



brain in hand

Evidence of the impact of Brain in Hand

This report summarises the impact of the Brain in Hand digital coaching platform in numbers from April to September 2025, based on a sample of 526 people. The focus for this quarter is our on-demand service.

Impact reports are published every three months, the next will be published in February 2026.

November 2025

Prepared by: Brain in Hand Research Team

Our impact in numbers

In April 2025, we introduced an updated version of the survey and this report presents findings from April to September 2025, during which 526 people responded. Of these, 47 followed a new pathway designed for participants who did not find Brain in Hand helpful. These responses are included in all denominators, with sample sizes across metrics reduced only by dropouts or non-responses.

Impact is reported, as in previous editions, under four main themes with additional sub-themes and is separated into diagnosis (autistic only, adhd only, both, other).

Impact theme	Percentage of users reporting Brain in Hand helped with a specific area of life																				
	<p>77% [353/461 surveyed] report BiH has improved their mental health</p> <p>68% [306/453 surveyed] report BiH has improved their wellbeing</p> <p>77% [349/454 surveyed] report BiH has helped them feel supported</p>																				
	<p>Table 1 below presents the differences by diagnosis [Autistic, ADHD, Autistic and ADHD (AuDHD)]</p>																				
<p>Mental health and emotional and physical wellbeing</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>	<table border="1"> <thead> <tr> <th data-bbox="1520 923 1907 1125">Impact theme</th><th data-bbox="1907 923 2161 1125">Autistic</th><th data-bbox="2161 923 2415 1125">ADHD</th><th data-bbox="2415 923 2669 1125">Autistic and ADHD</th><th data-bbox="2669 923 3018 1125">Other*</th></tr> </thead> <tbody> <tr> <td data-bbox="1520 1125 1907 1282">Improved mental health</td><td data-bbox="1907 1125 2161 1282">83% [123/149]</td><td data-bbox="2161 1125 2415 1282">69% [24/35]</td><td data-bbox="2415 1125 2669 1282">71% [110/155]</td><td data-bbox="2669 1125 3018 1282">78% [46/59]</td></tr> <tr> <td data-bbox="1520 1282 1907 1439">Improved wellbeing</td><td data-bbox="1907 1282 2161 1439">72% [107/149]</td><td data-bbox="2161 1282 2415 1439">60% [21/35]</td><td data-bbox="2415 1282 2669 1439">61% [95/155]</td><td data-bbox="2669 1282 3018 1439">78% [46/59]</td></tr> <tr> <td data-bbox="1520 1439 1907 1641">Feeling supported</td><td data-bbox="1907 1439 2161 1641">83% [123/149]</td><td data-bbox="2161 1439 2415 1641">74% [26/35]</td><td data-bbox="2415 1439 2669 1641">71% [110/155]</td><td data-bbox="2669 1439 3018 1641">71% [42/59]</td></tr> </tbody> </table>	Impact theme	Autistic	ADHD	Autistic and ADHD	Other*	Improved mental health	83% [123/149]	69% [24/35]	71% [110/155]	78% [46/59]	Improved wellbeing	72% [107/149]	60% [21/35]	61% [95/155]	78% [46/59]	Feeling supported	83% [123/149]	74% [26/35]	71% [110/155]	71% [42/59]
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	<p>Table 1: Improved mental health, wellbeing and feeling supported by diagnosis.</p> <p><i>Improved mental health is less stress, managing anxiety, reducing overwhelm, preventing burnout and recovering from burnout.</i></p> <p><i>Improved wellbeing is to a “substantial”, “significant”, or “moderate” degree</i></p> <p><i>Feeling supported is to a “moderate”, “very” or “complete” improvement.</i></p>																				

*‘Other’ includes anxiety and other mental health difficulties, prefer not to say and none of the above

Our impact in numbers

The following table highlights how users reported Brain in Hand made a difference in their everyday lives, specifically with their daily life skills and communication and interaction.

It breaks down impact across key themes and sub-themes, showing where participants experienced change.

Impact theme

Percentage of users reporting Brain in Hand helped with a specific area of life

Overall, 74% [339/461 surveyed] report that it has improved their planning and problem-solving, rising from 56% in the last impact report.
Overall, 54% [251/461 surveyed] report that it has improved their independence or self-care.

Impact theme	Autistic	ADHD	Autistic and ADHD	Other*
Planning and problem solving	78% [116/149]	57% [20/35]	74% [115/155]	75% [44/59]
Independence and self-care	56% [84/149]	43% [15/35]	54% [83/155]	54% [32/59]

Table 2: Planning and problem solving and independence and self-care by diagnosis.

Communication and interaction

Having the confidence and skills to communicate and interact well with friends and in new social situations.

