Unmind

PRACTITIONER HANDBOOK

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WHAT IS THIS HANDBOOK AND HOW SHOULD I USE IT?

All practitioners are required to read this handbook in full after applying to work with Unmind. This handbook outlines Unmind's ways of working, our expectations for how you work with clients, and guides you on using Unmind safely and effectively to provide the best support.

Upon submitting your application, you agreed to Unmind's Practitioner Terms and Conditions. These terms outline the boundaries of your relationship with Unmind, including expectations for professional conduct. You can read the Terms and Conditions here.

If you have any questions, please consult our Practitioner Help Center. If you can't find the answer there, you can contact our Support Team.

WHAT IS UNMIND?

2

WHAT IS UNMIND?

We transform mental health at work

Unmind is a digital mental health and wellbeing platform designed to help individuals and organizations create positive mental health cultures in the workplace. We provide tools and resources that support clients in managing stress, building resilience, and improving mental health. Through Unmind Talk, clients can connect with trained therapists and coaches for personalized, one-on-one support.

Our platform is science-based, taking a whole-person, whole-organization approach. We equip people at every level with tools to thrive, and provide anonymized, data-driven insights to address wellbeing challenges.

Unmind integrates digital tools with human support: Unmind Talk

Clients can engage with self-guided resources or connect with therapists and coaches through Unmind Talk. Clients browse profiles of available therapists and coaches, using filters to find specialists in specific areas or approaches. Once clients find a practitioner who feels like a good match, they can book confidential, company-funded, online sessions.

Unmind partners with companies worldwide

Unmind clients are employees from a diverse range of organizations that include Unmind as part of their benefits package. Clients are diverse in terms of gender, age, ethnicity, and more. All clients must be 18 or older, as Unmind Talk is not available for those under 18. Clients may only book sessions with practitioners legally authorized to provide services in their location.

Unmind Connect: your secure practitioner account

Unmind Connect is your secure practitioner platform to manage clients, schedule sessions, and handle payments. From Unmind Connect, you can complete your application, update your profile, and access support materials. Learn more about Unmind Connect in our Help Center. Learn more about using Unmind Connect from our Help Center.

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JOINING UNMIND'S NETWORK OF HIGH QUALITY PRACTITIONERS

Unmind’s expectations of practitioners

At Unmind, we believe that clinical quality goes beyond professional experience and education. We require the following qualities from practitioners partnering with Unmind:

1

Responsive

Being responsive means ensuring timely communication with both clients and the Unmind team.

Practitioner Expectations:

- Respond to client session requests and emails within 48 hours
- Maintain communication with Unmind in a timely manner

2

Punctual

Punctuality is about respecting time, ensuring that sessions start and end as scheduled, and that clients time is valued.

Practitioner Expectations:

- Arrive on time or ahead of schedule for all sessions
- Adhere to scheduled session times without overrunning

3

Prepared

Preparation is key to making the most of each session and providing the highest value to clients.

Practitioner Expectations:

- Prepare for each session by reviewing notes, checking outcome measure responses, and ensuring technology is working properly
- Stay informed by reading Unmind's handbook, keep up to date with updates and Practitioner Newsletters, and engage with opportunities to attend training sessions or spaces

4

Respectful

Respectful communication fosters positive, professional relationships with clients and the Unmind team.

Practitioner Expectations:

- Communicate professionally and respectfully with clients and Unmind staff

5

Reliable

Reliability ensures that practitioners are organised, dependable and consistent in their commitments.

Practitioner Expectations:

- Keep your calendar up to date to reflect accurate availability
- Notify Unmind of any changes impacting client sessions
- Attend scheduled sessions and only cancel in exceptional circumstances

6

Ethical

Ethical conduct and confidentiality are essential for maintaining trust and protecting client information.

Practitioner Expectations:

- Follow the ethical standards of your accrediting/licensing body
- Protect client confidentiality and comply with local data protection laws

7

Effective

Effectiveness means using evidence-based practices to achieve the best possible outcomes for clients while continually developing and improving your practice.

Practitioner Expectations:

- Use evidence-based interventions and clinical best practices
- Continuously seek to improve skills and service quality

8

Client-Focused

A client-focused approach ensures that practitioners prioritise the needs and well-being of the client in every session.

Practitioner Expectations:

- Prioritise the client’s well-being, needs, and experience
- Be open to feedback and use it to enhance client care

Read our Expectations Policy here.

Create an effective profile

Based on feedback we've received about how clients search for practitioners, we're sharing key tips for writing an effective profile that will help you to attract the right clients.

1 **Highlight your expertise**

Emphasize your specific skills and focus areas.

