

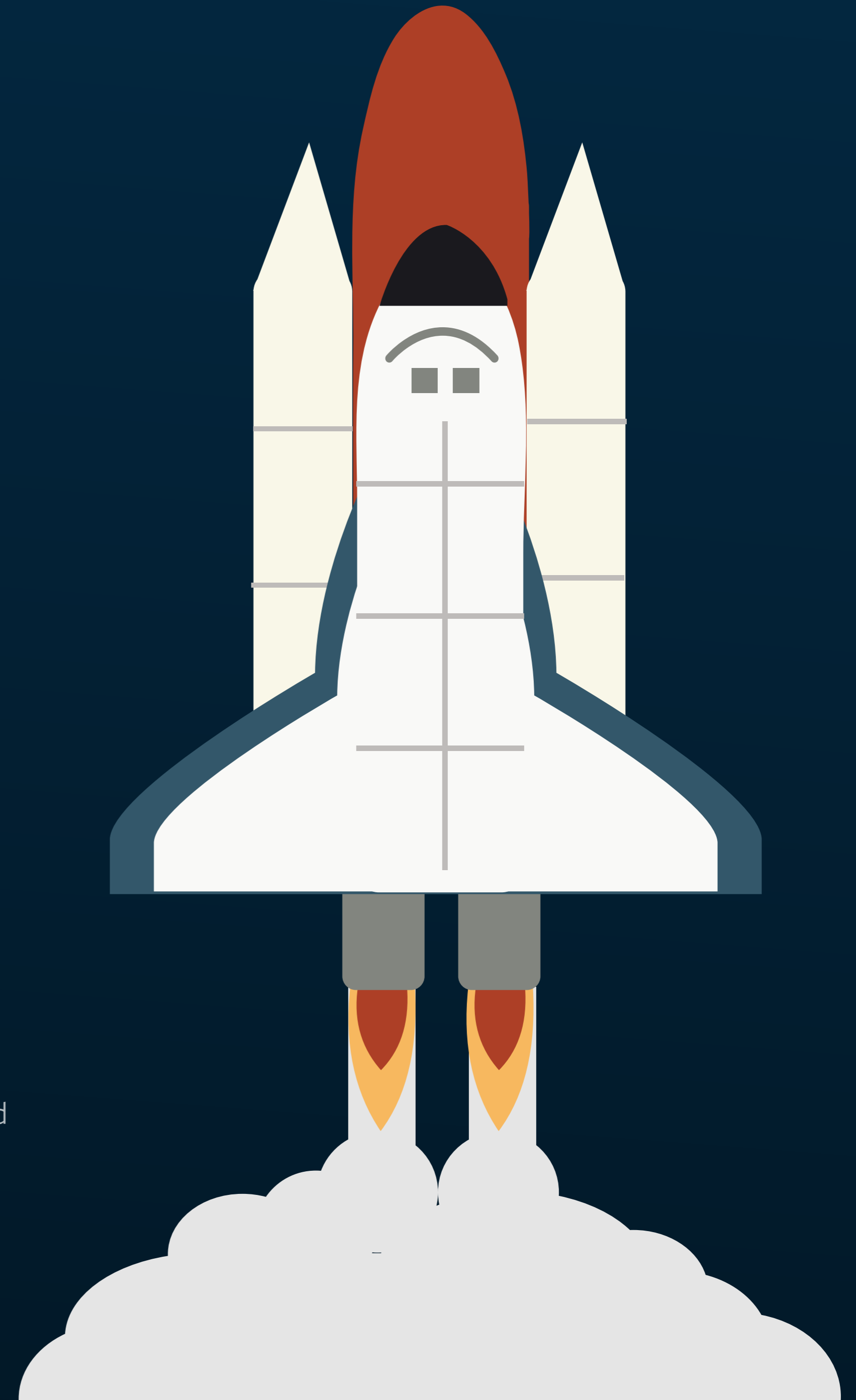
# Sleepstation

## Service launch handbook

Ready to champion transformational sleep health?

**Confidential Information.** The information contained in this document is confidential and intended solely for the use of the recipient(s) for the purpose of launching our service(s) and promoting availability of Sleepstation to your audiences. This information cannot be used, published, or redistributed for any other purpose without the prior written consent of Sleepstation.

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Thank you for choosing to work with us. We are passionate about effecting positive change and are excited to bring our expertise to your audience.

We are committed to working closely with you to deliver an expert, fully supported, evidence-based sleep support service. Our goal is to proactively prevent and resolve sleep problems for your audience.

This handbook offers essential information for launching Sleepstation with your organisation and serves as a reference as we work together with you to promote its benefits and positively impact lives in the months and years ahead.



**Steve Jones**

Chief Operating Officer

# Topics covered include:

- Working together
- What is Sleepstation?
- How does Sleepstation work?
- Who is Sleepstation suitable for?
- Access to Sleepstation therapy
- The Sleepstation Hub
- The Therapy Programme
- Promoting Sleepstation to your audiences
- Social media guide
- Sleep facts
- User stories
- Sleepstation brand guidelines
- Glossary of terms



# Working together

*Have questions or need specific support? Reach out to our team via email or arrange a call. We're here to help!*

As we begin our partnership, it is important to set the scene appropriately.

This handbook is not intended to be a static document that provides you with everything you could possibly need for the service period ahead.

It's designed to be a useful starting point, providing key information before your service goes live.

In true Sleepstation fashion, we aren't simply trying to replace the value people can add with a standardised, one-size-fits-all solution - so please bear in mind as you read through this document - our team is always on hand, whether you prefer to reach out via email or arrange a call. If you have any questions or need something specific, don't hesitate to get in touch.

To ease us in, we've included a couple of easy-to-digest pages upfront: **Key things to remember** and **Key things to consider**. These should hopefully provide an intro and opportunity to highlight what's important at this stage before we dive into the details

# Key things to remember

1. **We need you to help make your audience aware of our service.** Once they know, you can leave the rest to us!
2. Not everyone **needs** or **wants** therapy, **but everyone needs sleep.** We will work with your audience on an individual basis to provide the information, advice and support they need.
3. We'll provide monthly **activity reports** and periodic **service quality and performance reports.** While we'll deliver the detail ahead of any meetings, we'd really love your feedback and input to enable us to do more, or do better.
4. Certain factors could **delay your launch.** We will inform you of these potential issues and their impact, and work together to avoid them.
5. If you have team members who'd like to be **Sleep champions,** we're more than happy to provide them with **training.**
6. We'll continually update our resources and periodically provide you with **new materials** to help **promote the service.**
7. **What we say (or don't say) is important,** so please bear that in mind and familiarise yourself with our **brand guidelines** and the **information standard.**

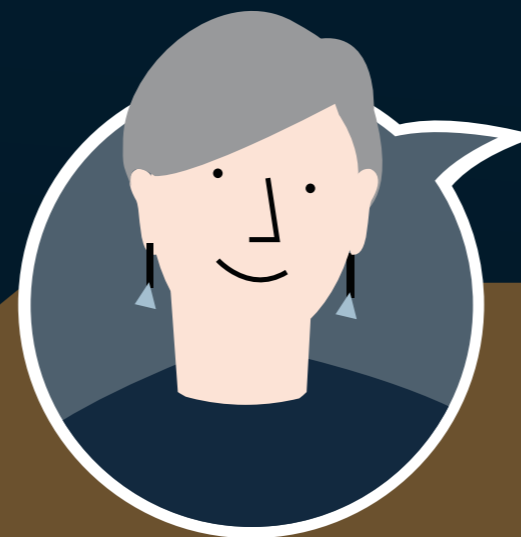
# Key things to consider

1. Sleep is **foundational to good physical and mental health**. If other issues arise, we'll have the opportunity to signpost. Have you provided us with an overview of your existing offerings?
2. **We aim to prevent unnecessary costs from ineligible users accessing our service**. Have we discussed service eligibility and established a plan to protect against this?
3. We'll support you with a **launch webinar**. **Have you got a plan in mind** for how you'll promote this and when you think it'd be best to hold it?
4. We strive to ensure a smooth journey ahead by planning well. To ensure we're all on the same page and not talking at cross-purposes, have you familiarised yourself with the **service definitions** at the end of this document?

# Describing Sleepstation

*Learn more about how Sleepstation can benefit everyone.*

The following pages provide some information about what Sleepstation is, how it works and what makes it so effective. This information can be used as a reference to determine how to describe Sleepstation to your audience.



# What is Sleepstation?

Sleepstation is a highly effective, evidence-based digital sleep clinic designed to improve sleep health. Our fully supported online Sleep Therapy Programme combines psychological techniques, decades of sleep science, and ongoing human support to address and resolve sleep problems.

Through our web-based application, we provide the necessary support and guidance to help those experiencing sleep problems get better and help prevent sleep problems from developing in the first place. Your audience will have access to our expert sleep team, self-assessment tools, and expertly-curated resources help improve poor sleep, build on good sleep habits and maintain better sleep long-term.

We take the time to understand each person's sleep in detail, providing realistic and manageable plans tailored to individual needs and circumstances. The integrated human support is what sets Sleepstation apart, with many users describing the service as 'life-changing'.

Since 2012, Sleepstation has been clinically-validated and approved by the NHS in the UK, ensuring the highest standards of care and effectiveness.