Overall, 39% [179/461 surveyed] report that it has improved their confidence, relationships or participation in social interactions.

Impact theme	Autistic	ADHD	Autistic and ADHD	Other*
Communication and interaction	43% [64/149]	29% [10/35]	37% [57/155]	41% [24/59]

Table 3: Communication and interaction by diagnosis.

“Achieving more” in the workplace

This page shares findings on how Brain in Hand supports people in the workplace. It shows the extent to which users feel they are achieving more in their roles, taking fewer days off, and feeling more confident, as well as how it impacts job retention.

Impact theme	Achieving more
<p>Personal growth and development</p> <p>Life successes and achievements, and being where you want to be and doing what you want to be doing.</p>	<p>Overall, 63% [156/248] of employed persons feel they are ‘achieving more’ in their role [Responded ‘yes’ or ‘somewhat’ to: less days off, more confident and/or performing better in their role]</p> <p>Specifically:</p> <ul style="list-style-type: none"> • 56% [139/248] are performing better in their role • 38% [95/248] had less days off work • 59% [147/248] were more confident <p>When asked directly, 36% of employed persons reported ‘yes’ they feel they are ‘achieving more’ through using Brain in Hand [89/249] and 40% [100/249] replied ‘somewhat’.</p> <p>Overall, 56% [140/248] of employed persons reported they are more likely to stay in their role.</p> <p>In terms of efficacy, for those that were experiencing challenges in specific areas (notably 202 of the 248 responding wanted help with absenteeism and 234 with thoughts of leaving work), absenteeism was improved for 47% [95/202] and intention to leave for 60% [140/234] of people.</p> <p><i>“I had a stressful morning and really long drive with lots of traffic to work, when I arrived it was really loud in the building with lots of children which I found really stressful so rather than allowing it to ruin the rest of my day I opened brain in hand to look at some of the solution packs and managed to pull it back together.”</i></p> <p>User is autistic and has ADHD, is employed and their licence is funded by their workplace</p>

“Achieving more” in Higher Education

This section focuses on the impact of Brain in Hand for users in Higher Education. The table highlights how students report achieving more in their studies, improving time management and attendance, and feeling they are succeeding in their studies.

Impact theme	Achieving more
<p>Personal growth and development</p> <p>Life successes and achievements, and being where you want to be and doing what you want to be doing.</p>	<p>Overall, 80% [191/240] of students feel they are ‘achieving more’ in their studies [Responded ‘yes’ or ‘somewhat’ to: manage my time better, attending more classes/lectures/seminars or succeeding in my studies]</p> <p>Specifically:</p> <ul style="list-style-type: none"> • 74% [178/240] feel they are succeeding in their studies • 74% [178/240] manage their time better • 55% [133/240] attend more classes/lectures/seminars <p>When asked directly, 39% of students reported ‘yes’ they feel they are ‘achieving more’ through using Brain in Hand [93/241]. and 37% [88/241] replied ‘somewhat’.</p> <p>Overall, 71% [170/240] of students feel more likely to complete their course.</p> <p>In terms of efficacy, for those that were experiencing challenges in specific areas (notably 195 of the 240 who wanted help with class attendance and the 224 with staying on the course), class attendance was improved for 68% [133/195] and intention to stay for 76% [170/224].</p> <p><i>“I was alone and completely overwhelmed and felt like I couldn't cope because I had paperwork to do for my new Uni accommodation, Uni assignments and social pressure, and it made me feel like a friend was with me checking in, so I didn't have to do everything alone.”</i></p> <p>User has anxiety, is a student, and licence is funded by DSA</p>

Our on-demand support service

Our on-demand support service provides support when our users need it. Once a user requests support, a trained responder will contact you by phone or text within 30 minutes. They are there to help our users steady the moment and get their day back on track.

The user survey has an open-text question to better understand how Brain in Hand has supported our users: ‘Can you explain a time or scenario where Brain in Hand has helped you?’ Between February 2024 and August 2025, we had 1275 responses to this question of which 16% [203/1275] specifically referenced the on-demand support, with only 3 responses being negative. These were merged to give 162 unique individual responses.

Thematic analysis of responses yielded 4 main themes which are shown in Table 4 below. Some responses fell into multiple themes.

Emotional Regulation and Recovery Support for emotional dysregulation and day back on track	Most frequently mentioned [72%]
Connection and reassurance Having someone to talk to, someone to talk to about my feelings, comfort knowing it is there	mentioned by 36%
Problem-solving and reminder of their strategies	mentioned by 22%
Signposting and immediate support 24/7, and signposting	mentioned by 13%

Table 4: Four main themes arose when focussed on what our users say about our on-demand support service

Emotional regulation is supported through discussing solutions, talking through a problem, supporting with breathing exercises, and in some examples, users value the external perspective offered through the on-demand support. This resulted in users feeling calmer and able to continue with their day.

