

# **Evidence of the impact of Brain in Hand**

November 2024

**Prepared By:** Brain in Hand Research Team

This short report summarises some of the major areas of impact of Brain in Hand, the evidence supporting these changes, and feedback from our users. Impact reports will be published every quarter, the next being shared in February 2025.

# Our impact in numbers

Similar to the previous impact report, we have been consolidating user feedback into a single survey that is sent to each user every three months of their license. Between February and October 2024, 757 users responded to the survey. We have analysed the data from this study under four thematic areas.

Impact theme	Percentage of users reporting Brain in Hand helped with a specific area of life (n=757)
<p><b>Mental health and emotional and physical wellbeing</b></p> <p>Health and happiness of users and tangible clinical symptoms, such as anxiety, as well as behaviours that lead to positive health outcomes.</p>	<ul style="list-style-type: none"><li>• <b>60%</b> with stress and or anxiety</li><li>• <b>43%</b> with overwhelm and or burnout</li><li>• <b>36%</b> with self-care</li></ul> <p><i>When I was going towards burn out/ having a dip in my mental health, the traffic light process of logging how I was feeling helped me identify that I was struggling and made me stop and think. I was then able to get help before burning out.</i></p>
<p><b>Daily life skills</b></p> <p>The skills that enable someone to navigate through daily challenges and needs.</p>	<ul style="list-style-type: none"><li>• <b>45%</b> with organisation</li><li>• <b>34%</b> with problem-solving or decision-making</li><li>• <b>22%</b> with independence</li><li>• <b>19%</b> with life-skills</li></ul> <p><i>Brain in hand has helped me with many things but one of them is being able to manage time specially in the morning getting ready for university and getting the bus with the reminders and all features and also ways to deal with certain situations</i></p>
<p><b>Communication and interaction</b></p> <p>Having the confidence and skills to communicate and interact well with friends and in new social situations.</p>	<ul style="list-style-type: none"><li>• <b>23%</b> with confidence</li><li>• <b>13%</b> with participating in meaningful social interactions</li><li>• <b>8%</b> with relationships</li></ul> <p><i>Using the app made me feel more confident in asking for help, and being able to share with family/friends about a problem without having a meltdown.</i></p>
<p><b>Personal growth and development</b></p> <p>Life successes and achievements, and being where you want to be and doing what you want to be doing.</p>	<p><b>For those in work (n=278)</b></p> <ul style="list-style-type: none"><li>• <b>Staff are retained: 35%</b> are more likely to stay in their role</li><li>• <b>Performance is improved: 35%</b> are performing better in their role</li><li>• <b>Absenteeism is reduced: 16%</b> had less days off work</li></ul> <p><b>For those studying (n=369)</b></p> <ul style="list-style-type: none"><li>• <b>Improved time management: 59%</b> manage their time better</li><li>• <b>Attendance goes up: 30%</b> attend more classes</li><li>• <b>Making progress: 36%</b> feel they are succeeding in their studies</li></ul> <p><i>Brain in hand helped me to remain calm in stressful situations such as attending university. It helps remind me of strategies when I experience difficulties and I also use the timeline to reflect. I think it has been a gradual increase in self awareness and independence. Its meant, in general, I have managed studying at university in a healthier way.</i></p>

# User survey: Workplace and insights into cost savings and Return on Investment

218 users in employment surveyed between February and September 2024 and for which we used unique data (a single response for a given user, with the most recent response taken).

**15%** reported “I have had fewer days off work”  
- absenteeism

**33%** reported “I feel I am performing better in my role”  
- presenteeism

**29%** reported “I feel more likely to stay in my role”  
- retention

**Overall, 45% of these Brain in Hand users reported at least one of three positive work outcomes.**

Using this as our primary data sources and building from secondary data on wages, the cost of replacing staff, and the intensity or quantity of the change related to reduced absenteeism and improved presenteeism based on published findings related to mental health and anxiety, we were able to estimate that:

Providing Brain in Hand to a neurodivergent employee can save employers as much as £6,804 each year with more than half of this attributed to increased productivity (56%).