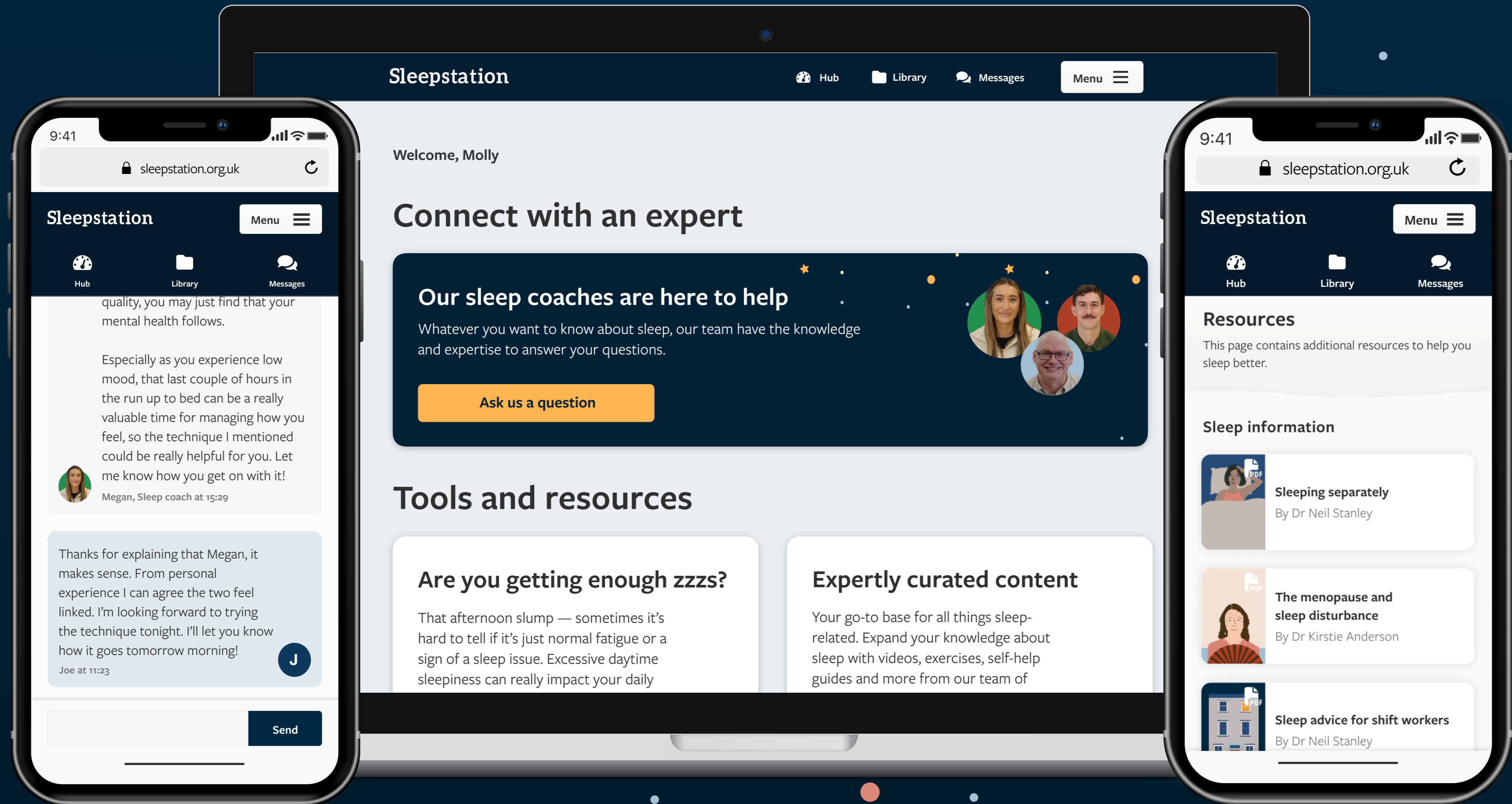


**Emma**

49, Cheshire

“This might sound dramatic but **Sleepstation has changed my life.** I have tried everything in the past 20 years to sort out my sleep but nothing has worked long term. Thank you so much for your support and **100% effective treatment.** I really cannot thank you enough.”





Welcome, Molly

## Connect with an expert

### Our sleep coaches are here to help

Whatever you want to know about sleep, our team have the knowledge and expertise to answer your questions.

Ask us a question

## Tools and resources

### Are you getting enough zzzs?

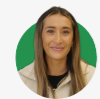
That afternoon slump — sometimes it's hard to tell if it's just normal fatigue or a sign of a sleep issue. Excessive daytime sleepiness can really impact your daily

### Expertly curated content

Your go-to base for all things sleep-related. Expand your knowledge about sleep with videos, exercises, self-help guides and more from our team of

quality, you may just find that your mental health follows.

Especially as you experience low mood, that last couple of hours in the run up to bed can be a really valuable time for managing how you feel, so the technique I mentioned could be really helpful for you. Let me know how you get on with it!



Megan, Sleep coach at 15:29

Thanks for explaining that Megan, it makes sense. From personal experience I can agree the two feel linked. I'm looking forward to trying the technique tonight. I'll let you know how it goes tomorrow morning!

Joe at 11:23

Send

## Resources

This page contains additional resources to help you sleep better.

### Sleep information



Sleeping separately  
By Dr Neil Stanley



The menopause and sleep disturbance  
By Dr Kirstie Anderson



Sleep advice for shift workers  
By Dr Neil Stanley

# Uniquely personalised support

The Sleepstation Hub is a centralised platform offering expertly curated content from sleep experts, researchers, and clinicians. It includes a comprehensive library of self-help resources, self-assessment tools, and clinically-validated interventions to support all sleep needs.

Through our secure and confidential messaging service, users can contact sleep coaches and experts to discuss their sleep, get answers, and plan steps for restful, effortless sleep.

Our advanced technology maximises engagement and delivers personalised support at scale, making Sleepstation a cost-effective solution.

- **High engagement rates:** Among all user groups.
- **Improved sleep:** 87% report improved sleep.
- **Mental health support:** 64% resolve depression.
- **No waiting lists:** Immediate access.



**Akal**  
48, Bristol

“The programme is well structured and the support provided is fantastic. The tools this programme has given me will lead to a means to go back and use them when needed in the future. **Excellent interactive website and brilliant support.**”

# Sleepstation therapy is a lifeline for insomnia sufferers

- ✓ **Clinically validated:** Approved by the NHS and backed by extensive research.
- ✓ **Gold-standard approach:** Utilises cognitive behavioural therapy for insomnia (CBTi), the recommended first-line treatment for insomnia.
- ✓ **Proven efficacy:** Demonstrated to significantly improve sleep and mental health outcomes.
- ✓ **Fully supported:** Offers continuous support from a team of sleep experts, therapists, and coaches.
- ✓ **Personalised care:** Tailored sleep plans and personalised messages/support based on individual needs and circumstances.
- ✓ **Highly engaging:** High user engagement rates with interactive and accessible content.
- ✓ **Suitable for most adults:** Designed to benefit a wide demographic.
- ✓ **Few unwanted side-effects:** Safe and effective with minimal side effects.
- ✓ **Evidence-based:** Grounded in decades of sleep science and ongoing research.
- ✓ **Delivered remotely:** Accessible anytime, anywhere, without the need for in-person visits.



**Aisha**

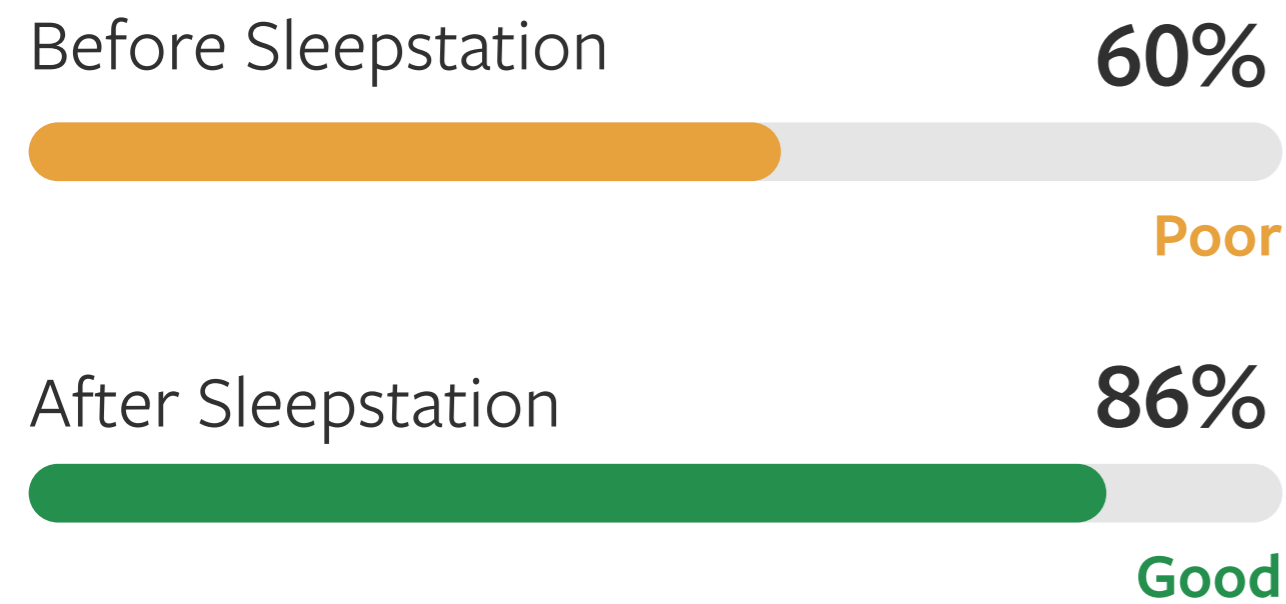
34, Sussex

Sleeping badly for 1-3 months

**Aisha's goal:** I want to stop worrying about my sleep, particularly the nights before work and the nights before social or work events. I would like to have more energy and be able to enjoy my life again.

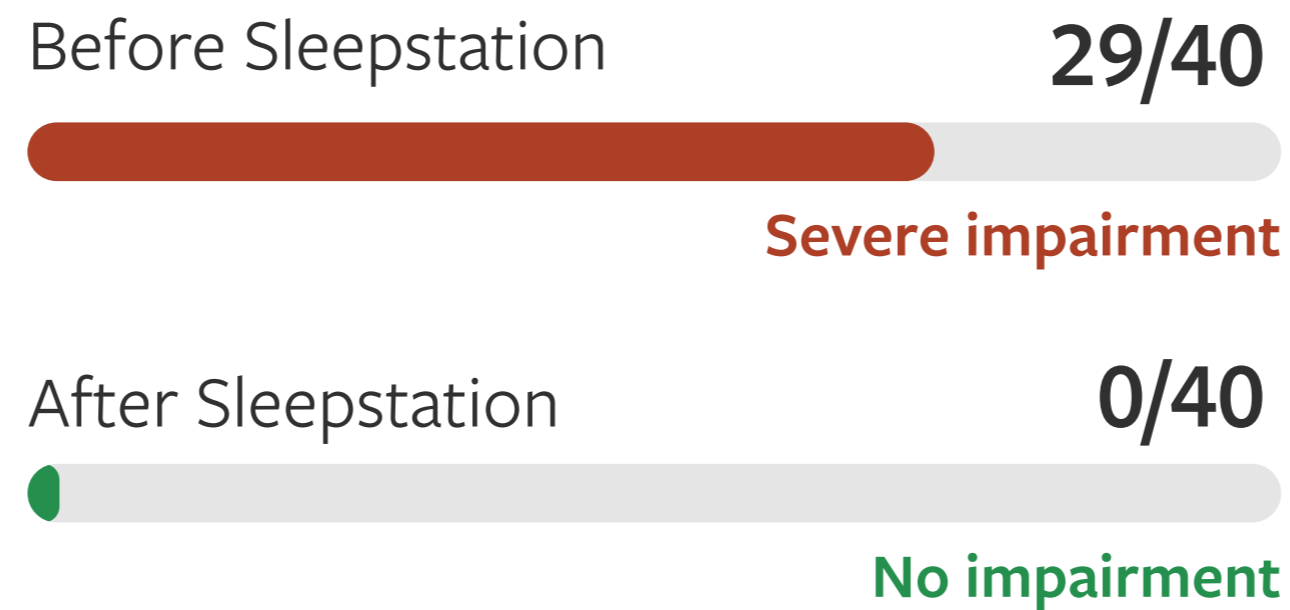
“Struggling with sleeplessness can feel really lonely, so **knowing there was a team who was there to support me through that time made it easier. It was reassuring to know I could talk to my sleep coach about any difficulties I was having.**”

