

THE CONSUMER PERSPECTIVE

- Background to application development
- What the applications do
- Consumer perspectives on these and other applications
- Current & future research

APPLICATION FUNCTIONALITY

DAILY RECORDS

Optimism Online

https://www.optimismonline.com/app/index.php?user=demo

optimismonline™

Screencast Options Reminders Help About Sign Out

demo, last logged in Thursday Jan 01, 1970

Record Charts Report Isolate Plan Customize Delete Range Save

Calendar Today Sunday, April 03, 2011 Clear Fields Fill From Last

Core Data

Rate Your Mood Today: 1-10 scale, Very Depressed to Very Elevated. Slider at 7.

Rate the Quality of Your Sleep: 1-10 scale, Very Poor to Great Sleep. Slider at 8.

How Long Did You Exercise Today?: 0-60+ Minutes scale. Slider at 25.

Rate How Well You Coped Today: 1-10 scale, Not At All Well to Very Well. Slider at 7.

How Many Hours Did You Sleep?: Input field with value 7.

Did You Take Your Medications?: Radio buttons for Yes, No, N/A. 'Yes' is selected.

Notes

Stay Well Strategies

- Adequate Sleep
- Exercise
- Relaxation/Meditati...
- Healthy Meals
- Plenty of Water
- Minimal Caffeine
- Minimal Alcohol
- Medicine Taken
- Professional Support
- Social Support
- Alternative Therapies
- Routine Day
- Managing Conflict
- Enjoyable Activities
- Activities With Others
- Time Outside
- Positive Thinking

Triggers

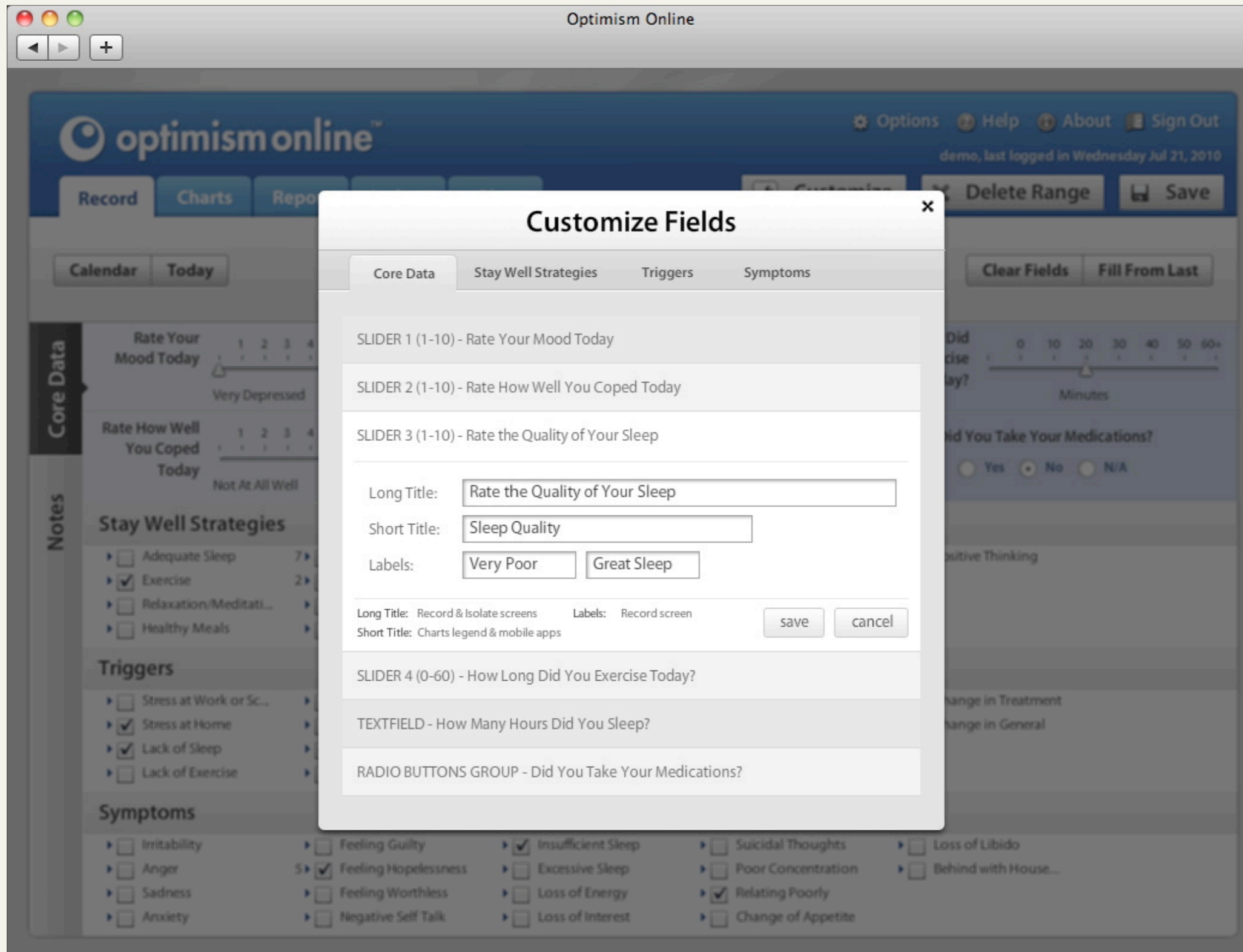
- Stress at Work or Sc...
- Stress at Home
- Lack of Sleep
- Lack of Exercise
- Too Much to Do
- Negative Self Talk
- Relationship Problem
- Arguing
- Caffeine Consumpti...
- Alcohol Consumpti...
- Poor Diet
- Recreational Drugs
- Medicine Not Taken
- Ill-health or Pain
- Difficult Life Changes
- Workplace Changes
- Change in Treatment
- Change in General