The ROI from the employers perspective could vary from 2.7, if they pay for the full licence themselves in the first year, increasing to 3.7 for following years i.e. for every £1 invested there is a return of £4 for employers. If Brain in Hand is purchased through Access to Work, the ROI for employers from a financial perspective can increase to 8.9.

Extending the scope of the benefits from retention beyond the employers perspective to include the loss of income for the employee and the added cost of benefits and loss of tax income for the government, can result in annual average economic cost savings of £11,299 per person using Brain in Hand.

## Some of the assumptions:

1. Average self-reported days off work taken for stress, depression or anxiety is 19.6 [[Health and Safety Executive \(HSE\)](#), analysis of the Labour Force Survey (LLF) by the ONS (2022/23)]
2. Average weekly earnings (AWE) estimated at £647 for regular earnings by [ONS in July 2024](#)
3. Cost of replacement as proportion of salary is 0.33 as estimated by the Work Institute for “hard costs” [Work Institute](#) (2022)
4. Fraction of day lost to reduced productivity is 0.325 based on [CEBR \(2023\)](#) and the assumed 2.6 hours per day lost for workers experiencing a fall in productivity due to financial distress and an 8 hour day.
5. Mean wage multipliers of 1.97 for absenteeism and 1.54 for presenteeism from [Stromberg et al. \(2017\)](#), as the average across labour markets from a survey of 758 managers

# User survey: Workplace and insights into the Theory of Change

## The primary driver for BiH success in workplace seems to be through improved mental health

Most of those with a positive change in our three work outcomes noted BiH helped them with “stress and/or anxiety” and/or “overwhelm and/or burnout”: absenteeism (97%, 31/32), presenteeism (90%, 64/71) or retention (89%, 57/64).

By using features like traffic lights, mood tags, checklists, and solutions for unplanned events, alongside coaching and the response service, BiH has made a real impact. It helps users calm down, organise their thoughts, take necessary breaks, think clearly, regain control, and avoid impulsive behaviour. Users can remember and implement coping strategies, get back on track, resolve issues, and continue their workday more effectively without taking the day off.

While planning and problem-solving/decision-making improvements are mostly through supporting mental health, some examples show a direct impact on work outcomes.

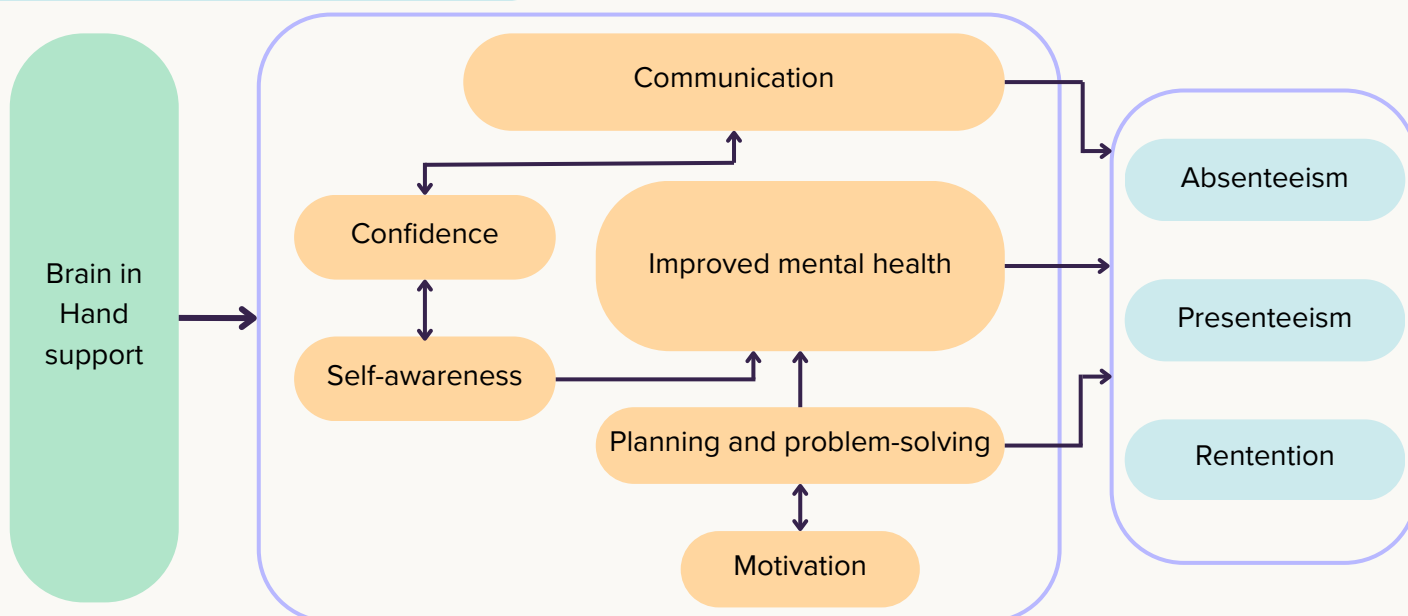
*“Didn’t have a meaningful **morning routine** where I would often not **take care of myself**. With the BiH app the routine function has helped me remember everything that needs doing so I **don’t feel overwhelmed**.”*