### Sleep efficiency



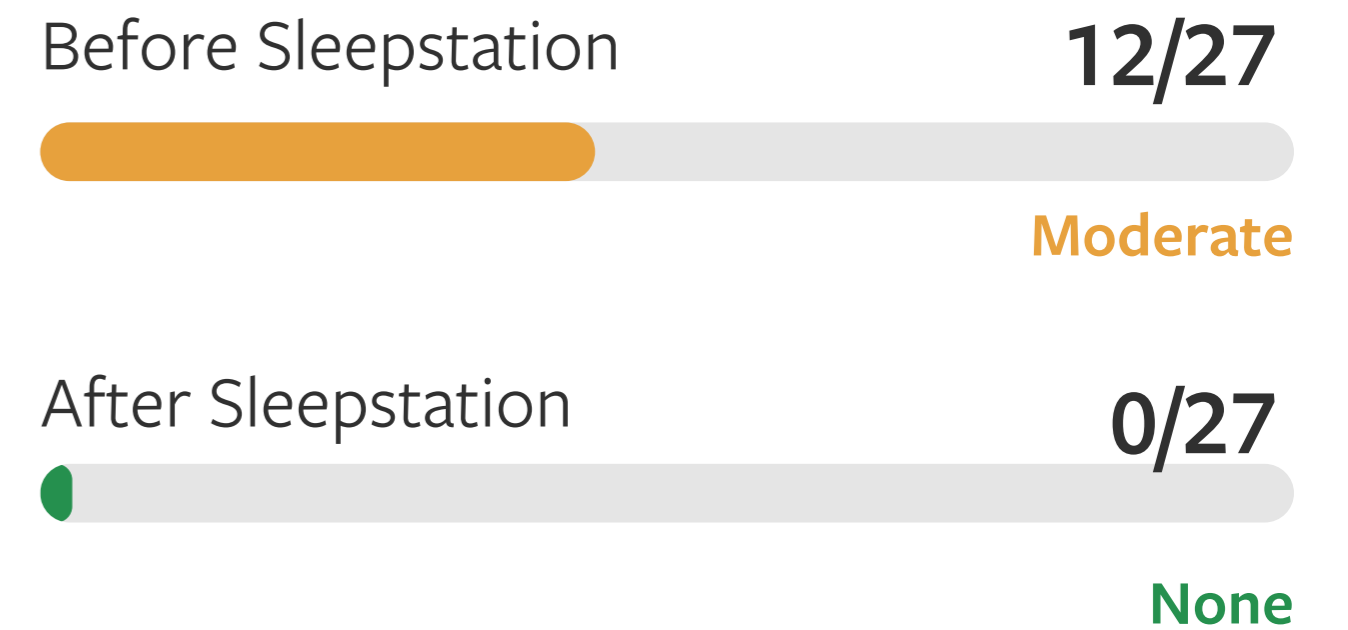
### Impact on next day function

Measured using the WSAS



### Depression scores

Measured using the PHQ9



We use the Work and Social Adjustment Scale (WSAS) to assess how the person's sleep problem is affecting them. These scores are reviewed at assessment and weekly throughout therapy.

# How does Sleepstation work?

Through a secure online platform, Sleepstation helps users identify and address the causes of their sleep problems, providing the necessary support and guidance to improve sleep.

Our service also prevents poor sleep from developing, enabling users to enjoy the benefits of a good night's sleep without medication.

## Key Features

- **Comprehensive online support:** Delivered entirely online, providing access to a team of sleep experts, therapists, and coaches.
- **Personalised approach:** Our uniquely personal approach, coupled with tailored advice and guidance, makes Sleepstation highly effective.
- **User-friendly interface:** Sleepstation is web-based, so users don't need to download an app. The interface is accessible to a wide demographic, ensuring ease of use for anyone with internet access and a computer or smartphone.



**Richard**

45, Maidstone

“Sleepstation has been fantastic. **The results, have been life changing.** I look forward to going to bed. It has **given me the confidence and tactics** to further improve my sleep in the future. Without sleeping pills! Thank you.”

# Using Sleepstation

All users begin in the Sleepstation Hub, from where they can be navigated to further, fully structured support.

1. **Accessing the Hub:** Users can access self-guided content and resources, complete screenings and assessments, or contact our expert sleep coaches through the secure messaging centre.
2. **Structured support:** For those needing more structured support, our Sleep Therapy Programme includes therapy sessions, tailored multi-step sleep plans, and ongoing support from our expert sleep team.
3. **Proactive and reactive support:** To maximise engagement and optimise outcomes, both proactive and reactive asynchronous support is provided to all users.



**Sarah**  
26. Ilford

“Having the sleep coaches’ support and encouragement to try different techniques really helped. **The support has been great and my sleep has improved greatly.**”

## Before Sleepstation

17/27

Very depressed

## After eight sessions

2/27

Not depressed

# What evidence supports Sleepstation?

All advice and guidance in the Sleepstation Hub is expertly curated, fully referenced, and based on solid evidence.

Our **Sleep Therapy Programme** uses a specific type of cognitive behavioural therapy for insomnia (CBTi), widely recommended as the first-line treatment.

## Proven effectiveness:

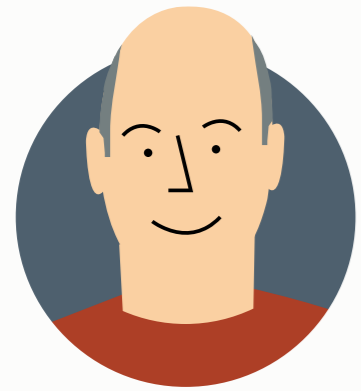
- **CBTi:** Effective in treating insomnia, CBTi is the cornerstone of our programme. The Sleepstation CBTi programme has been continually evaluated within healthcare settings in the UK since 2012.
- **Ongoing evaluation:** Since 2016, Sleepstation has undergone additional assessments and evaluations within government departments, corporate organisations, and third sector organisations, where it is delivered via employee wellbeing services.

For more detailed evidence, visit: [sleepstation.org.uk/evidence](https://sleepstation.org.uk/evidence)

## Research findings:

- **Independent research:** Independently published research investigating the effectiveness of Sleepstation has produced results comparable to our internal findings.
- **Comparative effectiveness:** Sleepstation's online CBTi programme has been repeatedly demonstrated to be at least as effective as clinic-based CBTi and equivalent or superior to other digital CBTi programmes on measures of engagement and sleep outcomes.

# What outcomes can you expect?



**Shaun**  
63, Sussex

“I’m **absolutely delighted** with this programme. Whilst I still feel I have a way to go with my sleep management, for the first time in many years I feel **I now have the tools and techniques to help myself**. The programme has been **expertly constructed** and has been **of real benefit to me.**”

## Before Sleepstation

63%	Sleep efficiency
3.7 hours	Average sleep per night
1/7	Good night’s sleep per week

## After Sleepstation

91%	Sleep efficiency
6.1 hours	Average sleep per night
7/7	Good night’s sleep per week



# Who is Sleepstation suitable for?

**The Sleepstation Hub is suitable for everyone.** The wide range of self-help assessment tools, resources and direct contact with our expert sleep team provides the necessary support and knowledge to benefit everyone, regardless of their sleep patterns.

For those who need further support to overcome their sleep problems, we recommend our Sleep Therapy Programme.

The restrictions we have in place follow safety guidelines and have been developed to protect everybody. **Though there are few exclusions, Sleepstation's Sleep Therapy Programme is not appropriate for everyone.**

Sleep restriction therapy is included in the therapy programme, which can reduce the quantity of sleep in the early stages. Those with the following conditions or disorders should not take part in the course:

- epilepsy or those who have ever experienced seizures
- a history of schizophrenia, schizoaffective disorder or psychosis
- complex mental health problems including bipolar disorder, mania, personality disorders
- at high risk of falls
- currently detoxing from drugs or alcohol.

**Sleepstation is not suitable for anyone who is:**

- under 18 years of age
- unable to use a computer/smart phone and access the internet daily.

# How Hub users get access to Sleepstation therapy

After registering for their free Hub account, users will be able to access whatever support they need.

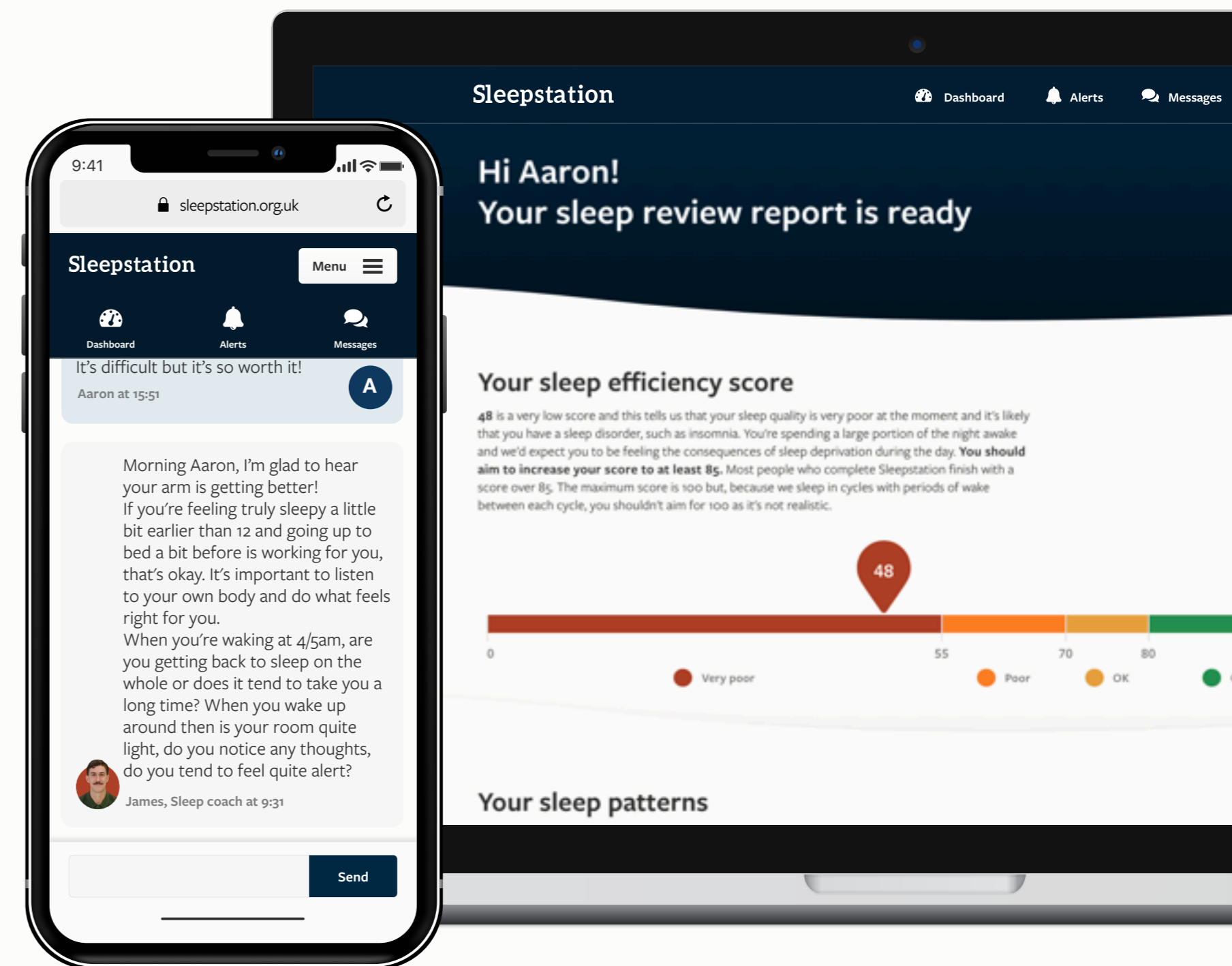
Once logged in, Hub users will have immediate access to self-help tools and resources, as well as the message facility to directly connect with our expert sleep team.