2 **Explain your approach**

Describe your methods clearly: clients look for information about how the practitioner can support them.

3 **Use inclusive language**

Avoid too many industry-specific terms or acronyms, and explain them where used.

4 **Address client needs**

Show how your experience or areas of expertise align with their challenges.

5 **Guide their journey**

Explain what clients can expect from working with you.

6 **Be professional and relatable**

Maintain a well-written, complete profile. Clients take time to study practitioner profiles to be certain of their choice.

Unmind reviews all profiles to ensure they meet our standards. Contact Support if you would like to make changes to your profile once you are live.

Profile Photos: Your client’s first impression

Profile photos help clients feel at ease when starting sessions. Based on user research Unmind has conducted, we’ve found that profile photos can influence a client’s decision in choosing a practitioner, and can even be a deciding factor.

- **Professional headshot (head & shoulders only)**
- **Face is clearly visible & well centered in the image**
- **Avoid obvious selfies**
- **No sunglasses or headphones**
- **No discernible reflection in glasses**
- **Dressed professionally**
- **This isn’t a passport photo - smile!**
- **No other people in photo**
- **Background is light in color, either plain or blurred**
- **No text or logo**
- **No advertising**
- **High resolution & not distorted**
- **No filters or obvious editing**
- **Good & even lighting**

Unmind reviews all profile photos to ensure they meet our standards. Contact Support if you would like to make changes to your profile once you are live.

We conduct practitioner audits

Unmind conducts annual audits to ensure that all practitioners continue to meet our high standards and uphold the highest clinical quality and safety for clients. This process verifies that practitioners consistently offer a safe and effective client experience.

We aim to ensure transparency with you throughout the process. If you don't pass an audit, we'll work with you to meet our criteria or discuss an off-boarding plan. The client's safety and care is our priority at all times. We do not communicate your audit status to your clients, but we ask that you inform clients of any changes that may impact their sessions. Read more about our Practitioner Audit Policy here.

4

YOUR FIRST STEPS ON THE PLATFORM

1 **Receive new clients**

Set up Instant Book Slots for easy booking.

2 **Schedule and manage sessions**

Book all sessions in your Unmind Connect calendar to ensure accurate tracking and payment. Confirm session status to ensure timely payments

3 **Conducting your sessions**

Use Unmind Meet or integrate Zoom through your Unmind Connect account.

4 **Timekeeping and logging sessions**

Monitor attendance and cancellations

5 **Get paid on time**

Confirm your sessions in your Unmind Connect Account

1 Receive new clients

Set up Instant Book Slots for easy booking.

Instant Book Slots

Instant Book Slots allow potential clients to view your availability, and directly book a session into your calendar for their first session. This removes the need for back and forth contact to arrange a session, and practitioners are 20% more likely to receive bookings with Instant Book turned on. Learn how to configure Instant Book Slots here.

Request sessions

If you do not set up Instant Book Slots, clients can only request a session with you. You'll receive an email with details of the request, view the client's details in your Connect account. Contact the client to share your availability for a first session. Once you have agreed on the session time and date, schedule the session in your Unmind Connect calendar.

Engaging in therapy or coaching can be daunting for first time clients. All practitioners must contact new clients within 48 hours of receiving the booking/request. Learn how to respond to session requests here.

Communicate with clients via email only and respond to session requests and bookings within 48 hours. If you experience issues contacting clients, contact Support.

Given that Unmind staff members may book sessions with practitioners, it is crucial to maintain clear boundaries and ensure ethical practice. Read more about Unmind Practitioner-Staff Relationship Boundaries here.

2 Schedule and manage sessions

Book all sessions in your Unmind Connect calendar to ensure accurate tracking and payment.

Effectively manage ongoing sessions

After all sessions, you must confirm the session status from your Unmind Connect account. This ensures that the session is logged, and that you receive correct payments for your sessions. If you don’t confirm your session you may experience payment delays.

You can then schedule ongoing sessions in your Connect calendar. Clients will receive a session invitation, which includes the time, date, and video link for your session, and you’ll receive a session booking confirmation. If you don’t correctly book sessions in your calendar you may not be correctly remunerated for your session.

Ensure your availability is up to date

Practitioners must keep their calendar and availability up-to-date at all times. This ensures that potential clients view accurate availability, and reduces barriers to sessions.

If you are unavailable for an extended period of time due to holiday or illness, or you are fully booked, contact Support to ensure you do not receive new clients during this time. Learn more about taking time off here.

3 Conducting your sessions

Use Frankie Meet or integrate Zoom through your Unmind Connect account.

