

brain in hand

Systems Data & Outcomes: How Brain in Hand Works Over Time

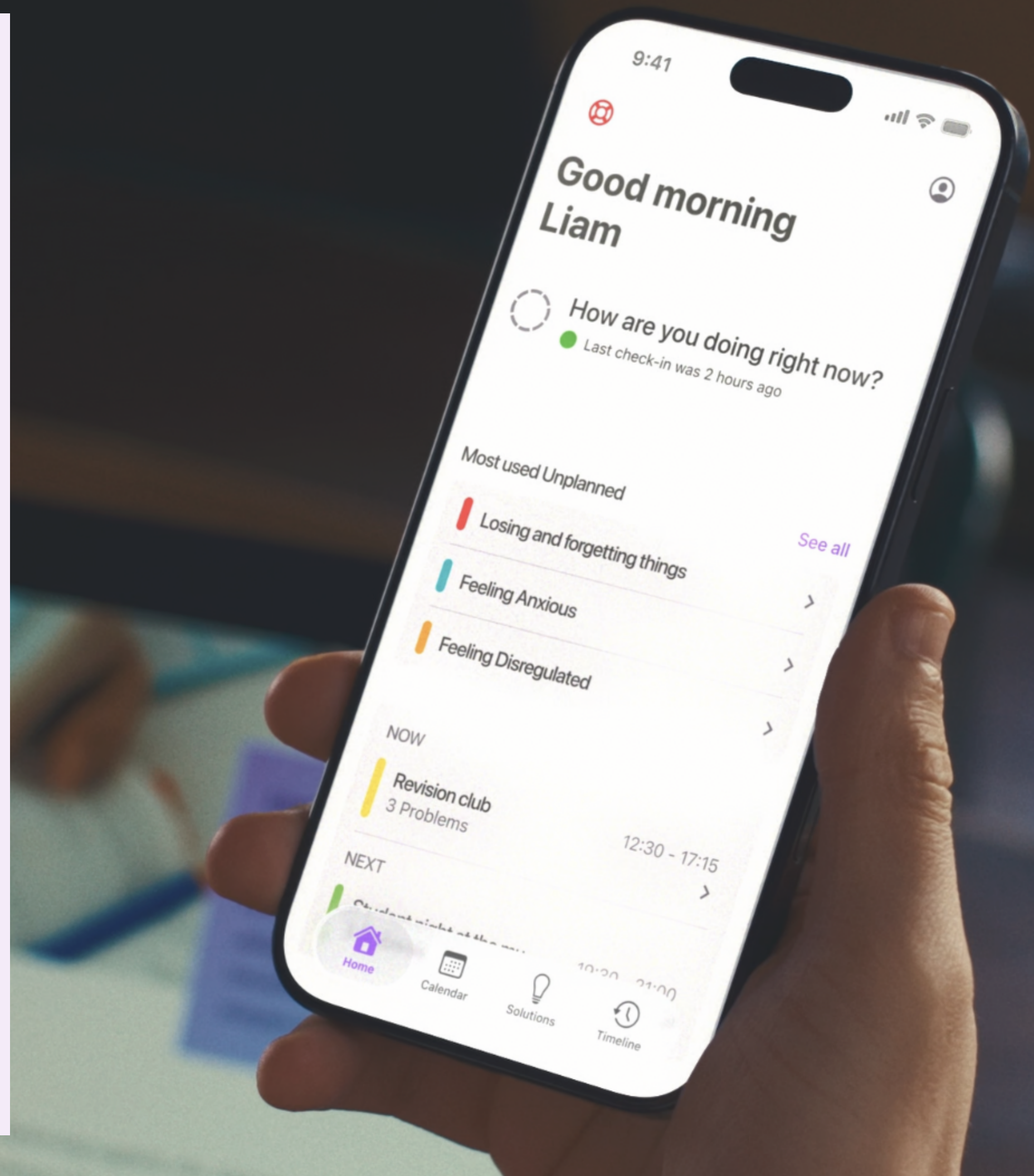
This report draws on Brain in Hand's system-level engagement data - check-ins, coaching sessions, solution pack access, and on-demand support - linked to user survey responses. For a group of 215 workplace and community users, it explores the different ways users engage with BiH, and the implications for these varying engagement patterns for experienced outcomes.

Findings are illustrated using a worked example: a subgroup of 50 users who activated their licence during 2025, drawn from real survey and system data, at a scale closer to what an individual organisation's own workforce might look like.

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Executive Summary

Brain in Hand is not used in one way. Across the users in this evaluation, people draw on the platform's different elements - regular check-ins, coaching, solution packs, and on-demand human support - in genuinely different combinations, depending on their needs, their confidence, and where they are in their journey. That diversity is not noise in the data; it is a feature of how the service is designed to work.

Linking system engagement data to what users report about their own outcomes reveals a consistent shape to how benefit builds. Users notice feeling supported first, wellbeing follows on a similar timescale, and achieving more - the most concrete, work-facing outcome - takes noticeably longer to emerge. This suggests that shorter evaluation windows are structurally more likely to capture the earlier, more immediate benefits of Brain in Hand and to miss the fuller, slower-to-emerge ones.

What drives this deepening benefit is time and regularity of use, not sheer volume. People who have used Brain in Hand for longer - particularly beyond twelve months - report substantially stronger outcomes than those in their first year, regardless of how intensively they use the app week to week. Separately, those who engage more consistently report stronger outcomes specifically on the more immediate measures of feeling supported and wellbeing. Together, these findings point to sustained, regular engagement - not heavy usage in a short window - as what predicts real benefit.

Beneath these outcome patterns, the system data shows Brain in Hand's different components working together as intended. Coaching sessions are consistently followed by a rise in independent solution-pack use, and on-demand support is used reactively, at genuine moments of difficulty, rather than as a default first response. A set of four anonymised individual journeys, and a worked example using an illustrative group of 50 users, show what this looks like in practice, at a scale tangible to an employer when considering their own workforce.

Six things the data shows



Brain in Hand is used differently by different people: some lean on coaching, some are self-directed, some reach for on-demand support only at moments of real difficulty. This diversity is a feature of how the service works.



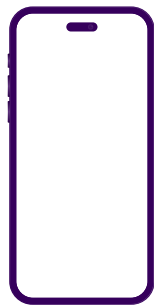
Brain in Hand's builds long-term, sustainable value for users and employers. Benefit unfolds in a consistent order - users notice feeling supported first, wellbeing follows a similar timeframe, and achieving more - the most tangible, work-facing outcome - takes over 6 months to emerge for many.



Because that most concrete benefit is also the slowest to appear, **evaluation windows of six months or less are likely to understate the real return of sustained use** - a methodological finding as much as an outcome.



Impact deepens with how long someone has used Brain in Hand, not with how heavily they use it in any given period. People beyond their first year report substantially stronger outcomes than those in their first, while the heaviest users show no advantage over lighter ones.



Consistent engagement is linked to stronger outcomes specifically on the more immediate measures of feeling supported and wellbeing. Getting users to return to the app every week during the first 2 months is the key to building this consistency, and unlocking these benefits.



The three parts of the service function as one connected system: coaching prompts independent use of self-management tools, and on-demand support is drawn on reactively, at genuine moments of difficulty.



This report draws on Brain in Hand’s system-level engagement data - check-ins, coaching sessions, solution-pack access, and on-demand contact - linked to user survey responses, for users, giving a picture of the platform in workplace and community contexts specifically.

The data at a glance

215* workplace and community users in the main analytical sample (survey linked to engagement data)	Oct 2025 – Mar 2026 data period	50 illustrative subgroup, at the scale of a single organisation’s workforce and reflecting the usage of the wider group	3 tenure bands 3–6, 6–12, and 12+ months since first use
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** Sample sizes vary by analysis, due to differing survey-question completion rates and availability of specific system-data types; each is reported throughout.*

Why tenure?

Because everyone has used Brain in Hand for at least three months by the time they are surveyed, a simple before-and-after comparison isn’t possible within this dataset. Tenure - how long someone had been using Brain in Hand when they were surveyed - serves as the lens on change over time instead, corroborated by users’ own reports of when they first noticed a positive difference.

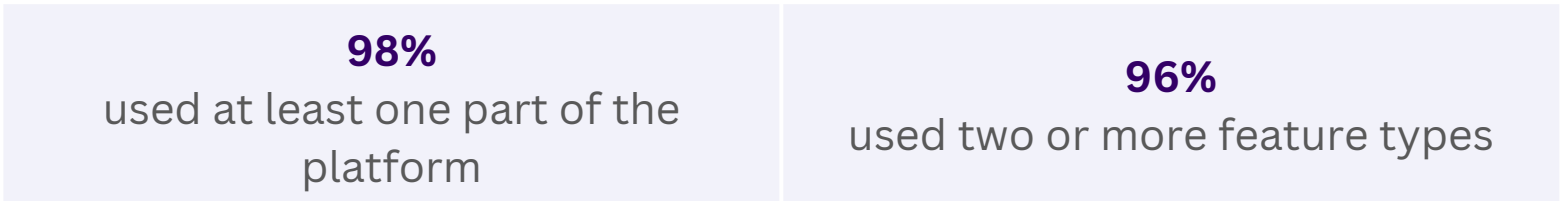
Limitations

- Findings are associations drawn from cross-sectional data, not a causal record of individuals tracked over time.
- Users who don't experience benefit may be less likely to remain on the service long enough to appear in the longer-tenure groups, which could inflate the apparent benefit of tenure to some degree.
- Similarly, analyses of early engagement include only people who remained with the service long enough to be observed for six months and who completed a survey. They therefore describe what distinguishes regular users among those who stayed - they cannot tell us whether a stronger start makes people less likely to stop using Brain in Hand altogether.
- The check-in scoring scale changed from three points to five partway through the data period; a consistent mapping between the two was applied, but this involves some loss of precision.
- Findings describe users who chose to complete a survey - people who disengaged early, or who felt less positively about the service, are less likely to be represented.