For those identified as having a sleep problem, a detailed assessment and sleep review is conducted to determine if they would benefit from our therapy programme.

If Sleepstation therapy is recommended, a personal sleep plan is created for the individual, based on information collated during their sleep review. The programme is continually tailored throughout to address individual needs and unique circumstances.

These steps are outlined in more detail on the following pages.

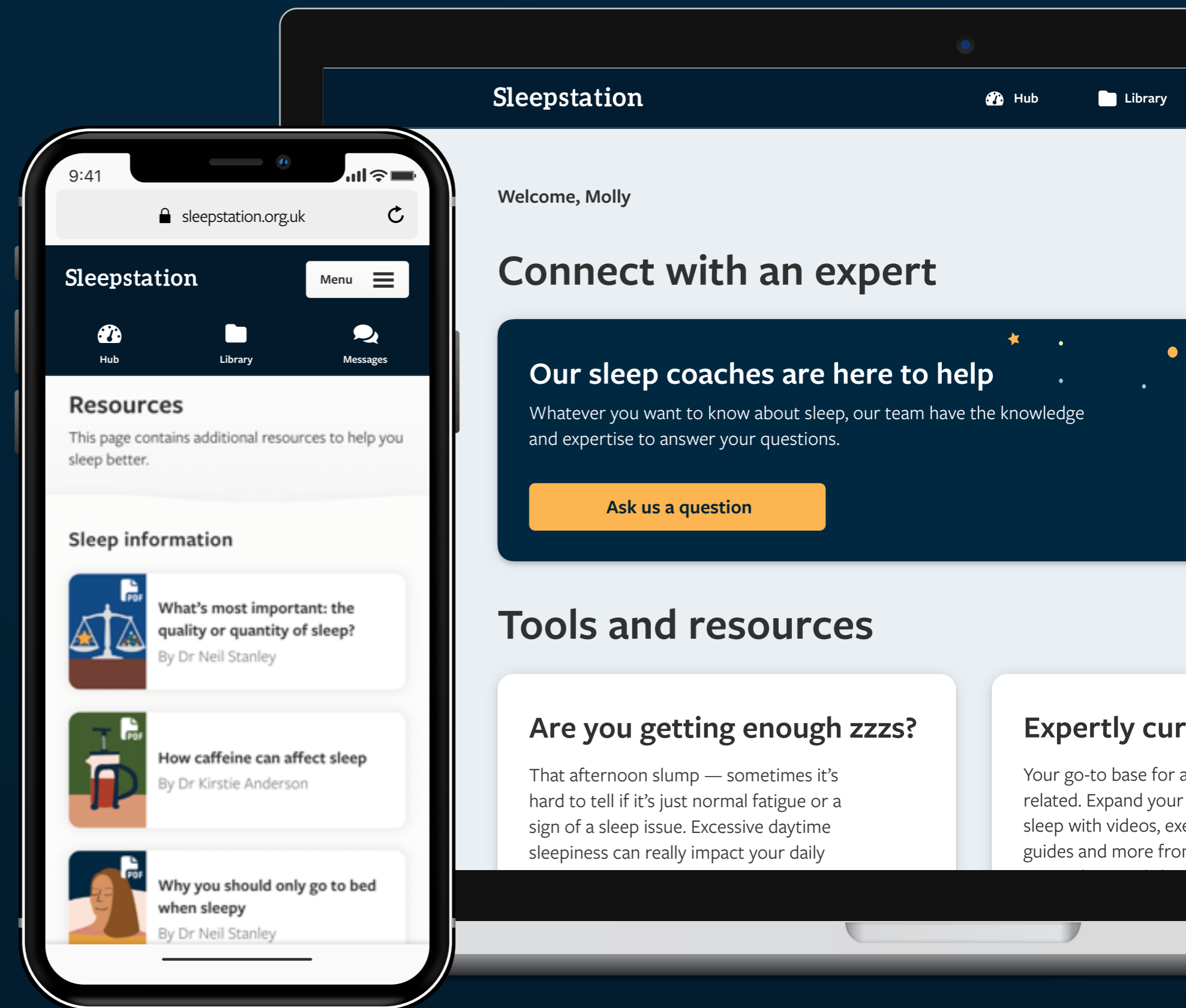
Most people need to complete at least three sessions to get lasting results and the programme can last for up to eight weeks, depending on the needs and circumstances of the individual.



Our advanced technology allows us to deliver a supported service at scale. There are no waiting lists and individuals can start therapy as soon as they're ready.

# The Sleepstation Hub

The following pages provide some information about what's available in the Sleepstation Hub and its benefits.

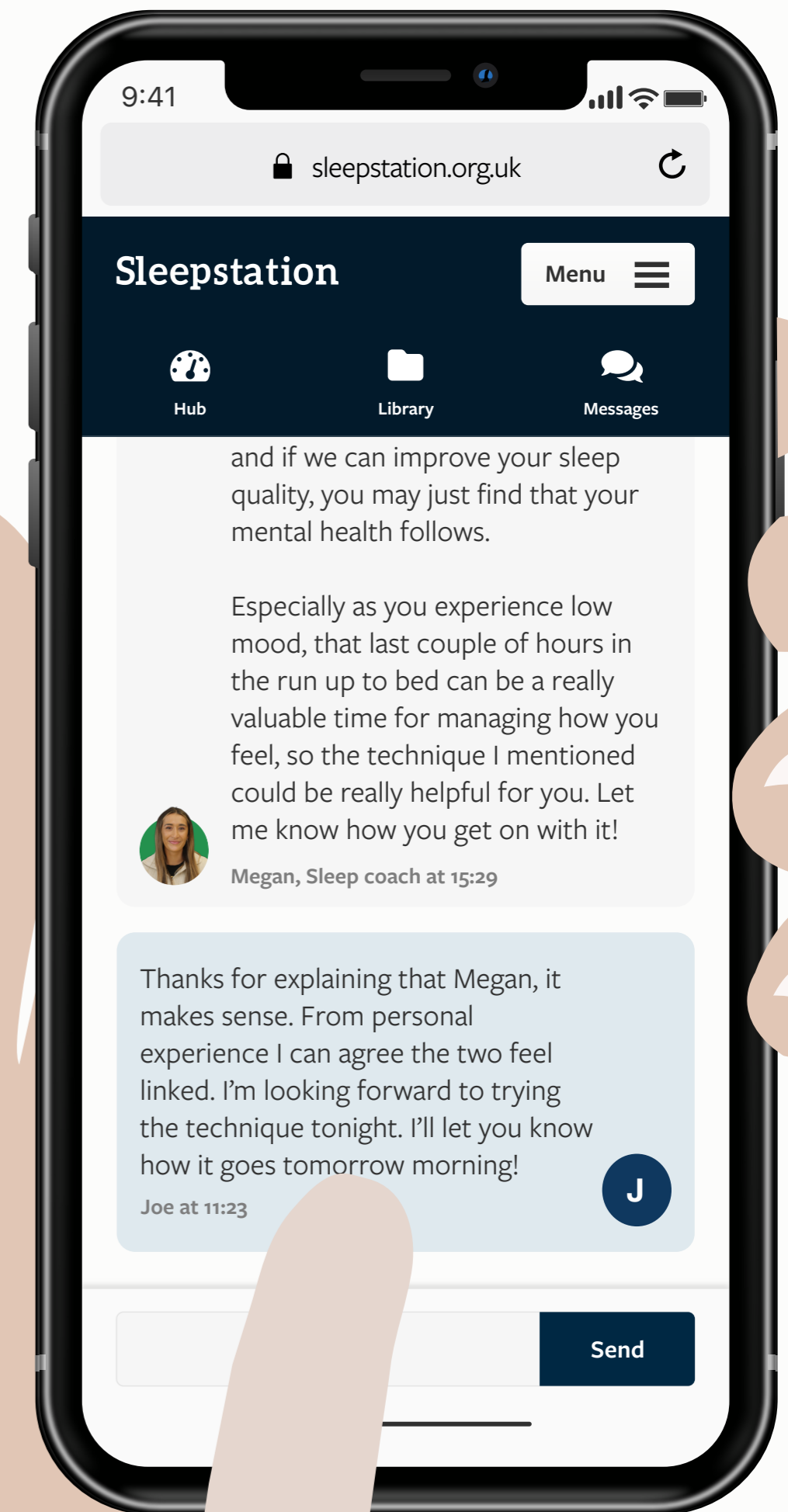


# Connect with the experts

As soon as a user accesses the Hub, they can connect with our team, made up of sleep coaches, therapists and sleep experts, all overseen by our clinicians. Whether they have a question about their sleep, want to know what steps to take to solve their sleep problem or want to find out more about a tool or resource, they can get their answers from a trusted source using our confidential messaging centre.