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“I had seen something at work that made me start overthinking my own position, I used the emergency service to talk about my feelings/ escalate. It helped me realise I should calm down and not be so upset since it doesn’t mean it’ll happen to me. I was able to let go of the situation before it ate me up any further.”

User is a student

For **problem-solving**, users turn to on-demand support to reflect on what has worked before, co-create a new plan or next step, and talk through the issue. This helps users to figure out how to move forward from a setback or to navigate a challenging situation.

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“I had got overwhelmed and had no time to prepare lunch before leaving for my train to university. I accessed the phone support on Brain in Hand, and the person who phoned me helped me to get through that overwhelm and to figure out a solution, which was to email my lecturer explaining I would be late, and getting the next train, therefore giving me time to have lunch.”

User is self-diagnosed autistic and ADHD, license funded through DSA

Being heard and having space to discuss feelings fosters **connection and reassurance**, this leads to users feeling able to face challenges either through having someone there to discuss them with, or the value of simply knowing there is someone available should they need in the moment support, whether that support is accessed or not.

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“It generally makes me less worried to leave the house because if something went wrong and I couldn’t contact someone safe there is a backup.”

User is clinically diagnosed autistic, license funded through DSA

Knowing someone is there at **any time of the day or night** brings value, though the on-demand service should not be used as a crisis or emergency line, our responders will signpost to other services if they feel a person is at risk.

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“My husband has complex PTSD so is verbally aggressive which overwhelms me. Knowing that I can speak to someone is invaluable to help me calm and decide what to do in each situation. It’s available 24/7 - 365 days which is beyond reassurance. In the past my meltdowns would result in hospital stays. [Brain in Hand] allows me to work and deal with life pressures.”

User is self-diagnosed autistic and ADHD, licence funded through ATW

Emotional regulation and recovery through in the moment support

Within the most commonly selected theme of emotional regulation and recovery, several sub-themes emerged (see Table 5).

Among the 117 participants who described using the service for support with emotional regulation, such as anxiety, overwhelm, feeling low, feeling worked up, or feeling dysregulated, many also reported that the call helped them to calm down or feel better. Those who reported they calmed down or felt better were grouped into a de-escalation theme [54%, 63/117].

Within the theme of de-escalation, some patterns emerged around how the on-demand service supported participants in calming down. Nearly half [49%, 31/63] said that having someone to talk to was what helped them most in the moment, while 35% [22/63] described the support they received in forming a strategy or finding solutions as the key way the on-demand service assisted them.

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I was at work and triggered 3 ambers on my traffic light. I had text support and was able to implement strategies that enabled me to stay at work when I might have left and taken a day of sickness.

User is employed and a student

Some respondents also mentioned that the support provided from this service helped them to get their day back on track [57%, 36/63], this theme included responses that described an example of how they continued their day, such as going back to work, continuing their food shop or ending the contact with a plan on how to move forward.

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On a day when I was very tearful at work and starting to panic, I pressed the lifebelt and a wonderful person helped me to calm me down and put it all back into perspective so that I could go back to my desk and finish the day's work. Thank you

User has ADHD, licence funded through health and social care

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Faced with complete overwhelm and spiralling too fast to know how to self soothe, the panic button response service talked me down to a point where I could begin to find (and, more importantly, use) my own de-escalation techniques again.

User is autistic, licence funded through health and social care

“

I had a mild panic attack at college and hit the red button on the app. Within minutes, someone responded and reminded me about my solutions I had made. Calmed me down and was able to head back to class

User is autistic, licence funded through DSA

Emotional Regulation and Recovery [117/162] Support for emotional dysregulation and day back on track	Most frequently mentioned overall [72%]
De-escalation [63/117] Participants in the emotional regulation and recovery group that reported using the on-demand helped them to calm down or feel better	mentioned by 54%
Day back on track [36/63] Participants in the de-escalation group who reported they were able to move on with their day as a result of their on-demand support call	mentioned by 23%

Table 5: Understanding emotional regulation and recovery by looking closer at de-escalation and 'day back on track'

Where and how on-demand support makes a difference

Some respondents described different environments where they used the on-demand support, with most being at work, on public transport or in their place of study.