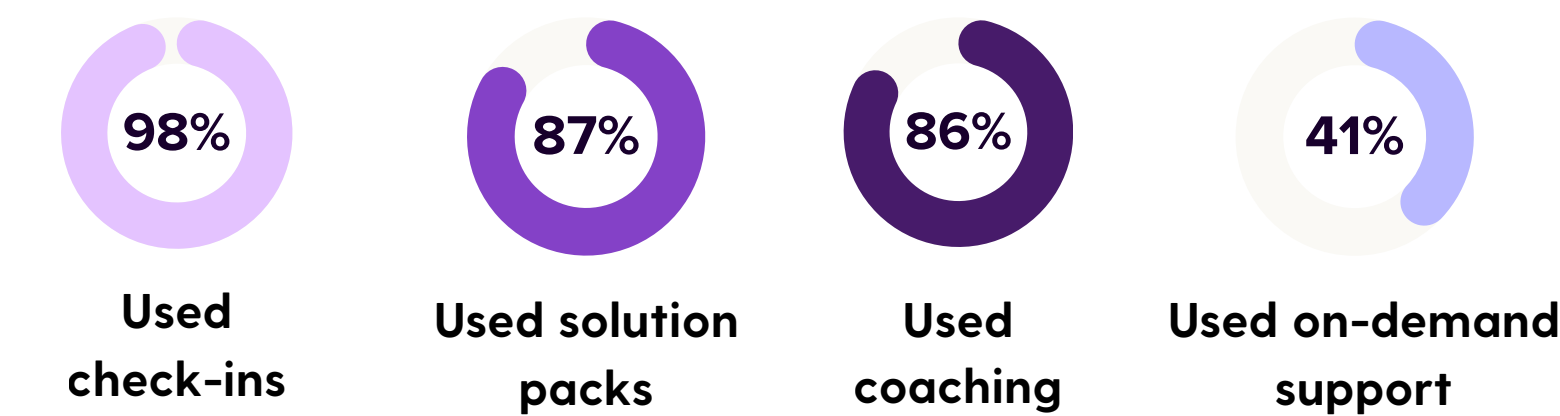
How people use Brain in Hand

Brain in Hand is not a single tool - it is a set of interrelated features that people draw on differently depending on their needs, their confidence, and where they are in their journey. Some engage regularly with coaching from the outset. Others begin by logging their daily check-in. Some access solution packs at critical moments; others return to them as a steady background resource. On-demand support sits alongside all of this - available when things feel urgent.

Almost everyone got started - but how people use it varies



Within that, the mix of features people use varies substantially. Check-ins are the daily green / amber / red signal users log themselves; solution packs are one of the app's core self-management strategies; on-demand support is in-the-moment contact with a human supporter.



On-demand support: used at moments of need by a small number

Most of the group (59%) didn't use on-demand support at all, while a small group - around 8% - used it six or more times. This reflects how this element of the service is drawn on by a minority, at points of particular need, rather than routinely.

How much people used Brain in Hand

Check-ins per user per month	Median 8 (average 25)
Coaching sessions per user across licence period (of those coached)	Median 6 (average 6)
Check-ins with a tag attached	40% (24,800 / 62,557)
Overall engagement intensity	High 32% · Medium 41% · Low 27%
Overall engagement consistency	High 38% · Medium 30% · Low 32%

Intensity is how heavily someone used Brain in Hand per month; consistency is how regularly they used it, week to week. Intensity and consistency groupings are derived from the distribution of engagement across the sample. Data from each users' full licence period.

Engagement is not uniform - and that is a finding in itself. Brain in Hand is used as a routine check-in tool by some, an on-demand resource by others, and a coached support programme by others still. Understanding this range is the foundation for the sections that follow: whether and how different patterns of engagement are associated with different outcomes.



Engagement in context

When considering *all* Brain in Hand users from workplace and community contexts, and not just those who had also provided outcome data within Brain in Hand's user survey, engagement across a similar time period is lower: 80% used check-ins, 67% solution packs, 63% coaching, and 23% the on-demand service. This suggests that the user survey sample who make up this report are more engaged than average. This should be considered when interpreting the findings in this report.



1: Support, then wellbeing, then achieving more

Brain in Hand is built on a simple premise: that having the right support, at the right moment, makes a material difference to how people feel and what they can do. Testing that premise against the data reveals something important about how benefit actually unfolds - not all at once, but in a consistent sequence.

Most users notice a change - and notice it in a particular order

Among all users who gave a usable survey response, most reported noticing a positive change: 88% for feeling supported, 84% for wellbeing, and 75% for achieving more. Those with longer Brain in Hand access were more likely to report impact across areas (Fig. 1).

Among those who did notice a change, the speed of noticing differed by outcome. Feeling supported was noticed fastest - around 43% of users noticed it within two months, and 63% within three. Wellbeing followed a similar path (33% within two months, 58% within three). Achieving more was noticed far more gradually - just 27% within two months and 48% within three - and had a markedly longer tail, with one in five users (20%) not noticing it until beyond six months (Fig. 2).

“*[I struggle with] self care and self regulation. I feel I have better coping mechanisms and a clearer sense of the problem - it is something I am working on but I am getting better. I started seeing changes immediately but I see changes each time. (6-12 months of use; moderate engagement consistency)*”

Fig. 1: Users reporting a positive change, by tenure
% who reported a positive change

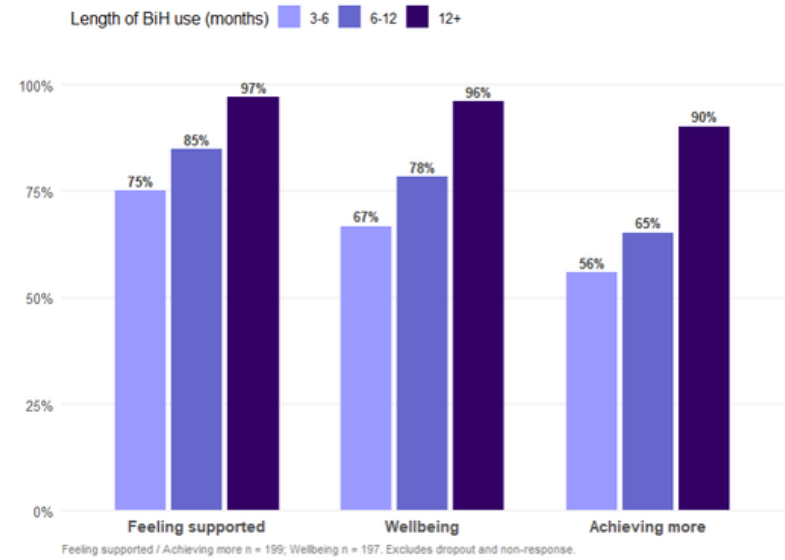
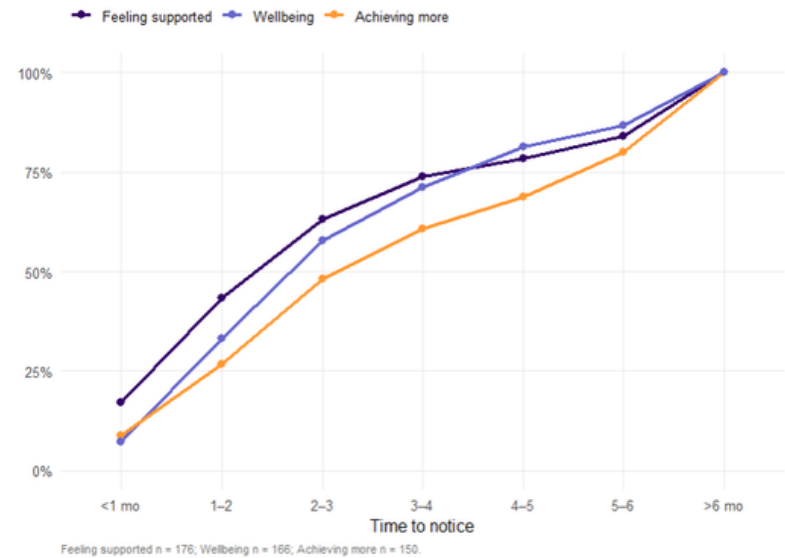


Fig. 2: How quickly users noticed a positive change
Cumulative % who noticed a change - among those who noticed one



1: Support, then wellbeing, then achieving more

Why this sequence makes sense

This ordering is coherent, and it maps onto Brain in Hand's theory of change. Feeling supported and improved wellbeing represent relatively immediate effects of using the service, whereas achieving more reflects the application of those changes into tangible differences in what a person is able to do - an outcome one would expect to follow, rather than accompany, the initial shifts. Support comes first; a stronger sense of wellbeing follows; and only once those foundations are in place does the more concrete, work-facing benefit of achieving more start to show.

The implication: shorter evaluation windows can understate the real benefit

This has a direct and practical implication for how Brain in Hand's impact is measured. If a fifth of users have not yet noticed the achieving more benefit even after six months, then any study - including Brain in Hand's own six-month research evaluations - is structurally more likely to capture the earlier, more immediate outcomes of feeling supported and wellbeing, and to miss or understate the fuller, more concrete benefit that continues to build afterwards. This is not a flaw in those evaluations; it is a feature of how benefit genuinely accrues over time, and it strengthens the case for longer-term follow-up wherever it is possible.