Our team has developed a comprehensive range of tools and resources available 24/7 through the Sleepstation Hub. These resources are designed to help users gain a deeper understanding of their sleep patterns. Additionally, we offer information on broader topics that may not directly impact the individual, such as teenage sleep patterns.

We've condensed decades of science into accessible and easy to follow content to provide Hub users with everything they need to know about sleep in order to sleep well, also available to download and share with friends and family. The Sleepstation Hub will provide them with personalised and confidential results from clinically validated sleep assessments and questionnaires, delivering valuable insights and outlining key action points.



# Content and resources

Hub users can access and download practical self-help guides to improve their sleep through the Sleepstation Hub. Each guide provides a summary of the relevant science in an easy-to-read format, designed to engage and inform readers. These guides have been thoroughly researched and include commentary from experts in the fields of sleep science, psychology and sleep medicine.



**Harold**  
54, Staffordshire

“The resources, videos and support have helped me challenge my thinking around sleep and to feel that I am not implementing the changes in isolation.”



# Resources for effective self-management

Understanding is the first step to feeling in control and improving sleep. With access to these self-help guides and sleep resources written by experts, Hub users will become better equipped to manage their sleep and to realise the benefits that improved sleep can bring for their physical and mental health.

## Key benefits:

- **Improved sleep quality:** Learn techniques to enhance sleep.
- **Reduced stress:** Understand how to manage stress for better sleep.
- **Better overall health:** Discover the link between sleep and physical/mental health.



**Linda**  
57, Cambridgeshire

“There is a wealth of resources available to access easily.”




# Topics included



Our resources cover a wide range of topics including:

- Sleep fundamentals
- Mindfulness and relaxation
- Cognitive tools and techniques
- Therapy guidance
- Sleep and your health
- Sleep disorders
- Treating sleep disorders
- Medications and sleep aids
- Your sleep environment
- Sleep and the workplace


Resources are regularly reviewed and updated to ensure that the content remains relevant and accurate, taking into consideration any new evidence, and are continually added to.



**Can lack of sleep cause weight gain?**  
By Dr Nicola Sunter




**What is sleep?**  
By Dr Neil Stanley





**Coping strategies for managing anxiety**  
By Dr Raminder Mulla




**Sleep advice for shift workers**  
By Dr Neil Stanley



**Are sleeping pills effective?**  
By Prof Joe McDonald



**The ideal bedroom setup**  
By Dr Neil Stanley



# Expert support for all aspects of sleep

Whatever the question, Hub users can reach out to our expert team through the messaging centre and get personalised advice.

The messages provide Hub users with the opportunity to confidentially ask our expert team anything they want to know about sleep. Our team will review all communications and respond in detail, liaising with other members of our multi-disciplinary team where appropriate.

## Key features:

- **Personalised advice:** Get tailored recommendations based on your specific sleep concerns.
- **Timely responses:** Receive prompt and detailed answers from our sleep experts.
- **Multi-disciplinary support:** Benefit from the expertise of our diverse team, including sleep coaches, therapists, and clinicians.





# Personalised care navigation and signposting

The interactions we have with your audience can also provide an opportunity for onward care navigation and signposting to other services available to them.

Anyone identified as potentially requiring further sleep support can be encouraged to complete further assessments and screening tools to better understand their sleep issues, and take part in targeted activities/interventions aimed at resolving their sleep problems.

Additionally, we can guide them to external services for related matters, ensuring they receive comprehensive support for their overall wellbeing. This holistic approach not only addresses their sleep problems but also connects them with resources for other health and wellness needs.



**Danielle**  
31, Islington

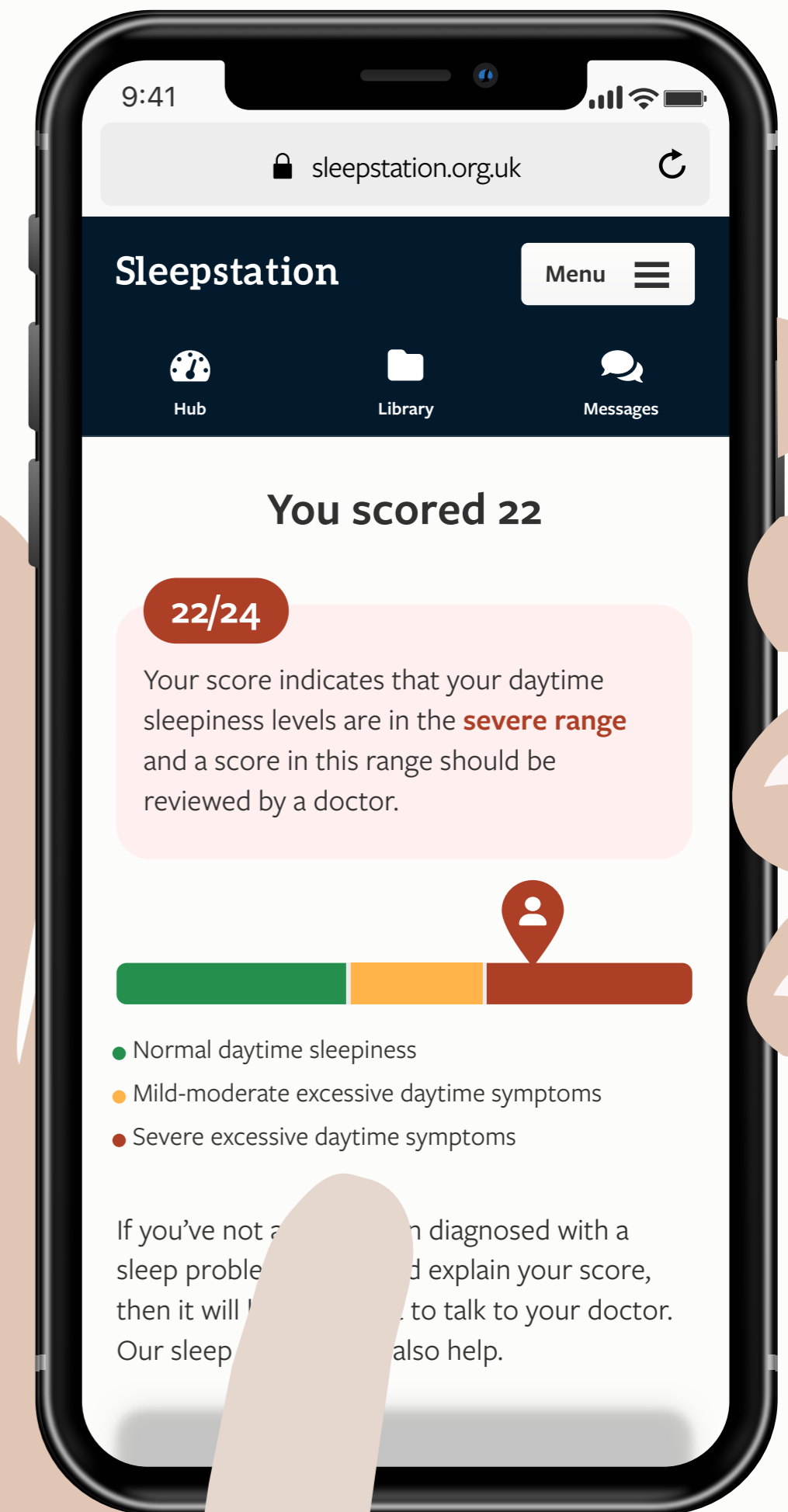
“I’ve found the science really fascinating and the team of sleep specialists really helpful and understanding, so thank you. I’m looking forward to continuing to feel the benefits.”

# Getting started

- 1 Users start by creating an account and can then log in to the Sleepstation Hub.
- 2 Users can confidentially message our sleep coaches, complete assessments and questionnaires and explore our comprehensive sleep resources at their leisure.
- 3 The tools and resources can be used over time to monitor, optimise and improve their sleep.
- 4 Users are encouraged to message our sleep coaches to discuss assessments, seek advice, or learn more about sleep. Our coaches will provide timely answers, support, and next steps.

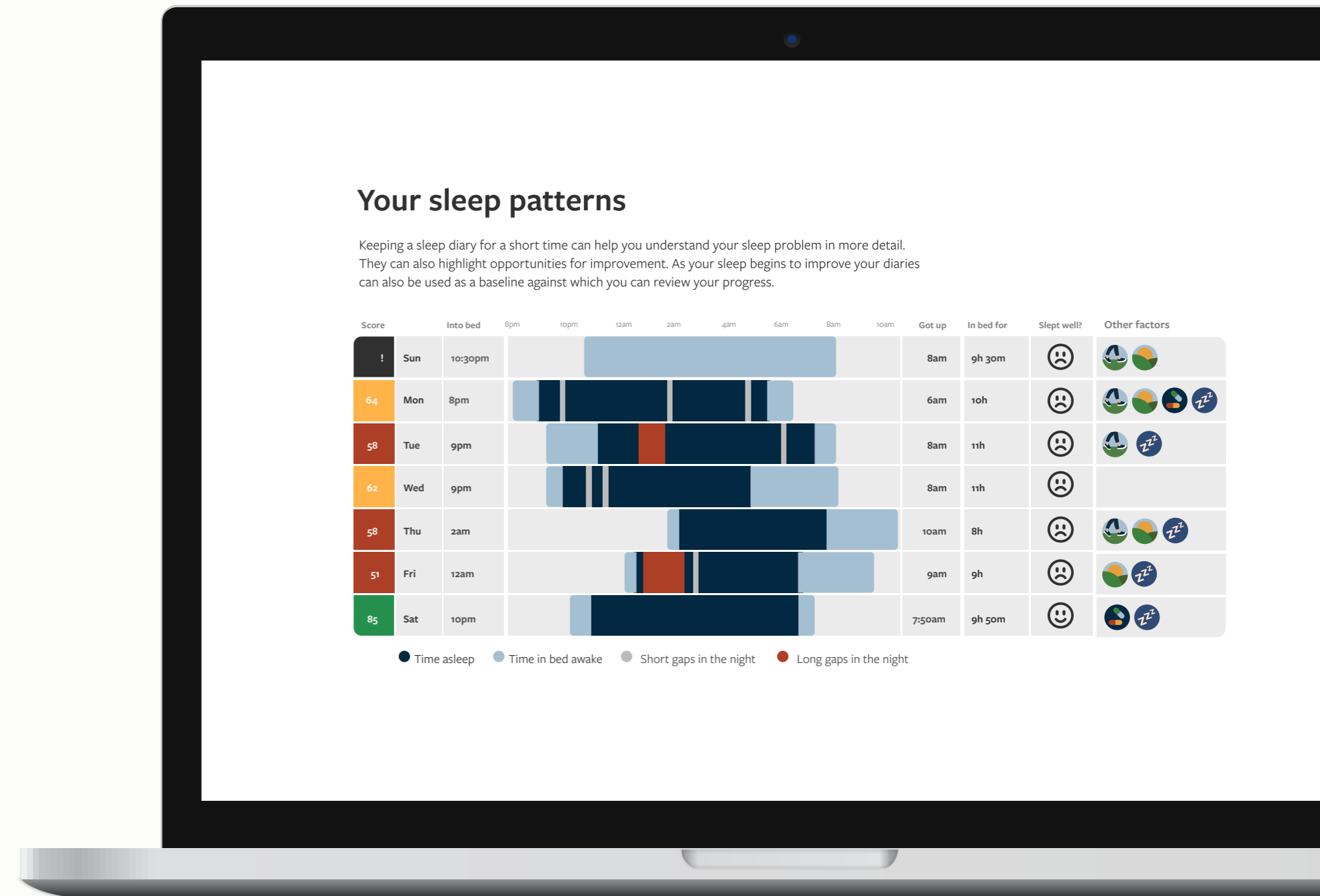
## Next steps

Users may need further support for their sleep problem, as recommended by our sleep coaches. If so, they can complete a detailed sleep review or arrange a 1-2-1 consultation to identify and address the causes.



