



# Maximising Digital Opportunities in Perinatal Mental Health and Wellbeing

14 May 2021

# Agenda

Friday 14 May 2021

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#DigitalMentalHealth  
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**Chair: Dr Muj Husain:** Consultant Liaison Psychiatrist and Associate Medical Director – Specialist Services, South London and Maudsley NHS Foundation Trust and Mental Health Clinical Director, at the Health Innovation Network

12:00 – 12:10

Welcome

***Dr Muj Husain, South London and Maudsley NHS Foundation Trust and Health Innovation Network***

12:10 – 12:15

Setting the Scene: Perinatal Mental Health and Wellbeing

***Dr Livia Martucci, South London and Maudsley NHS Foundation Trust***

12:15 – 12:20

A focus on Interoperability in the Perinatal Setting:

***Dr Abigail Easter, King's College London and South London Applied Research Collaboration (ARC)***

12:20 – 12:40

Round 1: Meet the Digital Companies, along with their NHS Providers

***MUTU System: Wendy Powell, CEO and Founder***

***Baby Buddy: Matthew Black, Head of Digital***

***MUSH: Katie Massie-Taylor, Founder***

12:40 – 12:50

Q&A with the Digital Companies

12:50 – 13:10

Round 2: Meet the Digital Companies, along with their NHS Providers

***SilverCloud: Lloyd Humphreys, Head of Europe***

***Peppy: Mridula Pore, CEO***

***Ieso Health: Vanessa Linley, Head of Partnership Development***

13:10 – 13:20

Q&A with the Digital Companies

13:20 – 13:25

Final Remark, Dr Muj Husain

# Chair

Dr Muj Husain

MRCPsych MB BChir



@MujHusain

Muj is Clinical Director for Mental Health, at the Health Innovation Network. He is a consultant in liaison psychiatry at King's College Hospital, working in areas where mind and body illnesses overlap or co-exist. He also specialises in medically unexplained symptoms at the Persistent Physical Symptoms (PPS) Unit at the Maudsley Hospital. The unit provides expert assessments and treatment for people with medically unexplained or persistent symptoms and has also been undertaking two large randomised controlled trials of interventions for PPS in primary and secondary care. He is also Associate Medical Director for Specialist Services at South London and Maudsley NHS Foundation Trust.

# Speaker

Dr Livia Martucci

MBBS PhD MRCPsych CCT, RCPsych



Dr Livia Martucci is a Consultant in perinatal psychiatry working in South London and Maudsley. After graduating from medicine, she obtained a PhD in genetics of major psychosis, and specialised in psychiatry after this. During her training she developed a keen interest in training and education and completed a postgraduate diploma in medical education as part of her academic clinical training. In her work as a perinatal psychiatrist, she developed an interest in mental capacity and has been part of trust wide working groups, collaborating with research groups on advance decision making, and providing training through Health Education England and the Royal College of Psychiatrists on mental capacity and the law in the context of perinatal psychiatry.

# Speaker

Dr Abigail Easter

PhD



@DrAbigailEaster



Senior Lecturer in Maternal and Newborn Health Department of Women and Children's Health, School of Life Course Science, at King's College London.

Dr Abigail Easter is a Senior lecturer in Maternal and Newborn Health at King's College London, and Deputy lead for the Maternity and Perinatal Mental Health Theme of the NIHR Applied Research Collaboration (ARC) South London. She is leading a programme of research in perinatal mental health, focused on maternal morbidity and mortality among women with mental illness and bridging the gap between maternity and mental healthcare services to help optimise care for women and families.

# Meet the Companies

MUTU

best  
beginnings  
working to give every child  
the best start in life

Peppy™

Support in the moments that matter

mush

 SilverCloud  
Digital Mental Health Platform

ieso™  
digital health



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## MUTU System:

MUTU System is a health tech application for women, offering evidence based exercises using real time videos, and expert-led support, with proven benefits for perinatal pelvic health, specifically prolapse, incontinence, pelvic floor dysfunction and associated mental health symptoms. A key significant theme from our customer feedback is the positive impact of MUTU System and our expert-led community on women's mental health following birth experience.

- NIA Fellow 2021.
- ORCHA assessment review score 91 per cent.
- NHS Library approved.
- Clinical Trial with NNUH NHS Trust during Covid-19 with 100 patients.
- Survey of more than 900 users & 80,000 customers globally.

## Personal Bio:

Founder and CEO of MUTU® System, Wendy Powell is the NHS Innovation Accelerator (NIA) Fellow behind the leading global medically recommended digital health tech platform for mothers, now trusted by over 80,000 women worldwide. Wendy is an expert in pregnancy and postpartum physical function and recovery, as well as mental health strategies that build dignity and self-esteem.



[www.babybuddyapp.co.uk/](http://www.babybuddyapp.co.uk/)



[@BestBeginnings](https://twitter.com/BestBeginnings)



[mattew@bestbeginnings.co.uk](mailto:mattew@bestbeginnings.co.uk)

## Baby Buddy:

Baby Buddy is a free and multi-award-winning mobile and web application that provides support for families from conception to baby's first birthday. The app has been evidenced to increase parental confidence and capacity in pregnancy and as a new parent, as well as supporting the physical and mental wellbeing of both parent and infant. First launched in 2014, a new version of Baby Buddy is soon to launch, introducing personalised daily information for fathers and co-parents alongside mothers. Users will be able to manage multiple children; sync accounts and collaborate with their partner or healthcare professional; manage their NHS Digital Personal Child Health Records and much more.