Section takeaway

Impact from Brain in Hand builds through a sequence - support, then wellbeing, then achieving more - and understanding that sequence matters as much as knowing that impact occurs at all. It shapes what a six-month evaluation can reasonably be expected to show, and it points toward achieving more as a benefit worth tracking well beyond the typical evaluation window. **It also emphasises Brain in Hand's capacity to build long-term, sustainable value for users and employers, rather than operating as a short-term support tool.**

2: Impact deepens with time, not volume

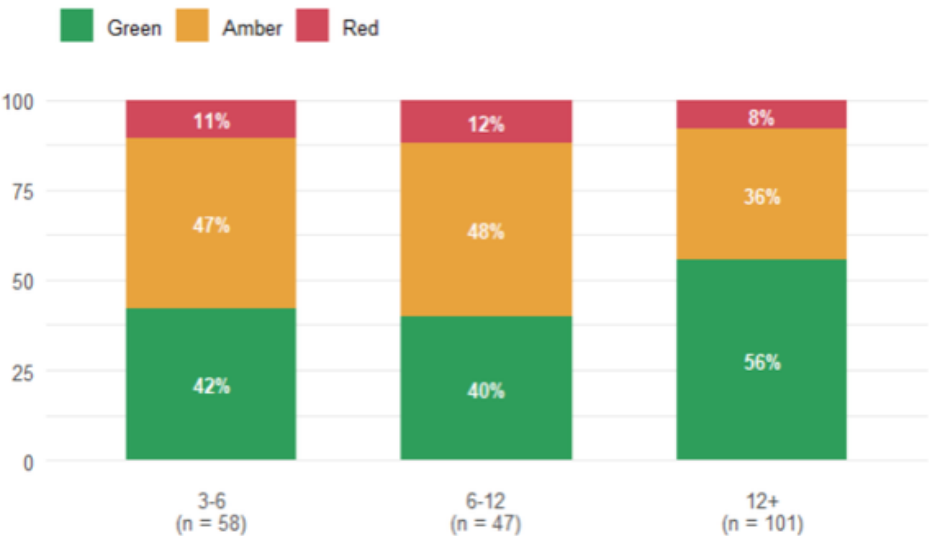
Because all users in the surveyed group have been using Brain in Hand for at least three months by the time they respond, a simple before-and-after comparison isn't possible. Instead, tenure - how long someone has been using the service - is used as the way of getting at change over time, corroborated by users' own reports of when they first noticed a positive difference.

Daily check-ins become more positive with longer use

For each user, the proportion of their check-ins falling into each state was calculated, and these per-user proportions were averaged within each tenure band. Users in their first year (3-6 or 6-12 months) show a broadly similar profile, with a little over 40% of check-ins Green on average and around 11% Red. Users with 12+ months of use show a noticeably more positive profile: on average 56% of check-ins were Green and 8% Red (Fig. 3). The pattern is less a steady month-on-month gradient than a step up among the longest-tenure users.

Fig. 3: Check-in states by length of Brain in Hand use

Average share (%) of a user's check-ins in each state, by tenure band (months)

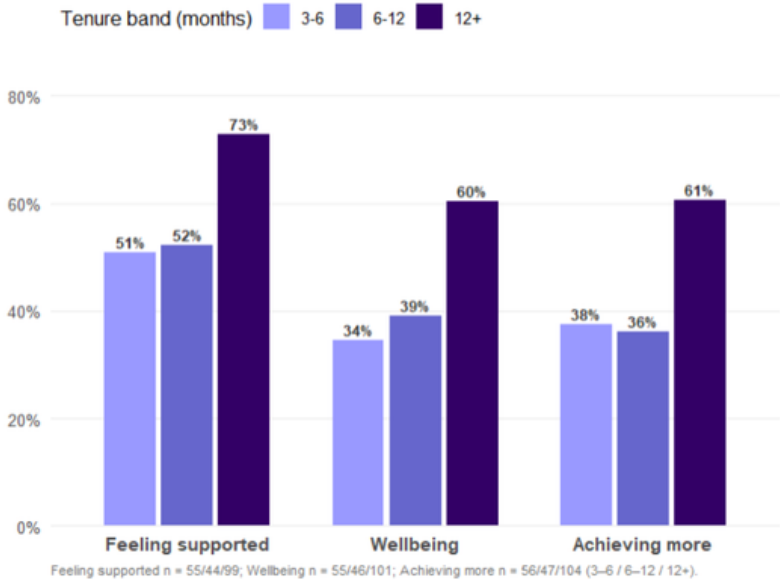


Self-reported outcomes follow the same pattern

For each outcome, around half reported strong impact (selecting the top two response categories). As with impact more broadly, strong impact rose markedly with >12 months of use across all three outcomes: 73% felt strongly supported at 12+ months, compared with 51% at 3-6 months, and strong impact on achieving more reached 61% at 12+ months, compared with 38% at 3-6 months (Fig. 4).

Fig. 4: Strong impact by length of Brain in Hand use

% reporting strong impact on each outcome, by tenure band



2: Impact deepens with time, not volume

Heavier use, on its own, does not predict better outcomes

In contrast to tenure, how heavily users engaged across features - captured by a composite intensity measure - showed no clear association with outcomes. Strong impact did not rise consistently from low to high intensity; on several outcomes the medium-intensity group reported the highest impact, and the heaviest users did not stand out. This held under a simpler measure of breadth of feature use as a check, so it is not an artefact of how intensity was defined.



Section takeaway

What predicts stronger outcomes is time - how long someone has been supported by Brain in Hand - not the sheer volume of activity within that time. This has a practical implication for how the value of the service is understood: the case for Brain in Hand rests on sustaining some engagement over the length of a licence, not on driving up usage intensity within any single period.

“

“I feel I am making progress, I'm at a point where it is easier to manage stress... I like the check-ins with my coach, it's good to talk about how far I've come, and I use the app regularly to check-in with myself. I think it took a few months to see the changes.” (12+ months of use; highly consistent user)

3: Consistency matters for the here-and-now outcomes

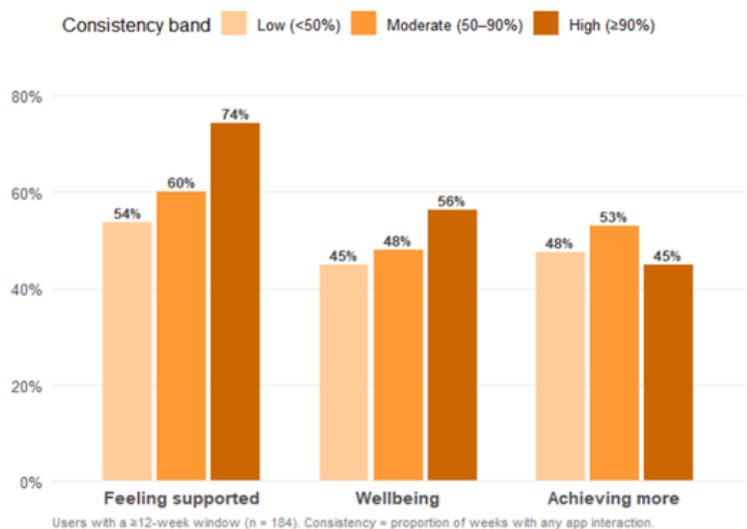
A different picture emerges when engagement is looked at through the lens of consistency - how regularly someone engages with the app week to week, rather than how much they use it overall. Consistency was measured as the proportion of weeks a user reported meaningful activity in the app, from the start of their current licence to the time of survey completion.

Consistent engagement is linked to stronger immediate outcomes

Users who engaged more consistently were more likely to report strong impact on feeling supported - from 54% in the least consistent group to 74% in the most consistent - and, more modestly, on wellbeing (45% to 56%). This gradient held even within the group of people with 12+ months' tenure, suggesting consistency is associated with these outcomes independently of length of use.

Fig. 5: Strong impact by engagement consistency

% reporting strong impact on each outcome, by weekly engagement consistency



But this relationship doesn't extend to the longest term outcome

For achieving more, consistency showed no positive association. Regular app engagement therefore appears linked to the more immediate outcomes of feeling supported and wellbeing, but not to the longest term outcome of achieving more, which tracks with length of Brain in Hand use.



Section takeaway

Three lenses on the same data point to a consistent conclusion: length of use shows the clearest and most universal association with strong impact across all outcomes; consistency of weekly engagement adds a further, independent association with the more immediate outcomes of feeling supported and wellbeing; and sheer intensity of use shows no clear association at all. For employers, this points toward a simple, practical message: what matters is that people keep coming back, regularly, over the length of their licence.

4: Consistency leads to consistency, which unlocks later outcomes

The previous section showed that regular, week-to-week engagement is linked to stronger outcomes. That raises a practical question: what determines who becomes a regular user in the first place? To look at this, we took only users in their first year with Brain in Hand - so that their opening weeks genuinely were their first experience of the service - and compared how they engaged in their first eight weeks with how consistently they were still using it in months four to six. This covers 110 people with at least six months of activity recorded.