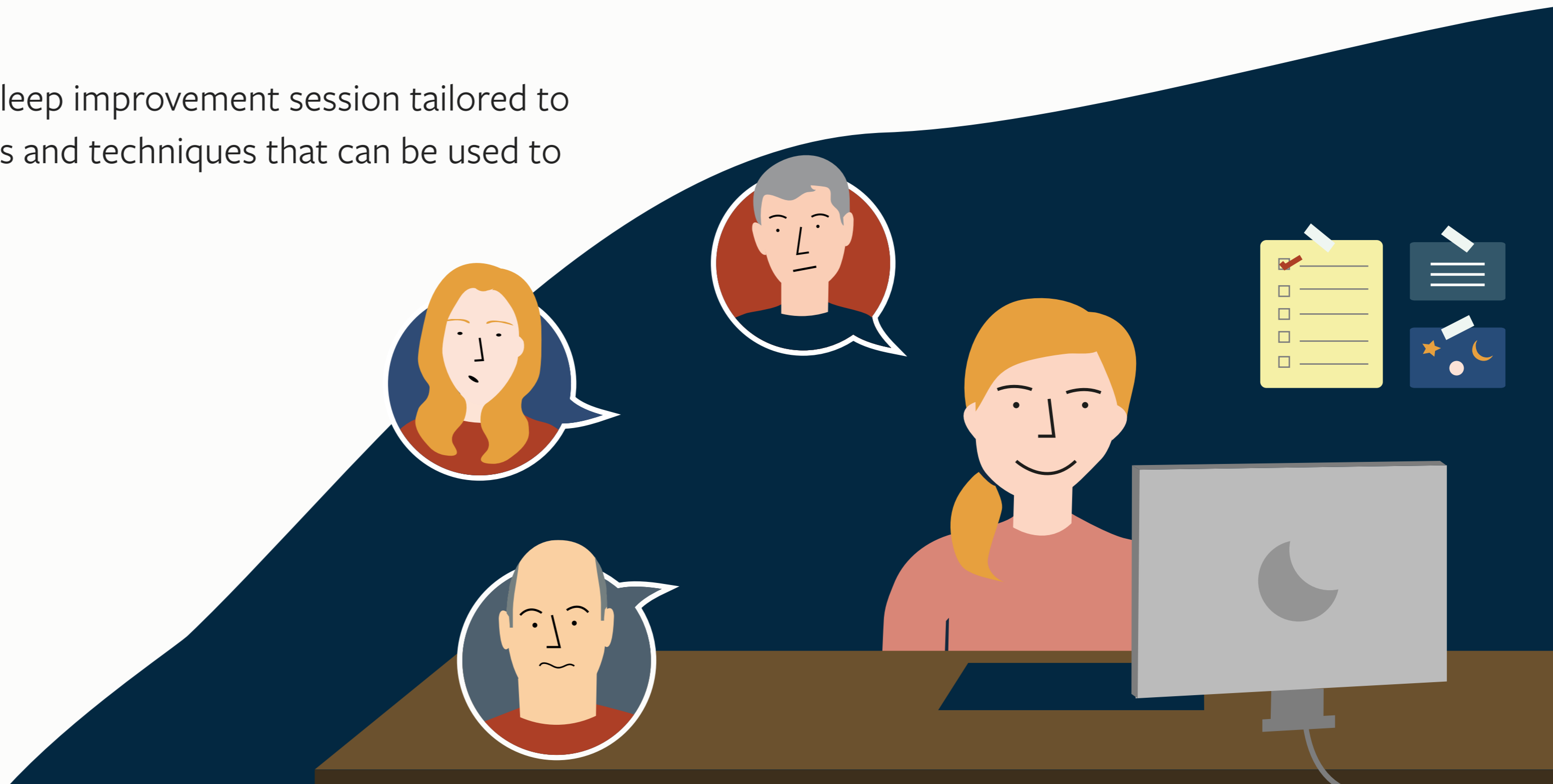
# Personal sleep analysis

- 1 Users begin by completing seven sleep diaries for review.
- 2 Each time they complete a sleep diary, they receive a relevant piece of sleep hygiene advice (framed as a ‘tip’). These pointers are provided to ensure that the person has good foundations in place, before we offer personalised advice.
- 3 Throughout the process, they continue to have unlimited access to the sleep resources and tools in the Hub, as well as contact with their sleep coaches.
- 4 They can choose to complete one introductory advice session during the sleep analysis phase.
- 5 Sleep diary data is reviewed and analysed. A report containing insights into how the person is sleeping and feeling is made available on their dashboard, containing guidance around the next steps.
- 6 If it's thought that the person would benefit from the Sleepstation Therapy Programme, they are enrolled and can begin straight away.



# Sleep Therapy Programme

- 1 Users continue to complete daily sleep diaries for the duration of their time on the programme.
- 2 They have continual access to our secure messaging service, allowing them to discuss their plan, obtain advice and chat with their support team.
- 3 Sleep coaches will continue to proactively engage with users to review progress and provide encouragement and guidance.
- 4 Users can also track their own progress via a range of charts and tracking tools.
- 5 Each week, users unlock a new sleep improvement session tailored to them. Each session outlines tools and techniques that can be used to control and improve sleep.



# Promoting Sleepstation to your audiences

On the following pages you'll find copy examples for email and social media promotion. The examples we've included are just for reference. Please feel free to develop your own messages and do not feel compelled to use these verbatim.



## How to describe Sleepstation

Sleepstation provides a central hub, where you'll discover curated content from a team of sleep and mental health experts (including a wide range of self-help resources and self-assessment tools).

Users can confidentially connect with expert sleep coaches, as well as accessing a wide range of clinically-validated interventions to support all sleep needs, including sleep therapy.

Sleepstation helps people identify the underlying causes of their sleep problems and provides the support and guidance needed to improve sleep. Their online service is a proven alternative to clinic-based sleep services and their uniquely personal approach is what makes Sleepstation so effective. They've helped many thousands of people sleep better: [sleepstation.org.uk/success-stories](https://sleepstation.org.uk/success-stories) — they can help you too.

While Sleepstation provide support for those with even the most severe sleep problems, their services are here for everyone. They can help equip you with the skills to optimise your existing good sleep and maintain positive sleep practices and habits, helping to prevent sleep problems arising in the first place. However you're sleeping, Sleepstation is here to make sure you can, and continue to, sleep well night after night.



# Promotional email examples

These emails are designed to engage and encourage readers to take advantage of the Sleepstation services. We've found success when these templates have been used in email awareness campaigns promoting Sleepstation. You'll find the content for **seven example emails in word.doc format** in your launch pack zip folder. One example is provided here, for context.

## Promotional Email Example 1

---

Subject: Discover the Power of Great Sleep with Sleepstation

Dear [Name],

We are excited to introduce Sleepstation, our new partner in promoting better sleep health. This service is available [for all].

Quality sleep is crucial for your mental and physical health, and Sleepstation is here to help you achieve it.

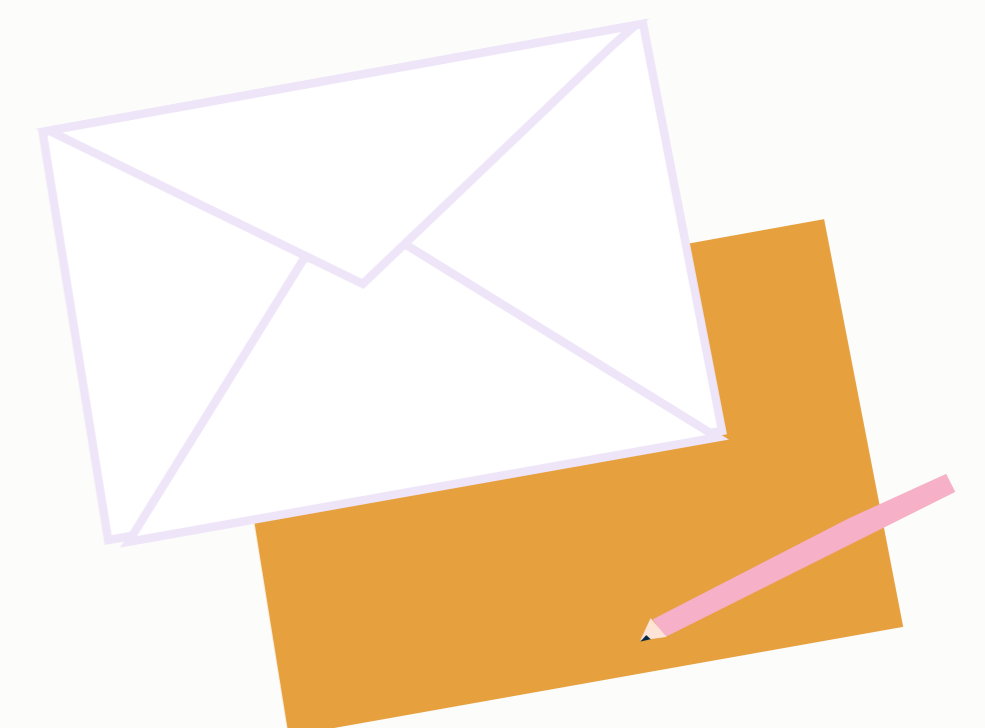
### Why Choose Sleepstation?

- **Comprehensive Support:** Access a library of self-help resources and expert advice.
- **Personalised Care:** Receive tailored sleep plans and support from sleep coaches.
- **Proven Results:** 87% of insomniacs resolve their sleep problems with Sleepstation and 96% of users say they would recommend Sleepstation to friends and family.