Use Unmind's agreed video platforms for sessions

Unmind offers two video platforms for session. A Frankie Meet video link is created automatically when you schedule a session in your Unmind Connect calendar, or you may integrate your Zoom account with Unmind Connect. Learn how to integrate your Zoom account here. Unmind does not support in-person or phone call sessions at this time.

Practitioners should only use alternative video platforms in exceptional circumstances, such as unexpected technical issues mid-session. If you do use an alternative platform, contact Support immediately after the session to ensure your session is logged correctly.

Don't let technical issues prevent your session from happening

Practitioners must plan for technical issues. Unmind will always do our best to ensure that you and your clients are able to access sessions and your Unmind account, but practitioners must plan and be prepared for technical issues. During the first session, agree with clients on how to handle any tech issues, including having a backup platform.

If your session is impacted by technical issues, prioritize ensuring that the session can continue. After the session, contact Support to report the issue. Our team will ensure your session is logged correctly.

4 Timekeeping and logging sessions

Monitor attendance and cancellations

Client attendance, cancellations and lateness

Discuss attendance expectations and lateness at the beginning of the relationship with new clients, including how long you will wait for them in the session.

Sessions canceled with less than 24 hours' notice count toward client limits, and you will be paid for the session. If clients repeatedly cancel sessions, contact Support.

For full details, see our Attendance and Cancellation Policy.

Unmind takes your attendance seriously

If you're unable to attend a session, notify the client and reschedule in Unmind Connect. For last-minute absences, contact Support as soon as possible. It's important that our team is aware and able to make adjustments to the client's sessions if needed.

Practitioner Newsletter

Practitioners must read Unmind's monthly Practitioner Newsletter for key updates about working with Unmind. The newsletter contains important information and updates about your work with clients, or information that may affect your clients and your work with them.

We also want to ensure that we keep you in the loop on exciting news, and we'll also share tips on how to make the most of working with Unmind, company insights, and much more.

5 Get paid on time

Confirm your session in your Unmind Connect Account

In order to be paid on time, confirm the status of past sessions in your Unmind Connect account. Learn how to confirm sessions here.

We send session payments every Monday. If you have completed session confirmation for your session before Monday, your payment will be sent on Monday. If you don't confirm your payment before Monday, your payment will be sent the following Monday. Learn how to view confirmed sessions and payments here.

Unmind sends payments via the banking platform Wise. Payments are processed from a European time zone and transfers may take 2-3 working days to clear into international banks. Learn more about receiving payments here.

Please refer to our Attendance and Cancellation Policy to understand if a canceled session is due for payment. If you have not submitted your session confirmation within the agreed timeframe, contact Support immediately.

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EFFECTIVELY SUPPORT YOUR CLIENTS

What do my clients have access to on Unmind?

In addition to Unmind Talk, your Unmind clients also have access to the following features:

AI Coach, **'Nova'**, is available 24/7, and supports with wellbeing questions like handling stress or anxiety or sign-posts a client to content within the platform. If Nova detects that a client may benefit from 1:1 coaching or therapy, it will signpost the client to Unmind Talk. Nova will never be a replacement for therapy or coaching, and it will always encourage other resources.

Managers can access courses designed by clinical and occupational psychologists to develop the skills needed to support colleagues.

The **Unmind Wellbeing Tracker** gives clients insights into their mental health and will share personalized content recommendations.

The **Explore** section holds self-guided wellbeing resources, short videos and much more.

Practitioners do not currently have access to the client experience of Unmind, but can contact Support if they would like to recommend Unmind resources to their clients.

Therapy and coaching clients should complete Session Preparation

Clients should complete ‘Session Preparation’ before their 1st session and for each session from the 7th session onwards. Session Preparation consists of 18 questions which include the PHQ-9 and GAD-7, and two work impact questions about presenteeism and absenteeism.

> Session Preparation will help you get a better understanding of your client and their progress so you can collaboratively discuss how they are feeling in the session and best tailor the sessions to their needs.

You can access responses in your Unmind Connect account. Data is not shared with the client’s employer. Anonymised data will be seen by the Unmind team and we hope to publish findings on the effectiveness of the Unmind Talk service. Learn more about Session Preparation here and read our Client Assessment Policy and Procedure.

Practitioners are responsible for managing clinical risk and safeguarding

Practitioners are responsible for identifying, assessing and managing clinical risk from the initial message you receive from clients. Familiarize yourself with crisis services, resources and laws in the locale(s) in which you see clients, and keep crisis details on hand so it is easy to share them when needed.

> Before you see your first Unmind client, read our Risk and Safeguarding Policy here. When in doubt, Unmind Talk practitioners should consult with the policies written by their regulatory bodies, and their clinical or coaching supervisor.