Symptoms

- Irritability
- Anger
- Sadness
- Anxiety
- Feeling Guilty
- Feeling Hopelessness
- Feeling Worthless
- Negative Self Talk
- Insufficient Sleep
- Excessive Sleep
- Loss of Energy
- Loss of Interest
- Suicidal Thoughts
- Poor Concentration
- Relating Poorly
- Change of Appetite
- Loss of Libido
- Behind with House...

APPLICATION FUNCTIONALITY

FULLY CUSTOMISABLE



APPLICATION FUNCTIONALITY

CHARTS TO VISUALISE PROGRESS



APPLICATION FUNCTIONALITY

DETAILED REPORTS

Optimism Online

https://www.optimismonline.com/app/

optimismonline™

Screencast Options Reminders Help About Sign Out

demo, last logged in Thursday Jan 01, 1970

Record Charts **Report** Isolate Plan PDF

Friday, April 01, 2011 Sunday, April 03, 2011

Calendar Today Calendar Today

Diary Records from Friday, April 01, 2011 to Sunday, April 03, 2011 Printed: 2011-04-01

Date	Stay Well Strategies	Triggers	Symptoms
2011-04-01 (Friday)			
Your Mood 5	Exercise	Lack of Sleep	Sadness
How Coped 5	Medicine Taken	Relationship Problem (4)	Anxiety
Sleep Hours 8	Managing Conflict	Poor Diet	Feeling Worthless (7)
Exercise 35	Enjoyable Activities		Loss of Interest
Medicine Taken Yes			Behind with Housework
Sleep Quality 8			
Notes: Slept really well, but still took ages to get out of bed. Managed to exercise.			
2011-04-02 (Saturday)			
Your Mood 7	Exercise	Lack of Sleep	Anger
How Coped 6	Medicine Taken	Relationship Problem (5)	Sadness
Sleep Hours 8	Alternative Therapies (7)	Poor Diet	Anxiety
Exercise 20	Enjoyable Activities	Ill-health or Pain	Feeling Worthless (3)
Medicine Taken Yes	Time Outside	Difficult Life Changes (5)	Relating Poorly
Sleep Quality 8			
Notes: Pretty good day but still very stressed and agitated at work.			
2011-04-03 (Sunday)			
Your Mood 7	Adequate Sleep	Stress at Work or School (5)	Irritability
How Coped 8	Exercise	Too Much to Do	Anger
Sleep Hours 7	Medicine Taken	Relationship Problem	Negative Self Talk
Exercise 25	Enjoyable Activities	Arguing	Relating Poorly
Medicine Taken Yes	Time Outside	Poor Diet	
Sleep Quality 8			