No matter your sleep needs, Sleepstation provides the support and guidance to help you sleep better and feel better. Don't miss out on this opportunity to improve your sleep and overall wellbeing.

This service is fully funded by [Organisation Name].

Create your free Sleepstation account today: [Insert your sign up page link]



# Social media guide

We encourage you to spread the word about the launch of Sleepstation. This handbook includes sample social media posts and tips to help you get started.



## Social media pages

Follow Sleepstation on X/Twitter, Facebook, LinkedIn, and Instagram. We share a range of information via our social channels including sleep facts, top tips, user stories, service updates and relevant sleep science updates. We encourage you to like, repost, and share posts from Sleepstation.

Please tag our social media accounts to gain a larger audience for your posts. We also encourage you to tag people in your networks in posts.



@\_sleepstation



@SleepstationApp



@\_sleepstation



@Sleepstation

## Our official hashtag

Hashtags add visibility to your posts by making them easier to find on social media. The official hashtag to use when referring to our service is #Sleepstation.

Please note - Sleepstation is always written as a single word with a capital S.

## Additional hashtags

These hashtags are not to be used unless these stories have been approved by Sleepstation.

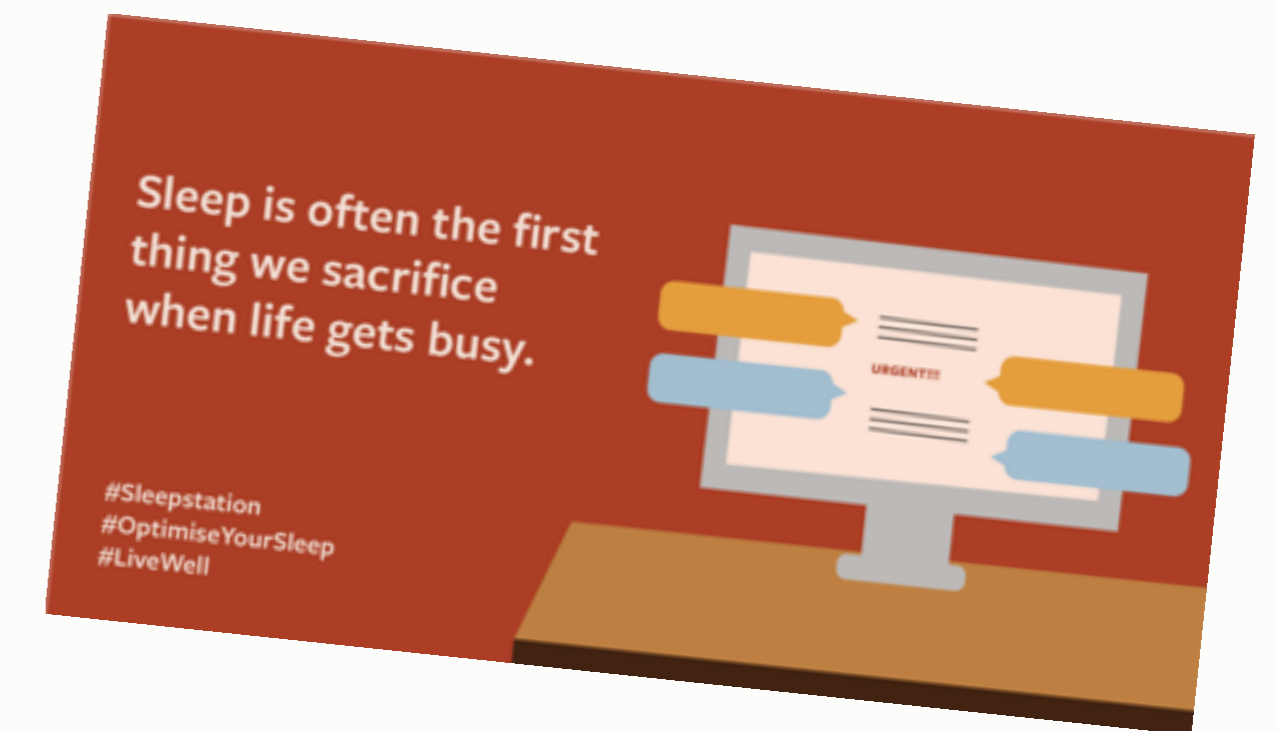
**#SleepstationTips** - for use when sharing tips that we have provided for you.

**#SleepFacts** - for use when sharing sleep facts that we have provided to you.

**#SleepStories** - for use when sharing reviews, comments, stories and case studies that have been provided by Sleepstation to illustrate success stories for your audience.

# Social media content

We can provide your team with a bank of images that can be shared on social media. Each image will be sized for sharing on Facebook, X/Twitter, LinkedIn and Instagram. Below you will find example content for social media posts which you can use or tweak.



## Sample social media posts for launch of Sleepstation

For X/Twitter:

### For People with Sleep Problems:

Struggling with sleep? Our new partnership with @\_sleepstation offers expert support and clinically-validated interventions to help you sleep better. #Sleepstation #SleepBetter #Support

Tired of sleepless nights? Access Sleepstation's therapy programme and start your journey to better sleep today. #Sleepstation #SleepWell #InsomniaHelp

We're delighted to be launching our partnership with @\_sleepstation today. Don't let a lack of sleep slow you down. If you want to learn how to optimise your sleep log into Sleepstation. #Sleepstation #SleepBetter #Support

### For Those Wanting to Learn More About Sleep:

Curious about sleep science? Explore the Sleepstation Hub for expert resources and self-help tools to optimise your sleep. #Sleepstation #SleepScience #BetterSleep

Want to improve your sleep habits? Log into the Sleepstation Hub for personalised tips and advice from sleep experts. #Sleepstation #SleepTips #HealthySleep

Sleep loves routine. Our bodies can only adjust to clock changes by about one hour per day. Aim to get up at the same time everyday, seven days a week.

For Facebook:

### **For People with Sleep Problems:**

We're excited to announce our partnership with @SleepstationApp! If you're struggling with sleep, their therapy programme offers expert support and proven solutions. Learn more and start your journey to better sleep today.

#Sleepstation #SleepBetter #Support

Sleepless nights affecting your life? Sleepstation's therapy programme can help you achieve restful sleep. Access expert advice and clinically-validated interventions now.

#Sleepstation #SleepWell #InsomniaHelp

We're delighted to be launching our partnership with @SleepstationApp today. Don't let a lack of sleep slow you down. If you want to learn how to optimise your sleep log into Sleepstation.

#Sleepstation #SleepBetter #Support

### **For Those Wanting to Learn More About Sleep:**

Discover the secrets to better sleep with the Sleepstation Hub! Access a wealth of resources and expert advice to optimise your sleep habits.

#Sleepstation #SleepScience #BetterSleep

Looking to improve your sleep? The Sleepstation Hub offers personalised tips and self-help tools to help you sleep better. Join us in prioritising your sleep health.

#Sleepstation #SleepTips #HealthySleep

For Instagram:

**For People with Sleep Problems:**

Struggling with sleep? @\_sleepstation offers expert support and clinically-validated interventions to help you sleep better.

#Sleepstation #SleepBetter #Support

Tired of sleepless nights? Access Sleepstation's therapy programme and start your journey to better sleep today.

#Sleepstation #SleepWell #InsomniaHelp

We're delighted to be launching our partnership with @\_sleepstation today. Don't let a lack of sleep slow you down. If you want to learn how to optimise your sleep register for Sleepstation.

#Sleepstation #SleepBetter #Support

**For Those Wanting to Learn More About Sleep:**

Curious about sleep science? Explore the Sleepstation Hub for expert resources and self-help tools to optimise your sleep.

#Sleepstation #SleepScience #BetterSleep

Want to improve your sleep habits? Log into the Sleepstation Hub for personalised tips and advice from sleep experts.

#Sleepstation #SleepTips #HealthySleep

For LinkedIn:

### **For People with Sleep Problems:**

We're delighted to announce our partnership with @Sleepstation! If you're struggling with sleep, their therapy programme offers expert support and proven solutions. Learn more and start your journey to better sleep today.

#Sleepstation

#SleepBetter #Support

Sleepless nights affecting your productivity? Sleepstation's therapy programme can help you achieve restful sleep. Access expert advice and clinically-validated interventions now.

#Sleepstation #SleepWell #InsomniaHelp

### **For Those Wanting to Learn More About Sleep:**

Discover the secrets to better sleep with the Sleepstation Hub! Access a wealth of resources and expert advice to optimise your sleep habits.

#Sleepstation #SleepScience #BetterSleep

Looking to improve your sleep? The Sleepstation Hub offers personalised tips and self-help tools to help you sleep better. Join us in prioritising your sleep health.

#Sleepstation #SleepTips #HealthySleep

# Sleep facts

At Sleepstation, we pride ourselves on being a credible source of sleep content. We ensure that any statement that we make is accurate and supported by evidence.

While you're working with us, we'd ask that you allow us to check any sleep facts that you wish to share with your audiences. We do not charge for this service.

Unapproved sleep facts cannot be shared with reference to Sleepstation unless they have been approved by us. We have this rule to protect the excellent reputation that we've developed for producing accurate content. We hope you understand.



# Interesting facts about sleep to share with your audience

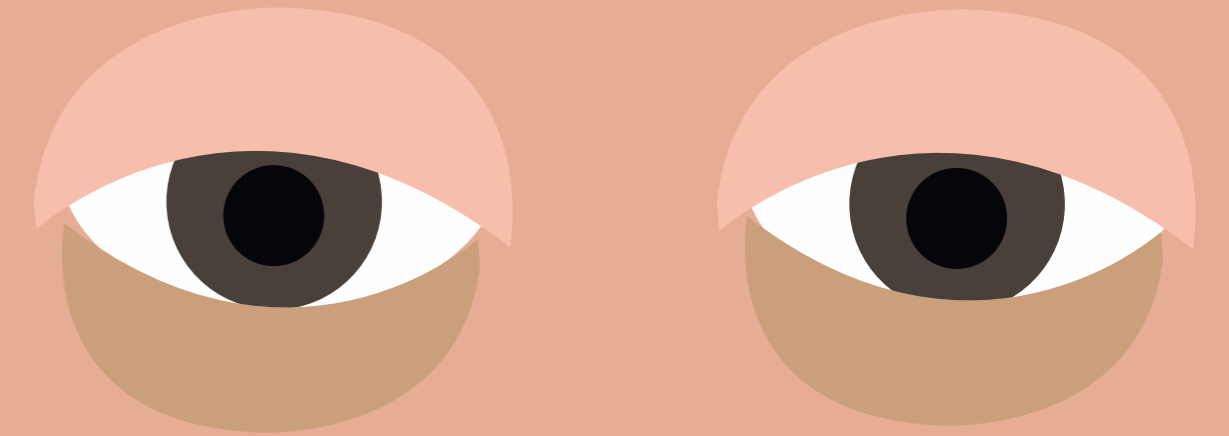
If you're sharing these facts verbatim then please mention Sleepstation in your posts and we will retweet/share etc. If you're planning to edit these facts in any way before sharing, then please send them to us for approval first. Do not mention Sleepstation in any sleep facts that have not been approved by our team.