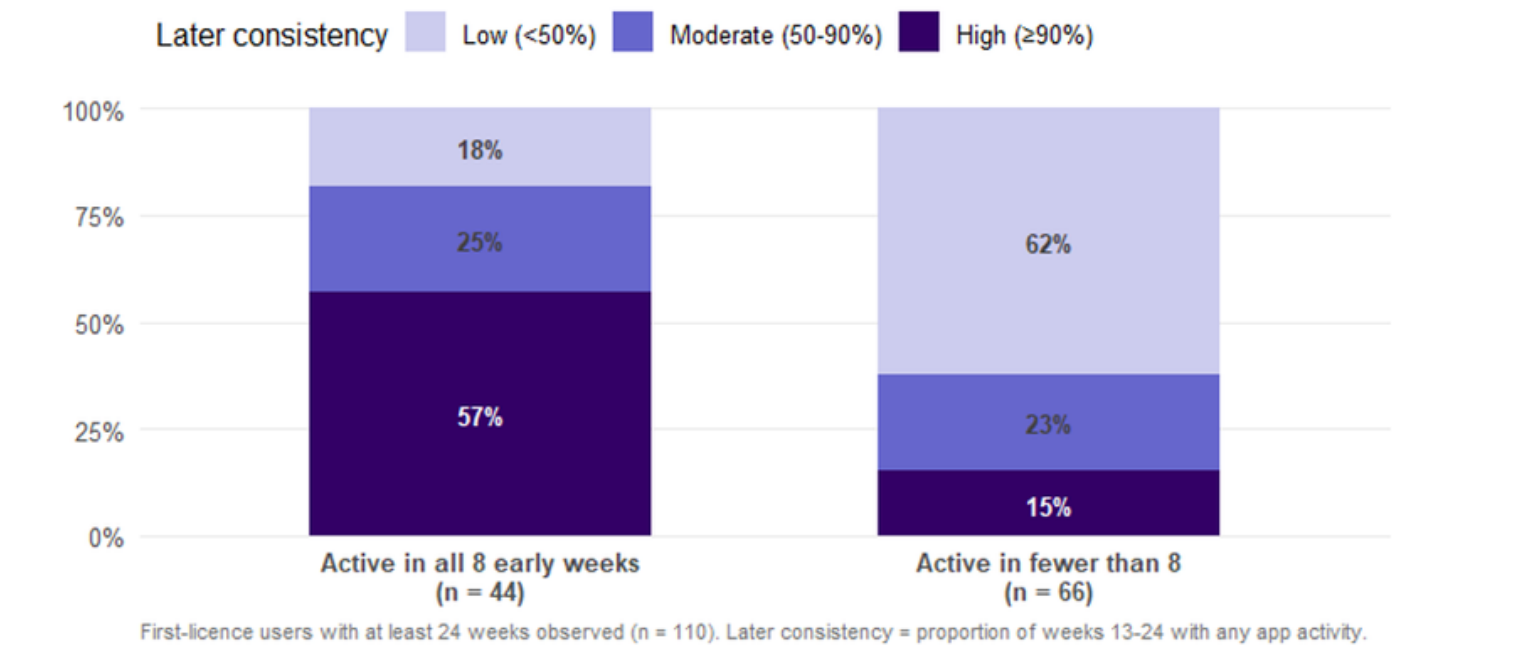
An unbroken start distinguishes later regular users

3.8x

more likely to become a regular long-term user if the first eight weeks are unbroken

An unbroken first eight weeks made a big difference: 57% of those users were still using the app almost every week months later, versus just 15% of those who missed a week early on (Fig. 6).

Fig. 6: Early engagement and later regular use
How consistently people used Brain in Hand in months 4-6, by their consistency in the first 8 weeks



The more early weeks people stayed active, the more engaged they were later - but the real jump to highly regular use (the kind linked to better wellbeing and feeling supported) came mainly from completing all eight. The pattern shows up early too: 52% of users active in all of their first four weeks went on to become regular long-term users, versus just 14% of those who missed one or more.



Check-ins carry the routine building

Early check-in use is by some margin the strongest early indicator of later regular engagement. Early solution-pack use shows a moderate relationship. Coaching reaches almost everyone early - nearly 9 in 10 users within eight weeks - so it is not what separates the groups. On-demand support is drawn on at moments of particular difficulty, rather than a predictor of weekly routine.

What this means alongside the outcome findings

Early engagement’s relationship to reported outcomes follows the same shape as overall consistency’s: clearest for feeling supported, where 66% of those with an unbroken early run reported strong impact against 43% of others. Given the numbers involved, and the fact that individuals with unbroken early runs are also disproportionately the sustained users, this is best read as consistent with a pathway - from an uninterrupted start, through regular use, to benefit that deepens over time - rather than as evidence that the first eight weeks deliver outcomes directly. This analysis cannot settle the extent to which an unbroken start builds the habit or reveals the users who were always likely to use Brain in Hand regularly. **Either way, the first two months are where the pattern becomes visible, which makes them integral to experienced outcomes.**



Section takeaway

Previous sections demonstrated that the benefit of Brain in Hand accrues to users who keep using it regularly over time. This section shows that one clear early signal of who those people will be is an uninterrupted first two months, with the daily check-in as the element that carries the routine. That makes the opening weeks the natural focus for anything intended to help users get established and begin building value.

5: A system that works as designed

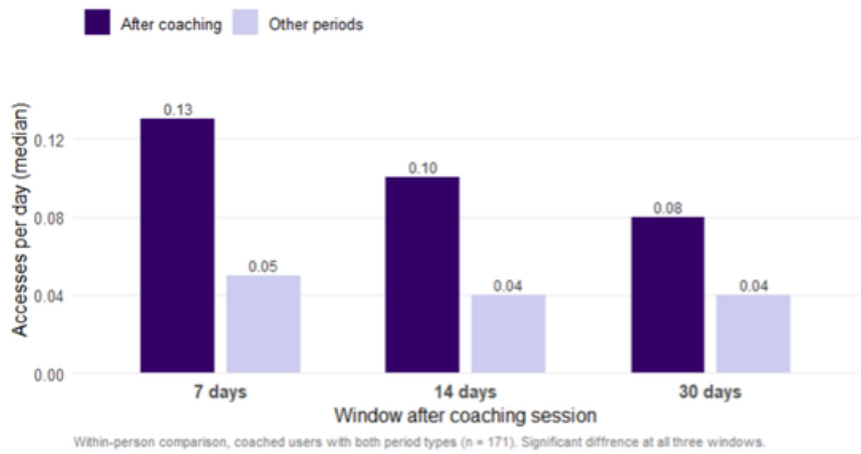
Beneath the outcome patterns described, the system data shows Brain in Hand's different components functioning together as intended - each contributing something distinct but embedded within the support system as a whole, at the moments it is best placed to help.

Coaching prompts independent self-management

Comparing each coached user's rate of solution-pack access in the days following a coaching session against their rate in other periods - so that each person acts as their own comparison - solution-pack access was consistently higher straight after a coaching session: around 0.1 accesses per day in the fortnight following a session, compared with 0.04 in other periods (fig. 7). This is consistent with coaching prompting people to draw on the app's self-management tools independently.

Fig. 7: Solution pack use rises in the days after coaching

Median solution pack accesses per day, after a coaching session vs other periods

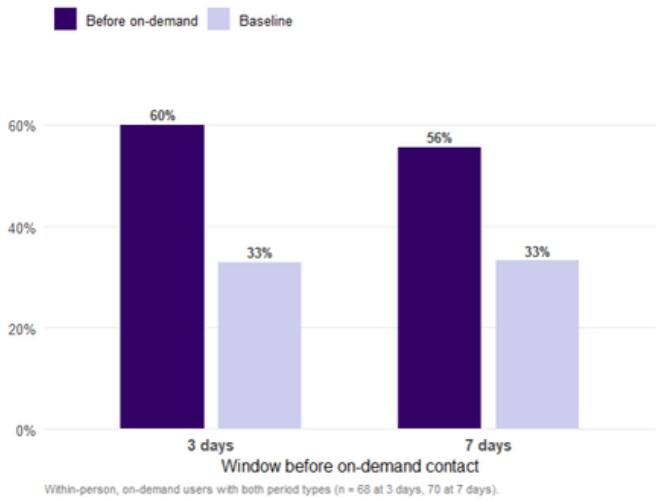


On-demand support is used reactively, at genuinely difficult moments

Looking only at users who used on-demand support, their check-ins in the days leading up to a contact were markedly more negative than usual: in the three days before an on-demand contact, a median of 60% of check-ins were Amber or Red, compared with 33% across other periods (Fig. 8). Acute (Red) check-ins roughly tripled in the lead-up. People tend to reach for human support at the points when they are having a genuinely harder time - the behaviour this feature is designed to enable.

Fig. 8: On-demand support is used reactively

Median % of check-ins that were amber/red in the days before an on-demand contact vs baseline



Most difficult periods are met with self-management, not escalation

Across all users who had an identifiable challenging week — a week in which the majority of check-ins were Amber or Red, among those with a sufficient amount of overall check-in activity — around 15% of those weeks involved on-demand support, in that week or the week after. This is not a gap in support: in 95% of challenging weeks users were actively engaging with the app beyond simply logging check-ins, and in around half (53%) they used solution packs specifically. Only around 5% of challenging weeks passed with no further response at all (Fig. 9).

Looking at per person rather than per week, most users draw on each route at some point: 99% engaged with the app beyond check-ins in at least one challenging week, 75% used solution packs, and 36% escalated to on-demand support. Only 1% never responded in any challenging week.

As Fig. 10 shows, solution pack use also rises for individuals when they are in challenging weeks.