APPLICATION FUNCTIONALITY

DATA FILTERING

Optimism Online

https://www.optimismonline.com/app/index.php?user=demo#app=104d&f8df-selectedIndex=3&b5fc Google

optimismonline™

Screencast Options Reminders Help About Sign Out
demo, last logged in Thursday Jan 01, 1970

Record Charts Report **Isolate** Plan

Search Match All Match Any **Search** **Reset**

Search Criteria	Results			
	Date	Record	Charts	Report
Notes Contains stress	Wed 6 Apr 2011			
Notes Contains stressed	Fri 8 Apr 2011			
Rate Your Mood Today < 6	Mon 18 Apr 2011			

Save Search Load Search + Add Criteria

APPLICATION FUNCTIONALITY

OTHER VERSIONS

The screenshot shows the Optimism Online application interface. The browser address bar displays <https://www.optimismonline.com/app/nl/>. The page header includes the Optimism Online logo and navigation links: Opties, Herinneringen, Contact, Over, and Afmelden. The user is identified as 'dutch_demo' and was last logged in on 'Donderdag Maa 24, 2011'. The main navigation bar contains tabs for Invoer, Grafieken, Verslag, Isoleren, and Plan, along with buttons for Aanpassen, Verwijderen Selectie, and Opslaan. The current date is 'Vrijdag, April 01, 2011', with buttons for 'Kalender', 'Vandaag', 'Leeg', and 'Vul van de laatste'. The 'Basis Data' section contains several assessment scales: 'Beoordeel uw stemming vandaag' (Erg depressief to Zeer opgewekt), 'Beoordeel de slaapkwaliteit' (Zeer slecht to Goede slaap), 'Beoordeel hoe goed je omging' (Tot. Niet goed to Zeer goed), 'Bestede tijd actief' (0 to 60+ Minuten), and 'Hoeveel uren heb je geslapen?' (7.5). The 'Notities' section includes 'Blijf Gezond Strategieën' and 'Triggers' with various checkboxes for health and stress management. The 'Symptomen' section lists various symptoms with checkboxes.

Optimism Online

Opties Herinneringen Contact Over Afmelden
dutch_demo, Laatst ingelogd Donderdag Maa 24, 2011

Invoer Grafieken Verslag Isoleren Plan
Aanpassen Verwijderen Selectie Opslaan

Kalender Vandaag Vrijdag, April 01, 2011 Leeg Vul van de laatste

Basis Data

Beoordeel uw stemming vandaag
1 2 3 4 5 6 7 8 9 10
Erg depressief Zeer opgewekt

Beoordeel de slaapkwaliteit
1 2 3 4 5 6 7 8 9 10
Zeer slecht Goede slaap

Bestede tijd actief
0 10 20 30 40 50 60+
Minuten

Beoordeel hoe goed je omging
1 2 3 4 5 6 7 8 9 10
Tot. Niet goed Zeer goed

Hoeveel uren heb je geslapen?
7.5

Heeft u uw medicijnen ingenomen?
 Ja Nee n.v.t.

Notities

Blijf Gezond Strategieën

- Voldoende slaap
- Beweging/sporten
- Ontspanning/medit...
- Gezonde maaltijden
- Voldoende Water
- Minimum aan Cafeï...
- Minimum aan Alcoh...
- Medicijnen ingeno...
- Prof. ondersteun...
- Maatsch. ondersteu...
- Alternatieve therapie...
- Dag als andere dagen
- Vermijden van confl...
- Leuke activiteiten
- Activiteiten met and...
- Tijd buiten
- Positief Denken
- Interesse in je omge...

