

What is the price point of the app?

YMCA Trinity Group will have your pricing schedule for the app and details of the packages available. Prices start from £2 per user per year (Bronze), £1000 plus £2 per user (Silver), or £4000 plus £2 per user (Gold)..

What do we get for our money?

Your school will receive a full scale prevention, detection, and treatment tool for mental health conditions that is clinically proven. Every user will have access to it and you will receive reports each quarter with usage and outcome data for all YMCA Trinity Group users. Bespoke school data is available as part of the silver or gold package.

How do we get our ROI?

The more users you encourage to use the app, the greater your return on investment (ROI) will be. Every user has access, and the school will not know who out of their staff or students is struggling with a mental health condition. In 6 months time, an individual could have a personal situation affect them out of the blue, and may find the app useful given the situation they find themselves in. Promotion and encouragement should be continuous and that is how you will be able to help all of your users. In turn, that is how you will see your ROI.

What is the typical uptake of the app?

We have an average up take of 65% when working in a corporate setting, and aim to improve on this with the support of the organisations we work with. It is extremely important that any school we work with are jointly supportive of the app and take on responsibility to encourage users to access it.

What is the evidence behind the app?

Computerised CBT and online mindfulness both have around 15 years of solid research behind them showing clinical efficacy. Our own app has 4 years of clinical research trials behind it, with specific case studies on targeted user groups. We aim to complete a clinical research trial annually. All of our research can be found online, with various research links available in the app within each exercise.

What is the difference between aggregated and personalised data?

YMCA will receive aggregated data showing the usage and trends all students and teachers show in the app across the region. Personalised data can be provided to the school, specific to their students and teachers, at an additional cost of £1,000pa (i.e. Silver package).

How long does it take from ordering the app to launch?

It will take 2 weeks, unless the school would like the additional personalised management information (Silver package), in which case it will take 4 weeks from order to completion.

What is the difference between the student and staff apps?

The student version will contain customised 'mood meter' (CBT) entries that are more specific to young people and their lives. It will also contain links for the students to seek further support with YMCA Trinity Group directly. The teachers version will be specific to adults, and will contain support links relevant for adults such as the Samaritans, NHS services, etc.

How do I know who is using the app?

If the school decides to pay the additional £1,000, they will have a monthly report showing them how many users there are, how those users use the app, etc. If the school does not pay for the personalised MI, YMCA will be given data showing how many people have signed up from each school, and YMCA can report this directly to the school.

What is different about this app than others available?

Feel Stress Free is the only clinically proven app for the treatment and detection of mental health conditions. It is the only one to contain NHS accredited scales, and it is the only one based solely on evidence and gamification.

How will I show others how to use it?

Thrive/YMCA Trinity Group will send a full scale marketing pack giving you all the information you need, including videos, webinars, e-marketing, flyers, download cards, and more.

What happens if we want to suggest changes to the app?

Thrive do update and improve the app regularly, and we are open to hearing suggestions and changes in the app. If the same change/addition is mentioned regularly by a variety of clients, and therefore becomes more of a 'need', we will update our development cycle and include it.

Can parents access the app?

They can, and are encouraged to, and we have created a specific coupon code allowing parents to access the app at a heavily reduced 30% off the RRP. Please contact YMCA Trinity Group directly for this code.

What happens once when the year expires?

We will automatically renew the app for another 12 months if we do not hear from you on or before 30 days prior to the renewal date. If the school decides not to renew, all user licenses will end, no students or staff will be able to access the app, and no more data can be generated.

What languages is the app available in?

Currently the app is available in English, and we have the ability to translate into any language required. We will do so when several clients request it and know it is a need for that specific client. The process will take around 4 weeks to add a new language due to the amount of text, voice, and video content in the app that will need to be created.

What devices is the app available on?

The app is available on all Android, Apple, and web based devices. It is not currently supported on Windows phones, although this is in the development pipeline but has not been prioritised.

Why does it feature an alien?

Research has consistently suggested to us that a gender/race neutral figure is the most appropriate. We chose an alien for this basis, and the feedback has been very positive.

What is the mood meter based on?

The mood meter is an online cognitive behavioural therapy journal. Computerised CBT (cCBT) has around 15 years of solid research proving its efficacy. We have combined this with gamification to increase outcomes.

How does a user make contact with someone?

The support box in the app can contain various links to internal or external support groups/organisations. A user can, at any time, go in to the support box and contact someone via email or phone, depending on how their account is set up and what support links are available to them. When screening positive for anxiety or depression, we will also show a message to the user to encourage them to seek support through the personalised options listed. All of this is done through the app, and the user does not need to go elsewhere.

Who can we contact for immediate tech support?

Please email all tech queries, with as much information as possible (including screenshots), to help@thrive.uk.com, and someone will be back in touch within a maximum of 2 business days, typically within 12 hours.

Can I send a message in a bottle to someone in my school?

Currently, no, although this will soon change. It is something being developed and soon all users will be assigned into a 'club', which will be their school/company. Users can then share positive messages with other people in their club, but of course, all usernames will be anonymised.

How often is new content added?

Each month new content is added within the app, and we have a 24 month development pipeline. Our priorities are based on usage and feedback from our users/clients.

Can I use the app offline?

When logging in to the app, we recommend you selecting the 'remember me' button to keep you logged in at all times. If you select this, the app will work offline to allow you to access the relaxation techniques. You cannot use the app offline to access the mood meter or additional support as an internet connection is required for data transmission.

Launch

How will you launch the app to our school?

We will provide you with a full 3 month tailored marketing pack to use with your staff and students, with guidance/support from your account manager on how to execute it. This will all be discussed and agreed with you prior to the launch.

What support can you provide?

We can provide customised e-shots, blogs, posters, leaflets and more tailored content for your school. We are happy to tailor this to create content that is relevant to you. Branded merchandise and event/roll out support will be discussed.

What do we need to do as the school?

We require your support in engaging users. We would need time commitments for you to send the required marketing information to your users and to continue the push to download/use.

How long will it take to create bespoke marketing materials for our school?

It takes two weeks to produce a full marketing pack

After Service

When do we receive our management information? (MI Reports)

Quarterly, the first being 3 months after your launch date. MI can only be produced and sent if you have more than 50 regular users of the app.

Do we receive any future marketing?

An account manager should be assigned to your school to support any future marketing activities. This is bespoke, and designed in partnership with the school to support their efforts in user engagement. We are committed to working with our clients to ensure we can get good results and outcomes for them.

Who can we contact for marketing support?

Your account manager will be your point of contact for all queries other than tech support/bugs.

If you have any other questions or need any extra information then please don't hesitate to contact YMCA Trinity Group on 01733 373187.