Fig. 9: How users respond to a challenging week

Of users with a measured challenging week, % who used each route that week or the week after

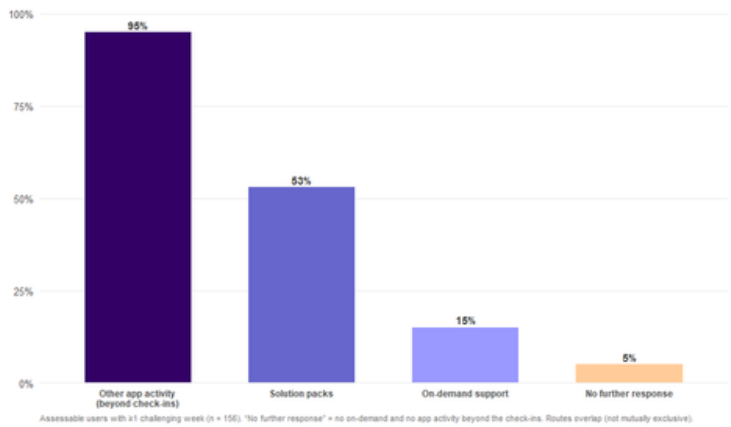
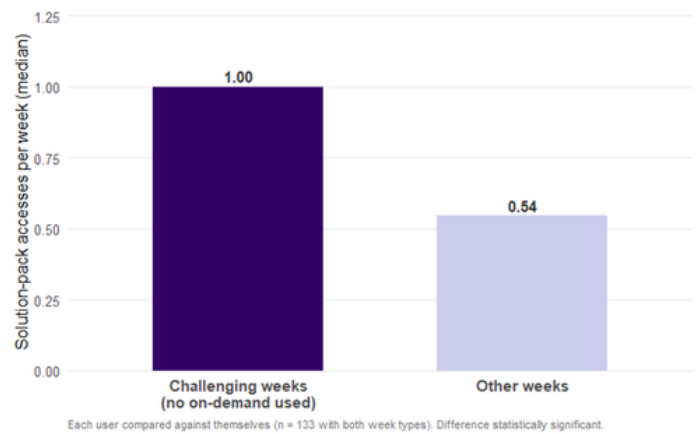


Fig. 10: Solution pack use rises when users are struggling

Median solution pack accesses per week; within person comparison



Section takeaway

The behavioural data shows a coherent, tiered system working as designed. Coaching is followed by a marked rise in self-directed solution-pack use. When users hit a harder patch, they draw first and most broadly on the app's self-management tools, with a smaller group escalating to human on-demand support — itself used reactively, at the points of greatest difficulty. Very few difficult periods pass with no active response at all.



Illustrative journeys

Aggregates and averages are necessary for understanding patterns across a population. But they can flatten what is most important about individual experience - the texture of a journey, the moments where things shifted, and the particular combination of support that made a difference for this person, at this point in their life.

The four journeys that follow are drawn from a larger evaluation of how people use Brain in Hand. Each is a single, real, anonymised Brain in Hand user, described using their own app and coaching activity alongside what they told us in a survey. Names are pseudonyms, and quotations are the person's own words with identifying detail removed. People were chosen to reflect a range of experiences - different lengths of time with Brain in Hand, and different ways of using the support - not because they are unusually positive. Where someone was early in their journey, or where progress was partial, we have said so.



A note on the numbers

For people on a second or later licence, system records show their current licence period to the point of survey completion only, so the timeline shown may be shorter than their full time with Brain in Hand. "Traffic-light" check-ins are the person's own daily signal - green for an okay day, amber or red for a harder one. Usage here does not reflect the full set of BiH tools available - participants may have engaged in other ways.

Sandy: "Working with my brain instead of fighting it"

AuDHD · three to six months with Brain in Hand

When Sandy came to Brain in Hand, they were having a sustained challenging time. Across their first ten weeks they checked in with the app intensively - often several times a day - and the large majority of those check-ins were amber or red. This was not occasional use; it was someone reaching for support repeatedly through a genuinely tough period.



Sandy’s journey: picking the right tool in the right moment

Sandy did not rely on any single kind of support. Coaching ran throughout - eight sessions across the period, roughly one a fortnight. After every one of those sessions, Sandy went on to use the app's solution packs within the next two weeks. As Fig. 11 shows, in the hardest moments, Sandy escalated, contacting on-demand support on eight occasions, often preceded by check-ins that were overwhelmingly amber and red. This is on-demand support working as intended: reached for when a difficult stretch peaked, not as a default.

Fig. 11: Sandy’s BiH usage over time

Each bar is one week; bar height shows how often they checked in; colour shows how the days felt



Evolving tool use, building impact

Sandy’s engagement journey also points to a shift from more regular check-ins towards greater utilisation of solution packs. This aligns with Brain in Hand’s theory of change - users build self awareness and understanding of their own patterns, to confidently implement strategies for positive growth. Sandy reflected on this evolving and interrelated use of different Brain in Hand features in their own words.

"The coaching sessions are amazing and the app helps me remember the strategies."

Crucially, in the survey, Sandy reported feeling very supported and moderate improvements in their wellbeing, registering over two to three months. They also reported feeling that they were achieving more within a month, alongside significant progress toward their main personal goal of increasing independence day to day. What the data describes is not a problem resolved, but a person better equipped: a coach encouraging engagement and deepening impact, strategies applied themselves, and a safety net for the hardest moments.

Metric	Outcome
Feeling supported	Very supported (noticed in 2–3 months)
Wellbeing	Moderate improvement (2–3 months)
Achieving more	Yes (noticed in under a month)
How they used BiH	8 coaching sessions; regular, evolving app use; on-demand at peak moments
Satisfaction	Very satisfied with coaching; satisfied with on-demand

Ultimately, after using Brain in Hand for five months, Sandy had built more self-understanding, and felt better equipped to deal with day to day challenges.

"It helped me listen to myself more, which meant instead of fighting my brain I worked with it."

Maya: Asking for help, and building independence

AuDHD · A year with Brain in Hand

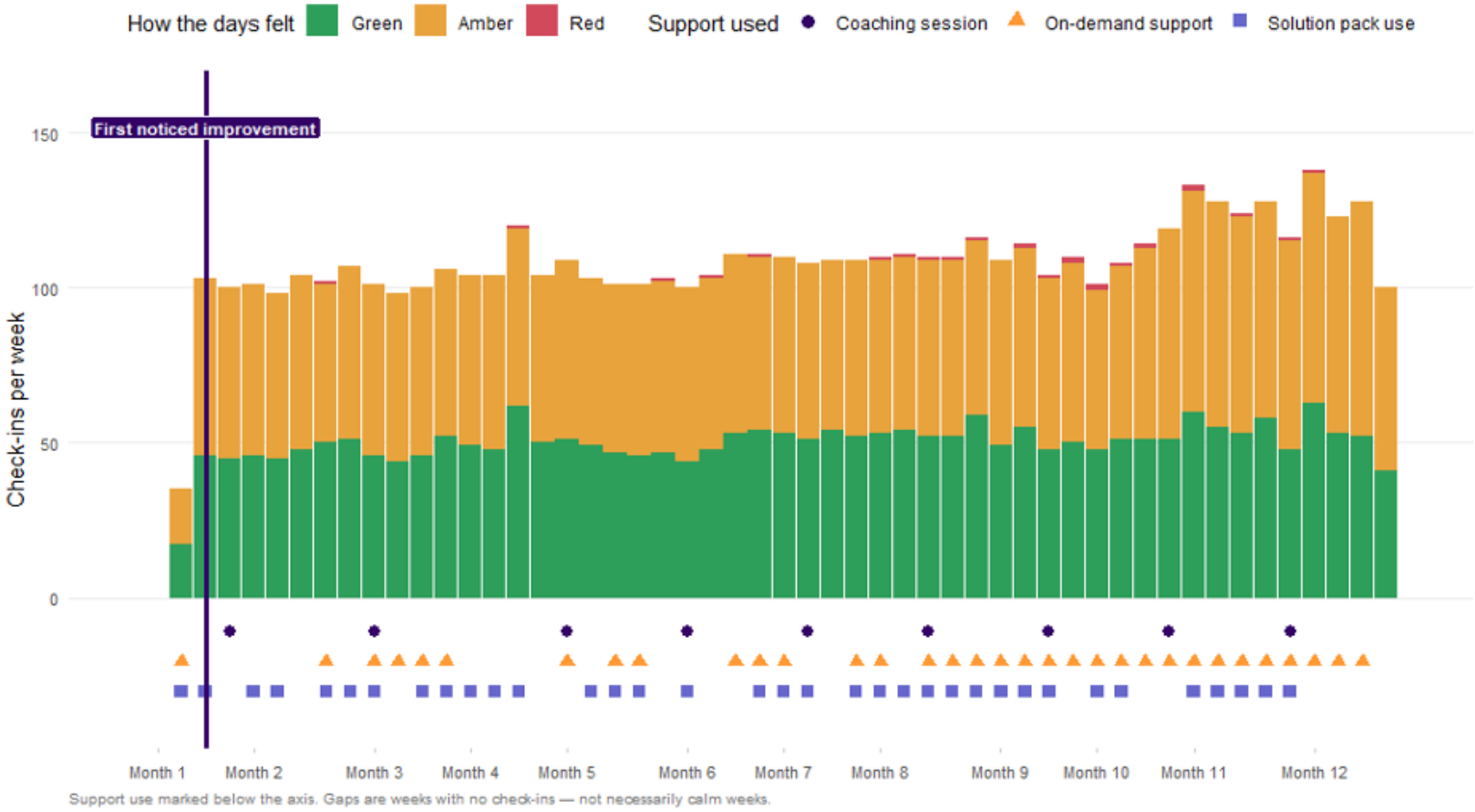
Maya was one of the most intensive users in the participant group, and their pattern is not typical of most Brain in Hand users. Across the period shown they checked in every single week, often many times a day, with roughly half amber or red throughout. They also engaged regularly and consistently with coaching, solution packs, and the on-demand service. Their engagement did not taper; it stayed high and steady, reflecting an ongoing rather than a passing period of difficulty (Fig. 12).