Triggers

- Stress op het werk
- Stress thuis
- Gebrek aan slaap
- Gebrek aan oefening
- Te veel te doen
- Negatief denken
- Relatie probleem
- Discussiëren
- Cafeïnegebruik
- Alcoholgebruik
- Slechte voeding
- Recreatieve drugs
- Medicijnen niet gen...
- Slechte gez.heid of ...
- Grote veranderingen
- Verandering op het ...
- Wijziging in behand...
- Algemene veranderi...

Symptomen

- Prikkelbaarheid
- Boosheid
- Verdriet
- Angst
- Schuldig voelen
- Hopeloos voelen
- Waardeloos voelen
- Negatief denken
- Onvoldoende slaap
- Te veel slaap
- Verlies van energie
- Verlies van interesse
- Suïcidale gedachten
- Slechte concentratie
- Slecht omgaan met
- Verandering van eet...
- Verlies van libido
- Achter in de huisho...

OTHER APPLICATIONS

CLINICIAN DASHBOARD

Optimism Online

https://www.optimismonline.com/provider/app/

optimism provider

Options Help About Sign Out
spaceship, last logged in Friday Apr 01, 2011

Summary Updates Record Charts Report Isolate Plan

Email Reports and Charts View Sample

Name	EMAIL CONTENT		Next Send Date	SETTINGS		Send To	Email Status
	Charts	Reports		Send Email	Records		
Alexandra Davis ref001	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15 Apr 2011	every 1 Month(s)	cover 45 Day(s)	jroberts	Inactive Active
Peter Croft ref002	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15 Apr 2011	every 1 Month(s)	cover 45 Day(s)	jroberts	Inactive Active

Email Update View Sample

Name	SUMMARY FIELDS		Next Send Date	EMAIL SETTINGS							Send To	Email Status
	Field 1	Field 2		S	M	T	W	T	F	S		
Alexandra Davis ref001	My Mood	Stress Level	04 Apr 2011	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	jroberts	Inactive Active
Peter Croft ref002	Mood Today	Sleep Today	08 Apr 2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	jroberts	Inactive Active

OTHER APPLICATIONS

CBT PAD

The screenshot shows the CBT Pad application window. The title bar reads "CBT Pad". On the left side, there are two icons: a pen labeled "Records" and a clipboard labeled "Report". On the right side, there is a printer icon labeled "Print".

The main content area is divided into a left sidebar and a right main panel. The sidebar contains the following sections:

- DATE RANGE**: Start: 22/02/2011, End: 28/02/2011.
- Filtering**: Radio buttons for Last Week, Last 2 Weeks, Last Month, and All (selected).
- SORT BY**: Radio buttons for Date (selected), Location, Who With, Distortion, Ascending (selected), and Desending.
- DISPLAY**: Checkboxes for Event or Situation, Automatic Thoughts, Consequences, Challenging Thoughts, Futher Action, and Empty Field Names.

The main panel displays a record for "Tuesday February 22, 2011 @ 10:00 AM". The record is structured as follows:

- Event or Situation**: Location: Work; What I Was Doing: I was working at my desk; Who I Was With: Paul (boss); What Happened: Paul walked over to me this morning and asked if I had finished the tender proposal that he's waiting for.
- Automatic Thoughts**: Thoughts or Feelings: He knows that I haven't finished it and he's just trying to put extra pressure on me to get it done. He doesn't even need it yet but he wants me to feel stressed. Paul is never satisfied with my work no matter how hard I try. He thinks I don't get in; Recognized Distortion: Jumping to Conclusions, Magnification and Minimization; Strength of Belief (%): 60.
- Consequences**: Emotional: I feel stressed, overwhelmed, unsupported and defeated; Physical: A sense of being really worn-out; Action: I got pretty defensive about it. I told him that I've nearly finished the work, even though I haven't.
- Challenging Thoughts**: Evidence For: Really there isn't a lot of evidence. I'm assuming a lot. Paul

At the bottom of the window, there are navigation buttons: left and right arrows, plus and minus signs, and an "Edit" button.