*“On a day when I was very tearful **at work** and starting to panic, I pressed the lifebelt, and a wonderful person helped me to calm me down and put it all back into perspective so that I could go back to my desk and finish the day's work. Thank you”*

User is on a waiting list for an ADHD diagnosis,
Group funded license

*“I was at **university**, very depressed and was thinking about self-harm and suicidal thoughts and needed to speak with someone. I didn't want to call Samaritans or 111 as I didn't want to be on hold for ages. I knew someone would call me back after 30 minutes. They spoke with me and calmed me down.”*

User is clinically diagnosed ADHD, license funded through DSA

*“I had a lot of anxiety about travelling on **public transport** and I requested emergency support and the person I spoke to really calmed me down and helped me to create a plan for how to get through the situation.”*

User is clinically diagnosed ADHD, ATW funded license

What users value most in on-demand support

Most often participants selected about finding value in having someone to listen, the 24/7 availability and having a solution focussed conversation to get their day back on track. Body doubling was included although it is not a service Brain in Hand offers as we wanted to explore if there is a need for body doubling in this context. Interestingly only 10% [44/441]* of respondents indicated they wouldn't use a service like this.

The value of knowing someone is there

In August 2025, we added a new option: “I find value from knowing it's there.” This was selected by 46% of respondents [66/145]. This captures the reassurance people feel simply from having access to someone they can speak to, even if they never use the service. For many, just knowing support is available provides meaningful comfort.

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The on-demand support is extremely helpful when I am feeling too overwhelmed or anxious to figure out what to do. I can respond to texts when I find talking difficult and the gentle questions help me to figure out what to do to make things better.

User is Autistic and has ADHD, licence funded by ATW

“

I could call life ring when i needed someone to talk to. That external perspective helped me refocus than be clouded in anxiety.

Licence funded through health and social care

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It's been a safety net for me that I can press on demand support if everything else has failed.

Licence funded through health and social care

What people value in an on-demand support



Figure 1: A graph showing participants responses to our survey question exploring what people value in an on-demand support service.

User insight

Brain in Hand use and outcomes

Sarah is a 47 year old woman who responded to our user survey in June 2025. She is diagnosed ADHD and thinks she may be autistic. At sign up to Brain in Hand she expressed she wanted help with organisation, managing overwhelm and felt that having strategies to hand would help in these areas, she felt this support would help inside and outside of work.

When asked what areas of emotional wellbeing Brain in Hand has supported with, Sarah selected 'managing anxiety' and 'recovering from burnout' and when asked about other areas of support she selected 'life skills', 'feeling safe' and 'success in work/study'.

Sarah recalls she uses Brain in Hand 'several times a week' and that it also 'fluctuates depending on what is happening in my life'.

When asked to rank the different features of Brain in Hand from most valuable (1) to least valuable (7), Sarah selected that the on-demand support was most valuable, followed by Brain in Hand coaching sessions and the traffic lights (Brain in Hand app feature).

Looking at the on-demand support, Sarah selected she would find 'a solution focussed conversation', 'someone to listen', 'someone to validate my feelings' and its 24/7 availability as valuable aspects of a service offering such as this.

“

"The on-demand support is extremely helpful when I am feeling too overwhelmed or anxious to figure out what to do. I can respond to texts when I find talking difficult and the gentle questions help me to figure out what to do to make things better. The coaching time is invaluable to think about and set up or adapt strategies."

"I've had some time off work due to my ill health but I think it could have been substantially more if I didn't have Brain in Hand support."

Wellbeing, support and achieving more

Sarah feels very supported and that there has been a moderate improvement to her wellbeing. She also feels Brain in Hand has helped her to achieve more and through using the open-text boxes alongside these questions, Sarah describes how she has been off work due to ill health and feels that her time off work would have been 'substantially more' without Brain in Hand, shown in table 6.

How well supported do you feel now you have Brain in Hand?	Very supported	"It's good to know someone is a message away to provide some assistance."
Do you feel Brain in Hand has improved your wellbeing?	Moderate improvement	"I've been really ill and I think Brain in Hand has assisted with my recovery."
Has Brain in Hand helped you to achieve more?	Yes	"I've had some time off work due to my ill health but I think it could have been substantially more if I didn't have Brain in Hand support."

In the workplace

When asked 'Since using Brain in Hand, have you had fewer days off work?' Sarah answered 'Somewhat' so was given the follow up question 'Thinking back to the time before you had Brain in Hand, approximately how many days of work absence have been avoided?' To which she responded '10-20 days'.

Sarah also responded 'Somewhat' to 'Do you feel you are performing better in your role?' Which led to the follow up question:

On a scale from 0 to 10 where 0 is the worst job performance anyone could have at your job and 10 is the performance of a top worker, how would you rate your overall job performance on the days you worked?

This question is asked twice, once focussing on the four weeks before Brain in Hand, and the other focussing on the past four weeks. Before Brain in Hand Sarah rated herself a 4, compared to a rating of 7 when looking at the most recent four weeks.

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"Many of the times I've needed the on-demand support have been when I've been overwhelmed at work and needed someone to guide me back to be ok enough to continue."