Improving health and wellbeing through better sleep at Oxford University.

September 2016
1. The truth about poor sleep
2. Introducing Sleepio
3. Sleepio at Oxford University
The truth about poor sleep
It’s hard to think of an area of your life that sleep doesn’t impact

- Career prospects
- Energy
- Job satisfaction
- Relationships
- Focus
- Safety whilst driving
- Immune system
- Concentration
- Decision making
- Empathy
- Memory
- Creativity
- Mood
- Long term physical health
And research shows that individuals with chronic poor sleep are more likely to suffer from health problems and see reduced productivity.

Key impacts of chronic poor sleep:

**Mental health**
- 10x greater risk of depression¹

**Physical health**
- 60% greater risk of obesity²

**Productivity**
- 11 extra days lost to absenteeism & presenteeism³,⁴

It may surprise you how many people typically struggle with their sleep

All of us experience the odd night of poor sleep

40% are typically sleep deprived, getting less than 7 hours sleep each night

20% suffer from insomnia - struggling to get enough sleep, even when it is prioritised

Typical solutions that are available are unhelpful, and can even be harmful

Self-medication

Alcohol and other remedies
- Side effects include next day drowsiness
- Risk of tolerance and dependence if used beyond the short term

Sleeping pills

Prescription hypnotic drugs
- Side effects include next day drowsiness
- Risk of tolerance and dependence if used beyond the short term
- Evidence of potential long term health risks – increase mortality and A&E visits

The is where Sleepio comes in…
Introducing Sleepio
Sleepio is an online sleep improvement program, clinically proven to help people improve their sleep

Available online and via smartphone

Created by Prof Colin Espie (Nuffield Dept. of Clinical Neurosciences)

Featuring interactive Cognitive Behavioural Therapy (CBT) techniques

Delivered by ‘The Prof’, your virtual sleep expert over 6 weekly sessions

Fully automated but tailored to individual needs using sleep diaries & tracked data

Source: Espie et al. (2012) SLEEP 35(6)
Its starts with an online sleep test, where you answer 10-12 questions about your sleep.

www.sleepio.com/oxford
From here, Sleepio will provide you with your personal Sleep Score and instant tailored help with your sleep.

![Sleep Score](image)

**Why this Sleep Score?**

Your Sleep Score indicates that you feel very troubled by your sleep, and struggle with it some nights. This is likely driven by the difficulties you have falling asleep.

You're not alone; sleep problems affect 1 in 3 of us at any one time, but they needn't stick around for years.

[www.sleepio.com/oxford](http://www.sleepio.com/oxford)
If you want more help with your sleep, you can start Sleepio’s online CBT programme – consisting of...

- Sleep tracking via daily sleep diary or connected wearable
- Weekly sessions of Cognitive Behavioral Therapy with The Prof
- Tools and techniques to help you back to sleep
- Access to Sleepio community and library of resources

www.sleepio.com/oxford
And it works! Sleepio has been shown in clinical trials to help 76% of poor sleepers achieve healthy sleep

Randomised placebo-controlled trial

Outcomes comparable to face to face therapy

“About as effective as CBT delivered in person”

nature

“A proven intervention for sleep disorders”

THE LANCET

We’d encourage all of you to discover your Sleep Score…

Visit

www.sleepio.com/oxford

to complete the short sleep test and start improving your sleep today
Sleepio at Oxford University
Since launching Sleepio at Oxford University in June…

Over 1,600 employees have discovered their Sleep Score.

The average Sleep Score to date has been 4.5 out of 10.

Source: Oxford University employees using the Sleepio programme
Of these, 293 have started Sleepio’s full CBT programme and are now…

…sleeping

3.8 hrs longer each week

5.8 hrs ➔ 6.3 hrs

Each night

Note: n=293, Oxford University employees using the CBT program
And they are feeling less stressed, and more productive

<table>
<thead>
<tr>
<th>Stress</th>
<th>Absenteeism</th>
<th>Presenteeism</th>
</tr>
</thead>
<tbody>
<tr>
<td>-56%</td>
<td>-29%</td>
<td>-30%</td>
</tr>
<tr>
<td>Reduction in number of</td>
<td>Reduction in number of employees</td>
<td>Reduction in number of employees</td>
</tr>
<tr>
<td>employees often feeling</td>
<td>missing time at work</td>
<td>stating poor sleep has an impact</td>
</tr>
<tr>
<td>stressed</td>
<td></td>
<td>&gt;20% of the time</td>
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</tbody>
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Note: n=64, Oxford University employees using the CBT program and completing the follow-up survey
Why not see how your Sleep Score compares?
You’ll also get personalised help to improve it

www.sleepio.com/oxford