Maya’s extensive engagement journey

Fig. 12: Maya’s BiH usage over time

Each bar is one week; bar height shows how often they checked in; colour shows how the days felt



Progress despite ongoing challenges

When Maya began with Brain in Hand, they wanted support with their mental health, as well as building the confidence to ask for support when needed.

“[My goal was] to be more independent and to ask for help for anxiety issues.”

With regular and diverse use of BiH over a long period of time, at the time of survey, they reported real progress toward this goal.

“I have managed to ask for help over the past couple of months... since I have been struggling on and off, and I reached out more for reassurance thanks to the support plus traffic-lights tab. However, I am still progressing this goal to get better and [more] independent, but there has been an improvement on it.”

Impact where it matters

Crucially, after accessing Brain in Hand for over a year, Maya reported feeling completely supported and a substantial improvement in their wellbeing - noticed from early on. Achieving more was marked as "somewhat" and still in progress - an outcome profile that matches their own account of real but ongoing progress.

Metric	Outcome
Feeling supported	Completely supported (under a month)
Wellbeing	Substantial improvement (1–2 months)
Achieving more	Somewhat - in progress (longer horizon)
How they used BiH	9 coaching sessions; consistent and intense app use; 49 on-demand contacts
Satisfaction	Very satisfied overall, with coaching and the app

Theo: self-directed use, and a calmer few months

ADHD · three to six months with Brain in Hand

Theo used Brain in Hand differently from most people in this participant set - entirely on their own terms, through check-ins in the app, without coaching sessions, on-demand contacts, or solution packs. When starting with Brain in Hand, their central goal was to recognise and understand patterns in their mood.

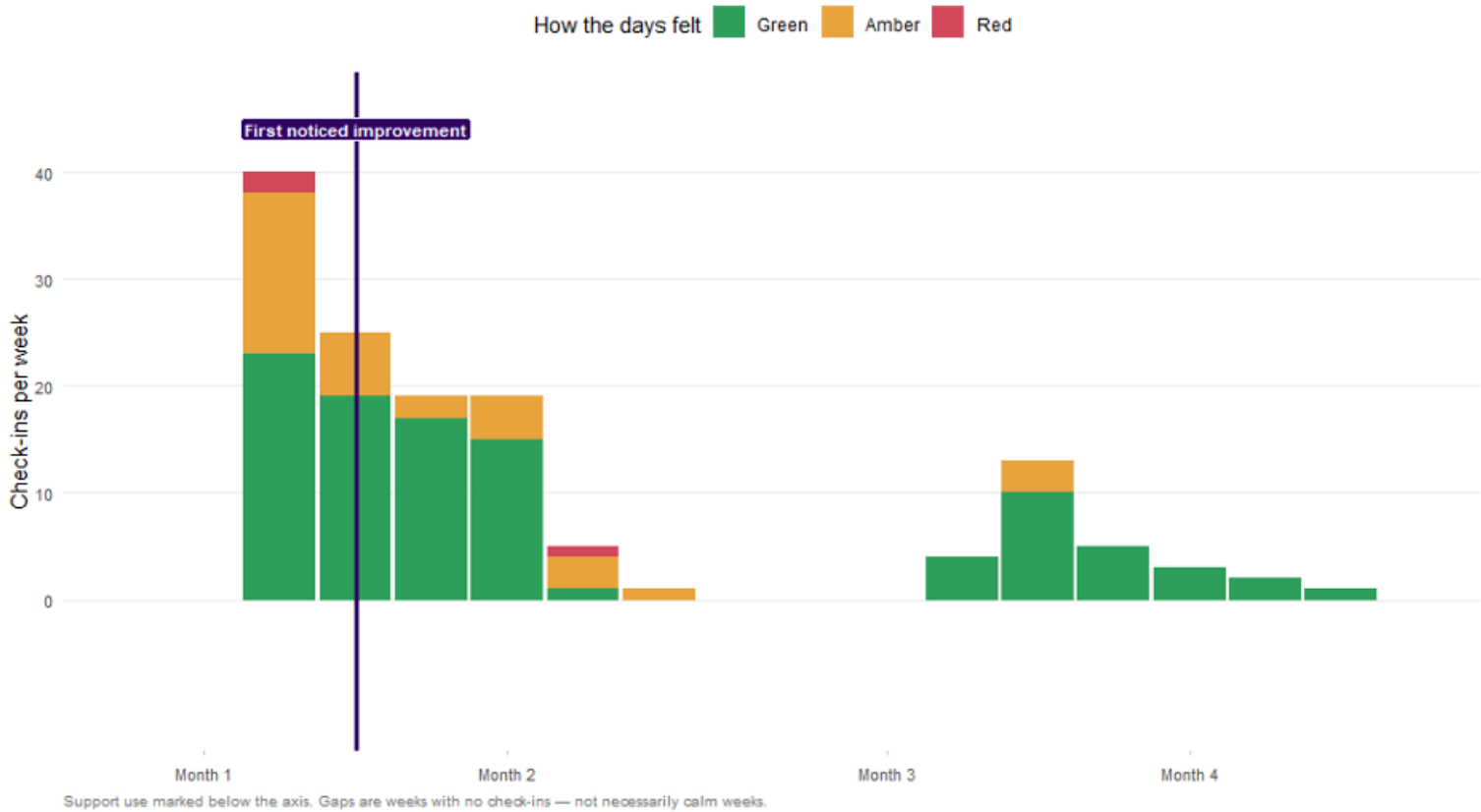
“[My goal was] to see a pattern in my low/high moods.”



Theo’s self-guided journey

Fig. 13: Theo’s BiH usage over time

Each bar is one week; bar height shows how often they checked in; colour shows how the days felt



Linear progress by engaging on their own terms

The check-in record in Fig. 13 tells a genuinely encouraging story. In their earlier weeks, many of Theo's check-ins were amber or red. By the later weeks, check-ins were less frequent, but almost exclusively green - one of the clearest easing trajectories in the set, achieved through self-directed use alone.

Despite not engaging with the other components of Brain in Hand, Theo noted in the survey feeling reassured that the on-demand service was there, should they feel the need to escalate support.

Broad and deep impact, achieved quickly

Importantly, Theo’s usage pattern worked for them and led to positive outcomes. They reported feeling very supported and a significant improvement in their wellbeing when they completed the survey after 4 months of usage – reporting noticing change in both within about a month. They also reported feeling they were achieving more since using the app. Theirs is a useful counterpoint to the more support-intensive journeys here: for some people, the value of Brain in Hand is a structure they can use largely independently to make sense of their own patterns.

Metric	Outcome
Feeling supported	Very supported (under a month)
Wellbeing	Significant improvement (under a month)
Achieving more	Yes (under a month)
How they used BiH	Self-directed check-in use; no coaching, on-demand, or solution packs in this period
Satisfaction	Satisfied overall and with the app

Ellis: regaining control to manage work stress

AuDHD · six to twelve months with Brain in Hand

Ellis came to Brain in Hand wanting to feel more in control of a fast, busy mind, much of it tied to work.

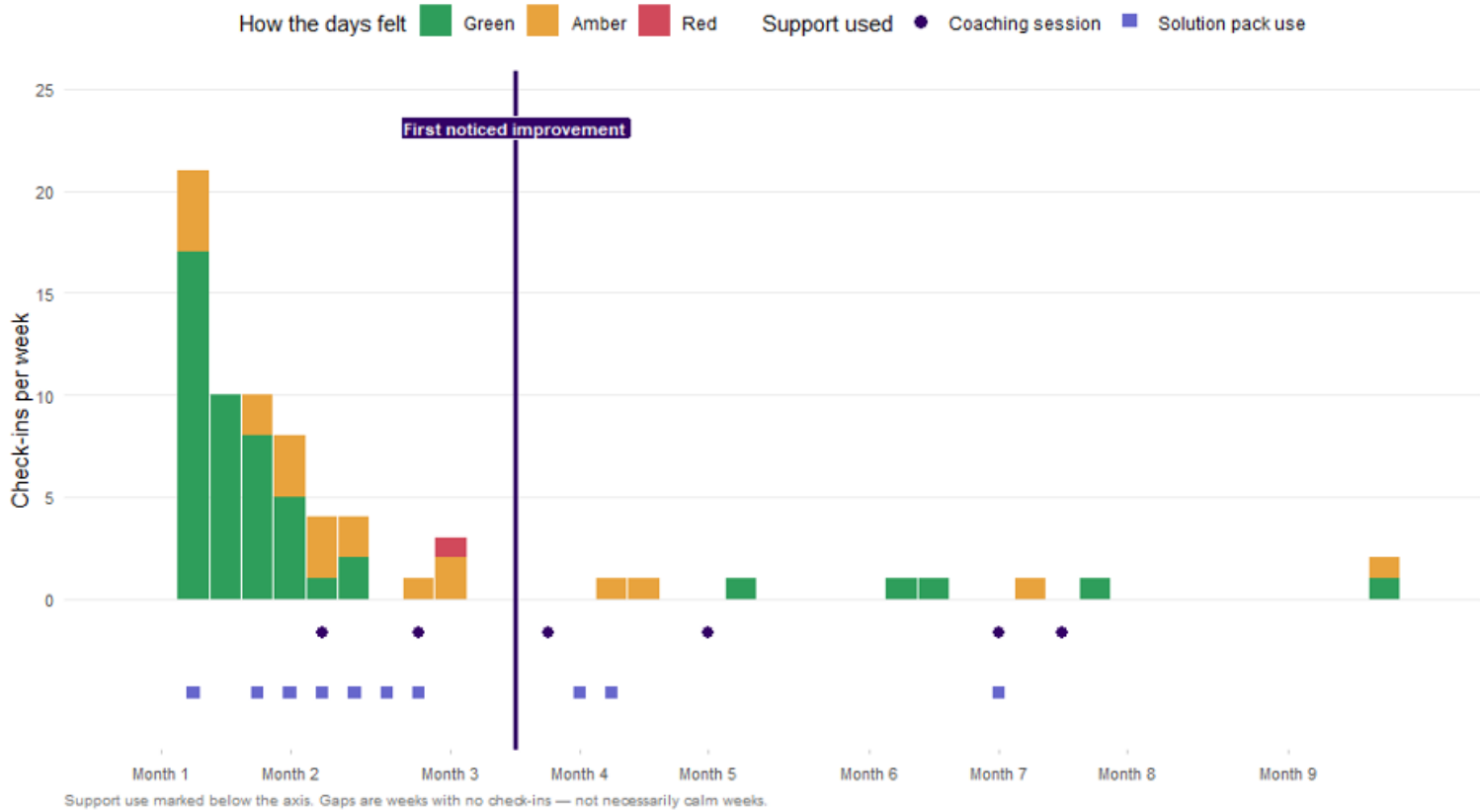
“[My goal was] to develop and feel more in control of my brain when fast thoughts and overthinking become more apparent”