## Personal Bio:

Matthew Black is Head of Digital and Content for the national charity Best Beginnings that has created the Baby Buddy app. Matthew is leading on the evolution of Baby Buddy 2.0; a new version of the app that will interoperate with NHS systems and, in time, support parents until their child's fifth birthday.



[www.letsmush.com](http://www.letsmush.com)



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[katie@letsmush.com](mailto:katie@letsmush.com)

## **MUSH:**

Mush is a free app that makes mothers more happy, confident and connected. It provides mums and mums-to-be an opportunity to meet with others nearby so that they can find advice, peer support and friendship. A fellow on the NHS Innovation Accelerator, the app is in the pathway at various hospitals to better support women in their transition to motherhood. Through a combination of online advice and messaging and offline meet-ups and activities, Mush is a tool that can be recommended to parents throughout pregnancy so that they are better equipped against isolation, anxiety and depression.

## **Personal Bio:**

Katie Massie-Taylor worked in finance before she experienced the loneliness of becoming a mother of two. A chance meeting with another mum in a playground meant that her perception of motherhood transformed. She knew that other mothers needed a way to find friends to share their experiences, so she launched Mush in 2016 as the first friend-finder app for mums.



[www.silvercloud.com/uk](http://www.silvercloud.com/uk)



[@SilvercloudH](https://twitter.com/SilvercloudH)



[Lloyd.humphreys@silvercloudhealth.com](mailto:Lloyd.humphreys@silvercloudhealth.com)

## SilverCloud:

SilverCloud leads the field in digital mental wellbeing support, partnering with healthcare organisations to deliver clinically-proven, accessible support to their patients. As the demand for mental health support grows, we know the effect this can have on healthcare organisations. So, whether it's removing some of the pressure on clinical staff, or providing scalable access to more people, SilverCloud can help meet the diverse needs of patients and deliver results comparable to traditional face-to-face therapy. SilverCloud brings 18 years of clinically-backed research and digital innovation into the hands of patients. Empowering them to better self-manage mild to moderate mental health conditions.

## Personal Bio:

Dr Lloyd Humphreys is the Head of Europe for SilverCloud Health. Lloyd is a Clinical Psychologist with an MBA from the European School of Management and Technology (Berlin) and has developed, delivered and scaled a number of digital health solutions. These have included co-founding the first online treatment for addictions, one of the largest outsourced Clinical Psychology providers and helping to scale a patient controlled medical records solution.



Support in the moments that matter



[www.peppy.health](http://www.peppy.health)



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## Peppy:

Peppy provides health support through life's big transitions, such as becoming a parent, going through the menopause or going through a fertility journey. We connect you with experienced practitioners to ensure that you have the information and personalised support you need, tailored to your individual circumstances. We work with employers such as Aldi, the CBI, Santander and others and have supported new and expectant parents during the Covid-19 crisis as part of the UK government's Techforce19 initiative.

## Personal Bio:

Mridula is CEO and Co-Founder of Peppy which provides health support to employees going through life's big transitions. Peppy brings together Mridula's passion for affordable, accessible healthcare with her love of innovation. Before moving into digital health, she led NHS service redesign projects as a management consultant at McKinsey and launched several high-profile generic pharmaceuticals as head of the UK retail pharmacy business at Sandoz, a Novartis company.

Mridula was educated in India, the UK and the USA. She holds an MEng from Cambridge, a PhD from MIT and an MBA from MIT Sloan. She lives in West London with her husband and young children.



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## ieso Health:

ieso are one of the most trusted NHS providers of typed-based online CBT, having treated over 65,000 NHS patients through 400,000 hours of therapy under the IAPT programme (Improving Access to Psychological Therapies).

ieso have provided online CBT on behalf of the NHS for over a decade, delivering quality care and practising stringent safety measures.

Our high recovery rates are driven by our research, improving the precision of our assessment and treatment.

## Personal Bio:

Jenny Schiller: Jenny brings with her many years of clinical experience across all sectors and has a keen interest in supporting parents to receive timely care during the perinatal period.

She currently works with both ieso as a Consultant in Perinatal Care and with Cambridge University focusing on improving student wellbeing.

# Meet the HIN Mental Health & Innovation Team

Dr Muj Husain

*Clinical Director*

 @MujHusain

Dr Nicola Reynolds

*Deputy Clinical Director*

 @ClinPsych\_Nic

Aileen Jackson

*Head of Mental Health*

 @Aileenj\_HIN

Lesley Soden

*Head of Innovation*

 @lssoden

Lydia Davies

*Mental Health Project  
Manager*

 @lydiadavies97

Karla Richards

*Innovation Project  
Manager*

 @Karla\_nhs

George Croft

*Mental Health Project  
Support Officer*

# About Health Innovation Network

The Health Innovation Network is the Academic Health Science Network (AHSN) for south London.

At the Health Innovation Network, we want a future where health and care innovation spreads fast.

We're building it by connecting people with great ideas, inspiring people to think differently and giving them practical support to do something new.

We believe that together, we can create a future where everyone benefits from the best in health and care.



[Healthinnovationnetwork.com](https://healthinnovationnetwork.com)



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