*“Prior to using Brain in Hand I struggled with **organisation and sticking to tasks** in a functional way. After using it for two years **my routines** are much more ingrained in my day to day life and work.”*

Other processes such as motivation, confidence and communication – asking for help or better communicating needs – seem to operate independently of changes in mental health.

*“It has helped me prepare for social situation which I find difficult. It has also helped as a way of communicating how I feel when I find it difficult to.”*

## Workplace Theory of Change



# Return on Investment case study: ADHD in the Workplace

June is a 54 year old female working for a local authority as a country park officer. She has been using Brain in Hand for 3 years. June experiences anxiety and is on the waiting list for an ADHD diagnosis. June is currently contracted at 34 hours a week, but often works more than that. **Brain in Hand has had major benefits for June, her employer, and her colleagues at work.**

## Brain in Hand helps with organisation

It helps her through the day, reminding her to eat and take her medication. During the day, it helps her to manage her tasks, including attending meetings - and ensures she takes regular breaks. Being organised and on track means that she performs better in her role through maintaining focus and concentration in meetings, and preventing overwhelm.

*"Meetings are difficult to keep my focus, zoning out, drifting off...but now I have a prompt in my phone about what to do in meetings... concentration, focus"*

## Improved relationships with colleagues

Her relationships with work colleagues and outside work have also improved because June is calmer, not so quick to anger as she has been in the past. June now has more headspace to be more rational and this has improved all her relationships: *"Before I would blow up at the wrong people at the wrong time."*

## Improved relationship with her manager

June says that because of Brain in Hand, her manager is also more aware of her needs and this means she feels better supported.

*"My manager is more aware of my needs and if I'm losing the plot, she'll tell me to go and look at my Brain in Hand... the awareness has changed."*

## Workplace happiness

Brain in Hand has kept June happier in work. A year or so before Covid, June had to take extended sick leave because of her mental health, but since using Brain in Hand, she has had no extended sick leave as a result, a significant impact not only for June but for her employer.

*"I'm not taking the 6-9 months off. I generally just need a week or a couple of weeks after a busy summer. I think because I recognise it a bit more, I can take time out before I completely kind of go over and it becomes a big deal."*

## Economic savings from reduced absenteeism

Taking sick leave has an economic cost to June and to her employer. The economic cost of a lost productive day is often valued as an average wage. **The analysis below suggests that the opportunity cost of 6 months absence from work would be at a minimum £10,113 and possibly as much as £16,822.** By keeping June in work, Brain in Hand has a return on investment (ROI) from reduced absenteeism alone of between 4.9 to 14 assuming an annual Brain in Hand renewal cost of £1,140 (under the local authority bulk licence of 60).

1. In July 2024, the ONS estimated the average weekly earnings (AWE) to be £647 for regular earnings, translating to £16,822 for a 6 month absence [[ONS, average weekly earnings in GB: September 2024](#)].
2. Since April 2024, the National Living Wage (21 years and over) is £11.44 which applied to Junes' 34 hour week would translate into £388.96 per week or £10,112.96 for 6 months.
3. Countryside ranger jobs are [advertised in the range of £20-28K per year](#)