Ellis’s journey: engaging to the point of impact, then maintaining progress

Fig. 14: Ellis’s BiH usage over time

Each bar is one week; bar height shows how often they checked in; colour shows how the days felt



As Fig. 14 shows, Ellis's app engagement was highest at the start. In their first month they checked in intensively - more than twenty times in one week - and those early check-ins were predominantly green, their own signal of okay days, with some amber. After about six weeks, Ellis checked in only occasionally. The pattern was similar for solution packs. Coaching, by contrast, continued as a steady thread throughout, with its value clearly communicated.

“I have always found my coach meets me where I am each session and helps me work through what is happening in my life at that time.”

Impact - goal achievement and beyond

Crucially, Ellis discussed greater understanding of their thought patterns, aligning with their goals when starting with Brain in Hand and having positive implications for their progress at work.

“I find with work-related issues, where I cannot know everything, I build stories and fill in the blanks. This can lead to me feeling unnecessarily stressed and anxious. Speaking with my coach helped me find ways such as writing down and understanding the processes my brain goes through.”

What the data illustrates is someone who engaged heavily and constructively at the outset, using the app intensively while establishing their strategies with a coach, then drawing on it more lightly and selectively as time went on while continuing to build. The results: strong, broad impact accrued over 3-4 months and maintained well beyond this point, and high levels of confidence in Brain in Hand’s ability to support their needs.

Metric	Outcome
Feeling supported	Completely supported (2–3 months)
Wellbeing	Significant improvement (3–4 months)
Achieving more	Yes (3–4 months)
How they used BiH	6 coaching sessions; intense early app engagement; no on-demand needed
Satisfaction	Very satisfied with coaching and overall



The findings so far describe patterns across the wider group. To make those patterns concrete, this section applies the same lenses to an illustrative subgroup of 50 users who activated their Brain in Hand licence during 2025 and responded to the survey - a real group of people, at a scale closer to the size of an individual employer's own workforce.

At the point of survey, 27 of the 50 were within their first year of using Brain in Hand and 23 had sustained use for a year or more so findings below are shown as first-year versus sustained rather than in finer bands.

The data at a glance

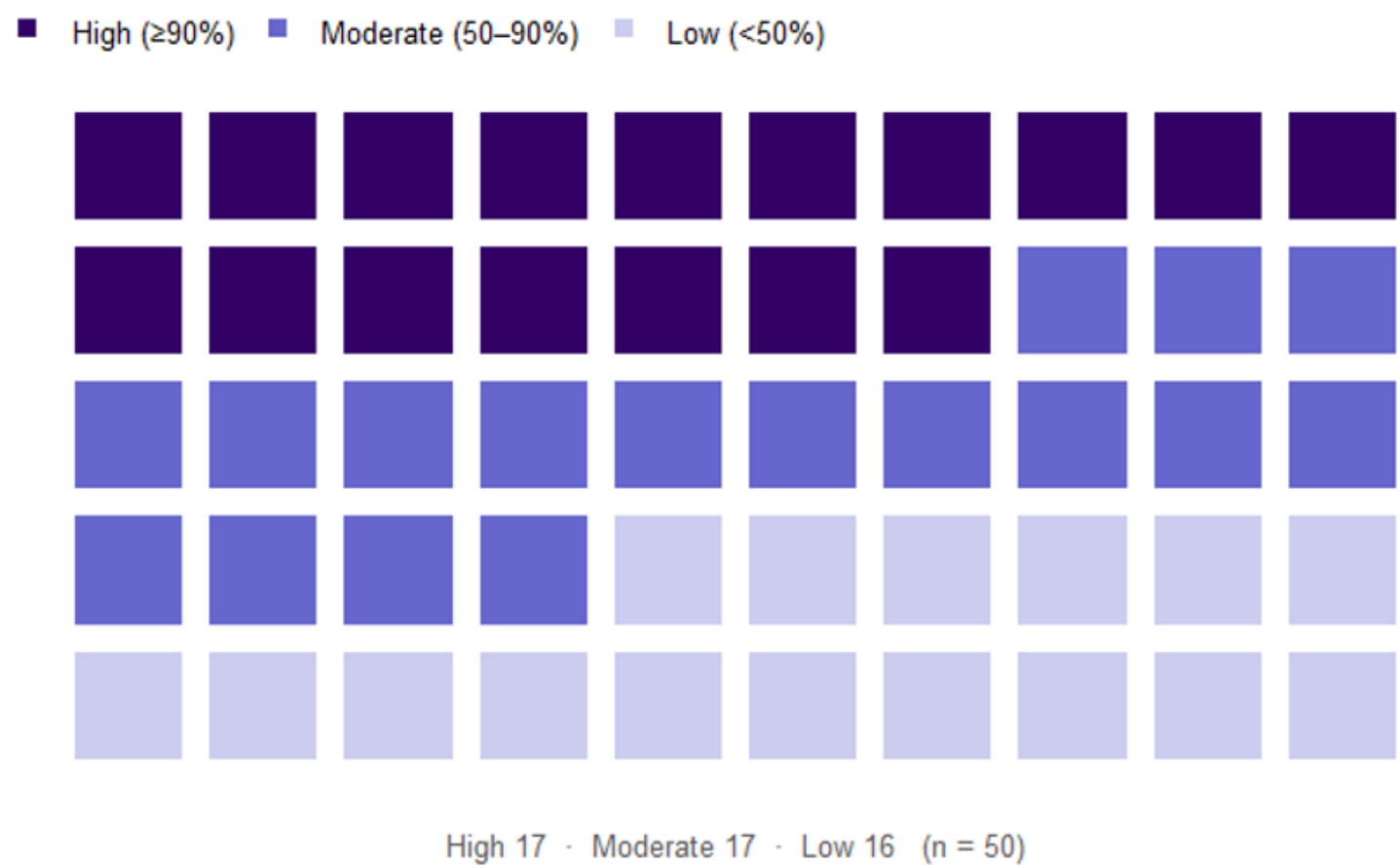
100% got started 50 of 50	82% Used 3+ features app, coaching, packs	83% achieved more positive change reported	2.1x uplift in solution-pack use after a coaching session
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The 50's engagement consistency

Engagement consistency - how regularly people were engaging week to week - shows the same diversity across the 50 users as seen in the wider group: 34% were highly engaged, 34% medium, and 32% low, based on consistency of Brain in Hand use from license start to survey completion (Fig. 15).