APPLICATION USE

Countries:

USA	60%
Europe	11%
UK	10%
Australia	8%
Canada	6%
Other	5%

Trials (Web/Mac/Win):	85-90,000
Licenses (Web/Mac/Win):	5,000

3 month sales:	Website	+ Apps
Web	43%	10%
Mac	32%	38%
Windows	25%	6%
iPhone		46%

Single user license:

Web / Mac / Win	US \$40
iPhone	US \$6

Primary Diagnosis (or use):

Depression	35%
Bipolar Disorder	29%
Self-Help / Self Improvement	21%
Anxiety Disorder	5%

Primary Health Professional:

Psychiatrist	35%
Family Doctor	35%
Psychologist / therapist	16%
Other Mental Health Professional	6%

Primary Treatment:

Medication	58%
Cognitive Behavioral Therapy	15%
Other Therapy	11%

Sample of 740 users

A SIMPLE TOOL FOR BEING PROACTIVE

- I can be proactive, not just a passive recipient of treatment
- Must be easy to understand
- Must be useful
- Natural feedback loop means it's about self-education and improvement self-understanding

“This is exactly what I needed to finally start keeping track of my mood swings, and of what I do that encourages the ups (and the downs).

I love how simple it is to use.”

Liz, 5 Jan 2010

REQUIRES FLEXIBILITY

- Over 3,000 wellness strategies
- Small number of repeated items
- Long-tail of individual specific items
- Big group of individuals, not a big homogeneous group

“I am really enjoying this program. Just keeping track of my strategies, triggers, and symptoms alone is an intervention in and of itself. The best part of the program for me and why I am recommending it so highly to my clients, however, is the ability to customize each category.”

Suzanne Lawrimore, Psychotherapist

22 Mar 2011

REQUIRES FLEXIBILITY

- Over 3,000 wellness strategies
- Small number of repeated items
- Long-tail of individual specific items
- Big group of individuals, not a big homogeneous group

Wellness Strategies from the database:

“Turn on my pacemaker”

“Make myself look hot”

CONSUMER PERSPECTIVE

ENGAGEMENT

- Cater to how I work, not how you work
- Online is much more than just the web
- Expectations are increasing rapidly

“My current system:

1. find any scrap of paper
2. use a crayon, magic marker, lipstick, pen, pencil - anything that writes
3. scribble illegibly on piece of paper
4. lose piece of paper

This system sounds SO much better. Easy. Portable. Organized. You can't lose it. Can't wait to show it to my new therapist and share the reports with her.”

Deb, 9 Jul 2009

DESIGNED BY A CONSUMER

- Someone who is going through the same thing
- Can start without a referral
- Not the feel of a medical intervention

“I’m so pleased you have bipolar!”

Sandra, 3 Oct 2010

The fact that you're not a [mental health] professional once more is a proof of the power of self-empowerment and that renewal in psychiatry often comes from the client.

Marius Reijnen, Psychiatric Nurse, GGzE

25 Nov 2010

THERAPEUTIC ALLIANCE

- People want to contribute to their own treatment
- Collaborative approach
- Detailed history helps with memory recall

I can't wait to share this with my psychiatrist and therapist, they are going to be thrilled with the idea and it will make a big difference in how we communicate.

Ed, 5 Jul 2008

Collaborating in research conducted by Professor Daniel Lieberman MD, George Washington University

- “An open-label, single arm study to evaluate the effect of an automated mood charting program on the therapeutic alliance.”
- Working Alliance Inventory at 0, 3 & 6 months. Assess change in therapeutic alliance with prescribing clinician who is not providing psychotherapy.
- A client initiative that doesn't rely on clinician resources. Consumer-driven intervention.

CONSUMER DRIVEN RESEARCH

- Optimism as a research tool
- Websites using point in time patient reported data
e.g. Patients Like Me, Cure Together
- Can crowd-sourced studies point to clinical research needs?
- Correlation analysis with data from Optimism users who opt-in

CONCLUSION

- People who are engaged
- Actively seeking to improve their health
- Collaborating with their health professionals, not passively receiving treatment
- Keen to contribute to the body of knowledge for the benefit of others