

The clinical culture is also facilitated by a 'learning organisation' environment, where mistakes are learned from and innovation is welcomed. High quality healthcare takes place within an open, honest work culture supported by compassionate and authentic senior clinical leadership, supervision and performance management.



A silhouette of a person riding a bicycle on a pier or walkway overlooking a large body of water at sunset. The person is wearing a helmet and a plaid shirt. The sky is a mix of blue and orange, with a few wispy clouds. In the distance, a small sailboat is visible on the water. The foreground shows the metal railing of the pier and the dark pavement.

Summary and Conclusions





Key Results From the Year

Clinical Performance: We achieved strong patient outcomes with close to 70% symptom improvement globally.

High Patient Satisfaction: We maintained an overall Customer Satisfaction (CSAT) of 84.7% and a consistent NPS >70.

Safety Maturity: We completed 20 serious incident investigations under the new global policy, using evidence-based methods like After Action Reviews (AAR) to drive systemic growth.

External Validation: An independent review of 505 patient journals yielded 'outstanding' feedback, with 98% good documentation quality and high adherence to regional clinical guidelines.

Expansion & Integration: We successfully acquired and began integrating ieso Digital Health UK, making Mindler the leading digital mental health provider in Northern Europe, with over 30 million lives covered by our healthcare services.



Strengths



Accessibility: We have eliminated waiting times with a digital care model ensuring clinician meetings within 24 hours and care available in 20+ languages.

Blended Care Model: We successfully scaled evidence-based therapy supported by over 200 proprietary iCBT modules.

Safety Culture: We cultivated a proactive non-blaming safety culture focused on systemic learning, ensuring errors are addressed without losing sight of broader structural failures.

Engagement: Strong user and youth involvement through projects with Uppsala University in Sweden and the Youth Ambassador Programme in the UK.



Next Steps

Data Infrastructure

There is a need for enhanced data support and analysis tools to better compare clinical questionnaire data across diverse markets and definitions of 'recovery'.

Consistent Compliance

Challenges remain in standardising the clinical policy workflow during clinician onboarding across all global markets.

Audit Processes

A need was identified to ensure that consistent policy audit processes are in place across the different clinical services.

Administrative Burden

Addressing the heavy burden of journalling and administrative complaints in certain markets to allow clinicians to focus on care.



References

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[https://www.europarl.europa.eu/RegData/etudes/BRIE/2023/751416/EPRS_BRI\(2023\)751416_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2023/751416/EPRS_BRI(2023)751416_EN.pdf)

- (3)** National Collaborating Centre for Mental Health. (2023).
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Any questions?
Please contact us at info@mindler.se