Fig. 15: Engagement consistency across the 50 users

Each square is one person

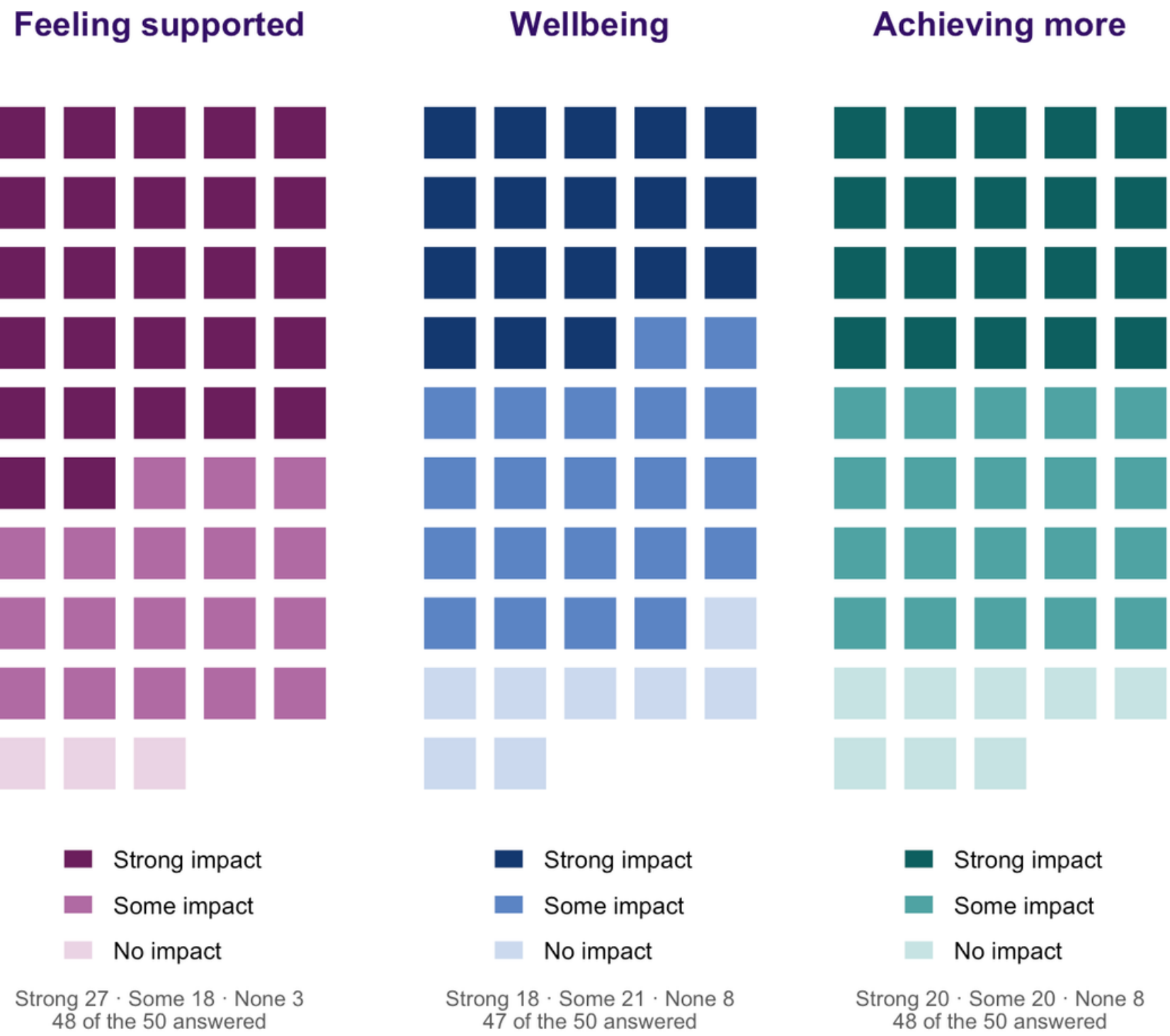


The 50's reported outcomes

As Fig. 16 shows, the majority of users reported some or strong impact for feeling supported, wellbeing, and achieving more.

Fig. 16: Level of reported impact across the 50 users

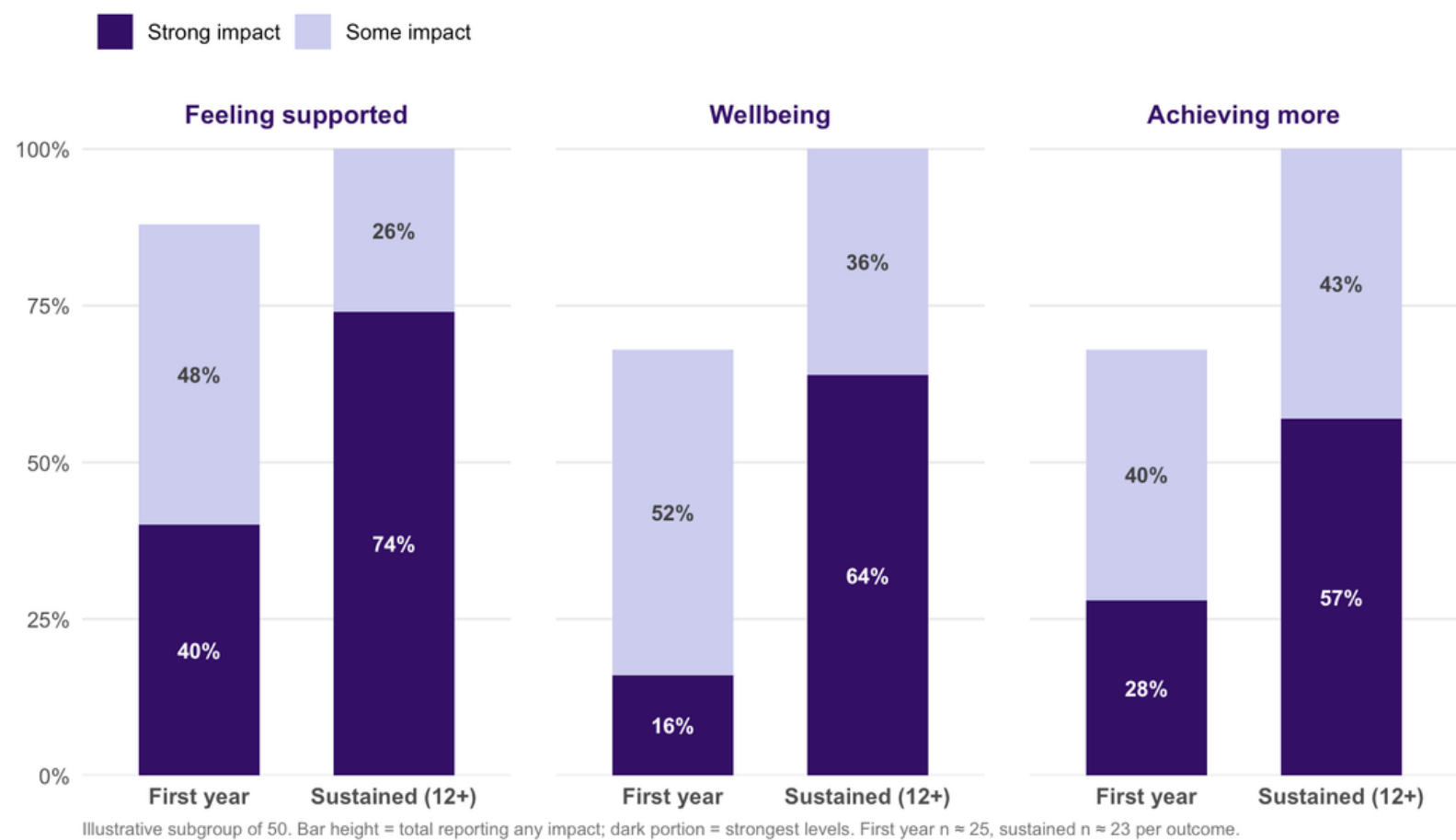
Each square is one person



Impact deepens with sustained use

Meaningful impact was common from early on. Among first-year users, most reported at least some improvement on each outcome - 88% on feeling supported, and around two-thirds on wellbeing and achieving more (Fig. 17). Among users with Brain in Hand access of a year or more, everyone reported at least some impact in each of the three areas. What appears to grow most prominently with sustained use is the extent of impact: the proportion reporting the strongest levels of improvement was higher for those with longer usage, across outcomes.

Fig. 17: Impact is widespread early and deepens with sustained use
% of the 50 reporting some and strong impact on each outcome, by length of use



Engagement consistency amplifies benefit

Users in the subgroup who engaged highly consistently (active in at least 90% of their weeks) tended to report deeper impact than less consistent users - most clearly for feeling supported, where strong impact rose from 42% to 85%.

Outcome	Consistency	Some impact	Strong impact
Feeling supported	Lower	90%	42%
Feeling supported	High	100%	85%
Wellbeing	Lower	77%	32%
Wellbeing	High	92%	50%
Achieving more	Lower	77%	39%
Achieving more	High	92%	46%



Key insight

Most users report tangible impact with access to Brain in Hand, with stronger levels of impact most common among highly consistent users. Importantly, this impact appears to continue to build over time through the first year of use and beyond. This points to a pronounced, sustainable accrual of value for users.

Coaching facilitates self-management

In this group of 50, coaching visibly prompted independent use of the app's self-management tools. In the fortnight following a coaching session, users accessed solution packs around twice as often as in comparable periods without a recent session, and 6 in 10 users showed this pattern - mirroring the wider group-level finding and illustrating coaching acting as a springboard into self-directed coping.

2.1x more solution pack uses after coaching sessions

 Key insight

Depth of benefit tracks with how consistently people engage, not how heavily. And coaching extends beyond the session itself, prompting independent use of the app's tools in the fortnight that follows. For an employer, this points to the same practical priority: supporting regular, sustained engagement rather than intensive bursts.

 What an organisation might expect to see

Across fifty people, this is what the evidence looks like in practice: almost everyone getting started and engaging in some way, a third using the service regularly week to week, most reporting real benefit within their first year, and impact deepening among those who stay with it. Not everyone engages the same way or benefits to the same degree - but the overall pattern is consistent, and it emerges at a scale an individual employer would recognise.

Implications for employers

Across this report, a consistent picture emerges of how Brain in Hand supports people - and what an organisation can expect, and do, to get the most from it.



Give it time. Benefit builds in a sequence - feeling supported, then wellbeing, then achieving more - and the most tangible, work-facing outcome takes the longest to appear. This emphasises Brain in Hand's capacity to build long-term, sustainable value for users and employers. To capture this, if you are evaluating Brain in Hand, a short window will catch the early gains and miss the fuller ones; plan to look over a longer horizon than a single quarter or six-month review.



Expect the value to build over time, not with heavier use. The strongest outcomes are seen among people who have used Brain in Hand for a year or more, whatever their week-to-week intensity. For an organisation, this means the return grows with sustained access - so supporting people to stay with it matters more than pushing up how much they use it in any given period.



Support regular engagement, not just sign-up. People who engage consistently, even lightly, report stronger outcomes on feeling supported and wellbeing than those who use it in bursts. Early consistency - using the app every week during the first 2 months - appears key to building this habit. Getting people started and helping them build a regular habit - rather than simply enabling access - is where an organisation can most help the value land.



The components work as a system. Coaching, self-management tools, and on-demand support each do distinct work, and together they form a tiered response that meets people at the right level of need at the right moment. There is no single "right" way to use Brain in Hand - the range is the point, and allows support to meet people where they are.



Final takeaway

For an organisation considering or reviewing its investment in Brain in Hand, the practical takeaway is straightforward: the value of the service is broad and varied, compounds over the length of a licence, and is best evaluated over a timeframe that allows its full sequence of benefit to show.