Unmind encourages practitioners to use client agreement forms

We encourage practitioners to use client agreement forms to set clear expectations for therapy or coaching. While not required, these forms help prevent misunderstandings and establish boundaries, structure, goals, and ways of working. Unmind doesn't provide a standard agreement form to honor your individual practices. Read Unmind's recommendations for client agreements here.

Consider sending the agreement form before your first session to give the client enough time to review and reflect on it. Once agreed, make sure both parties have a copy to prevent misunderstandings in the future.

Learn how to manage your clients' session allowances

Each client has a set number of sessions provided by their employer, and it's important that you and your client are aware of these limits from the beginning of your relationship.

Track your client's remaining sessions from your Unmind Connect account. When a client has used all of their session allowance, they can no longer book employer-funded sessions with you. Learn where to view your clients' session limits here.

> Clients are entitled to one session a week, which includes sessions that are canceled late. Allowances typically renew on the company's contract start date. Contact Support if you would like further information.

In some cases, employers may agree to fund additional sessions. Learn about requesting further sessions here. Your client's identity will never be disclosed to their employer during these discussions.

Unmind offers evidence based approaches

We want to make a real improvement and impact on clients' wellbeing and performance at work. To achieve this we offer only evidence-based psychological therapies and therapies that are culturally appropriate for the countries we operate in. We provide a simplified choice of therapies and coaching approaches which reduce any barrier to adoption.

Unmind does not offer couple, family or group therapy/ coaching

Unmind's contract with companies currently only includes therapy and coaching for individuals. If you receive a session request from a client asking for a couple/family/group session, please kindly let the client know that you are not able to provide this service on Unmind. You can contact Support to understand if there is any resources on Unmind the client can access.

Unmind is not a crisis service

- Unmind is not an immediate crisis service and Unmind does not employ staff to be on call.
- Unmind is not a medical service.
- Unmind has a list of crisis lines and numbers available to both clients and practitioners if you think your client may harm themself or someone else. View worldwide crisis details here.

Unmind's approach to client complaints

Unmind makes a commitment to:

- Treat all complaints seriously and addressing them in a timely, impartial manner.
- Ensure a comprehensive, transparent, and fair investigation process.
- Protect the confidentiality of all parties involved.
- Use complaints as an opportunity to improve our services.

We recognise that complaint investigations can be stressful for all parties involved. We will always discuss the complaint with both parties before making a decision. For more information on how we manage complaints consult our Talk Complaints Policy.

We are committed to protecting clients' confidentiality

Unmind ensures that all clients' Personal Identifying Information is kept strictly confidential. We expect practitioners to adhere to the highest ethical standards to guarantee that all information shared remains strictly confidential.

This extends to all aspects of sessions, including records or notes. Practitioners may only share information disclosed during therapy and coaching with explicit and written consent from the client, except where there is a legal obligation to disclose, or a potential risk of harm. Practitioners must report data breaches concerning Unmind Talk to Unmind's Data Protection Officer via privacy@unmind.com.

Read more about Unmind's expectations regarding confidentiality and data protection in the Information Governance section of our Help Centre and our Confidentiality Policy.

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UNMIND SUPPORTS SAFE THERAPEUTIC ENDINGS

There are many reasons why you and your client may end your therapy or coaching relationship. Read Unmind's recommendations for ending sessions safely here.

You may continue seeing clients privately

When a client uses up their session allowance you may continue privately if you both agree and you feel it is clinically appropriate. You and your client may decide if you continue to use the Unmind Talk platform to schedule appointments, or to do this elsewhere. Learn how to transfer clients to self-pay here.

Help your clients get the right support

Your approach may not be suitable for a client, e.g. if a client begins coaching but you believe they need therapy, or if a therapist is offering one type of therapy (e.g. CBT) but the client would benefit more from another (e.g. EMDR).

In these cases, suggest the client book in with another therapist or coach from the Unmind platform. You must clearly explain why another approach or modality is advised and what to look for in a new practitioner. You can contact Support for specific recommendations if helpful. Learn about signposting clients here.

If you think that Unmind Talk is unsuitable for a client, or they need additional support elsewhere, you should signpost or refer to alternative services. Read our guidance for referrals outside of Unmind.

If a client ends their employment

Clients' access to Unmind and company-funded sessions is dependent on their employment. Some companies allow clients to continue accessing Unmind and company-funded sessions for 30 days after their employment.

If you and your client are unsure of the provisions available to them, contact Support. If the client's employer does not fund further sessions, you may discuss continuing sessions privately.

If a client's organization changes or ends access to Talk

Occasionally, an organization we work with may change or end access to Unmind Talk. We require organizations to give at least 30 days notice to us and its employees in these cases, and we will share this information with practitioners accordingly.

Unmind