## Sleep science

The official term for that feeling of grogginess that some people have in the morning is 'sleep inertia'. It can last for up to two hours.

There are more than 90 sleep disorders in the current international classification.

One of the functions of sleep is to remove neurotoxins that build up in our brains during the day.



## Dream sleep

If you remember many dreams during a night it means that your sleep is being disturbed by something or other.

Nightmares are to the dream world what horror films are to the cinema. They are no more meaningful than other dreams.

When you dream your muscles are paralysed so you are unable to act out your dreams.

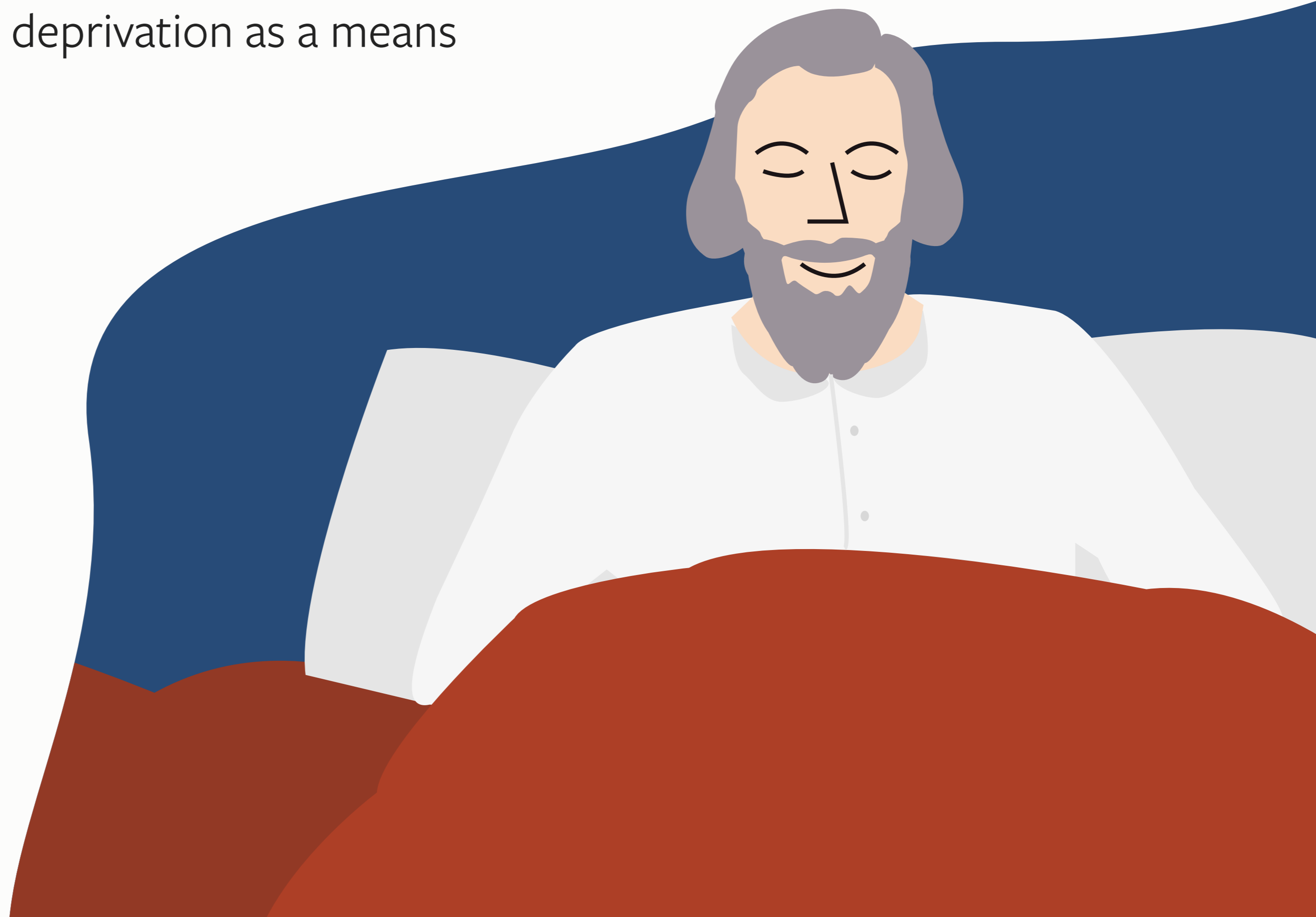




## Historical sleep facts

Tudor beds were short not because the people were appreciably shorter but because they didn't sleep flat out. They thought this was the position of death.

Hippolytus de Marsiliis (born 1451 Bologna) was the first person to document sleep deprivation as a means of torture.



## Did you know?

Sleep is the only one of our pleasures that we enjoy retrospectively.

There is no scientific evidence that cheese has any positive or negative effect on your dreams. The 2005 'sleep and cheese' survey often mentioned in the media was not a scientific study but a PR exercise.

It's been reported that the most common emotion experienced during dreaming is anxiety.



## Sleepy driving

Sleep related car accidents kill more people than drink driving.

The peak times for car accidents are 2-7 am and mid-afternoon when people are most sleepy.

Getting just 5 to 6 hours of sleep a night more than triples your risk of having a car accident.



## Sleep in animals

Hibernation causes significant changes in temperature control and metabolism and is not in any way related to sleep.

Humans are the only animals who voluntarily delay or curtail sleep.

Dogs can adapt to their owners' sleep patterns. Cats cannot or will not.



# User feedback



**Zahid**

24, from West Midlands

“I've really enjoyed my time doing Sleepstation. The techniques that have been suggested to me **have made big differences to my sleep already.** I've learnt so many things about sleep and my own sleep is improving because of this.”



**Lauren**

27, from London

“Thank you for the help you have provided me. **You genuinely don't know how much this programme has helped me and my health.** I honestly believe I can use these techniques for the rest of my life. Thank you so much.”



**Cynthia**

52, from Carlisle

“I feel that the programme has really helped. I’m sleeping much better and practice the plans I have learnt. I’m much happier and don’t worry about sleep anymore. Thanks again”



**Amelia**

50, from South West London

“This has been really helpful and I have tried many things to try and help with my sleep over the years but none have come close to helping in the way that this has. I have completed this whilst working in a hospital during a pandemic and think that I would not have been able to do this with another programme. So a big thank you to all the team for your help and support.”



**Adam**

24, from Lancashire

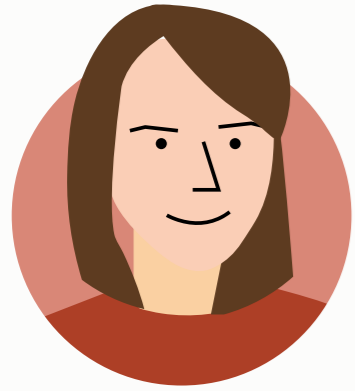
“**Absolutely life changing**, my stress levels have dramatically dropped. **My performance at work is better and my mood has improved hugely.** I’m finding it a lot easier to settle down and relax”



**Katie**

41, from Surrey

“I found the feedback really useful, especially when the sleep team replied to any queries I had. The responses were very quick and useful. **It was really comforting to have that reassurance,** especially during the first couple of weeks.”



**Lisa**

34, from Essex

“My mental wellbeing has improved. I have spent years not really looking forward to things or getting excited about anything, I’m starting to remember what it is like to have emotions again. I have tried literally everything else. I thought that I was just doomed to not sleep well. **This therapy really has kick-started my life again.** I am happy that I no longer need the medication.”



**John**

71, from Coventry

“After a lifetime of shift work, I thought when I retired I’d automatically sleep well. Sleepstation has shown me that some effort is required to achieve healthier sleep habits and I’ve seen noticeable improvements. Best of all, **I’ve broken free of the vicious cycle of sleep anxiety,** knowing I’m able to manage my sleep more effectively.”





**Sheree**

56, from Lancashire

“It's been so helpful to have structured support and a plan. Some of the insights your team have shared have helped me to recognise what normal sleep is.

**Having this support gave me the confidence to go medication-free at last!”**



**Aspen**

60, from Lincolnshire

“I feel very positive. The programme is well thought through and the advice is excellent. **I feel like I'm in safe hands and that my sleep coach is looking out for me.** I'm confident about making improvements and I can feel the difference after a better night's sleep. Thank you!”

# Sleepstation brand guidelines

## Our name

Lots of people spell our name incorrectly and we've seen lots of different variations of the spelling. The correct spelling is as a single word with a capital S at the beginning.

### Correct:

✔ **Sleepstation**

### Incorrect:

- ✘ SleepStation
- ✘ Sleep station
- ✘ Sleep Station
- ✘ The Sleepstation
- ✘ The Sleep Station

## Wordmark

We have two versions of our wordmark, **Daylight** and **Midnight**, to allow variation and flexibility across digital and print materials. We use the Midnight version of logo on light backgrounds and our Daylight version on dark backgrounds.

The wordmark should be applied consistently and correctly and must never be altered in any way. Please only use the original graphic file taken from the assets supplied in your pack.

**Sleepstation**

Daylight

Midnight

**Sleepstation**

## Icon

The icon version of our logo helps incorporate the night theme into the Sleepstation brand.

It's bright and simple and offers an alternative choice to our wordmark. It can be used alongside product shots, as well as on digital and print materials.

The icon should be applied consistently and correctly and must never be altered in any way. Please only use the original graphic file taken from the assets supplied in your pack.



## Protecting our wordmark

To ensure our wordmark is legible, we keep the surrounding area free from other elements. The minimum clearspace is the x-height.

The minimum sizes of our wordmark are 20px on screen and 7mm in print. On rare occasions, a smaller size for print may be required. If this is the case, please ensure it remains legible.



## Protecting our icon

To ensure our icon is legible, we use the width of the inner-spacing of the icon, to keep the surrounding area free from other elements.

The minimum sizes of our icon are 120px on screen and 30mm in print.



## Dos and don'ts

It's easy to make mistakes with a logo, so here are a few dos and don'ts to make sure our wordmark and icon looks as good as it can be everywhere it's used.

Please don't...

**use a colour that is not in our colour palette**

**Sleepstation**

Please don't...

**use a drop shadow**

**Sleepstation**

Please don't...

**rotate our logo**

**Sleepstation**

Please don't...

**outline our logo**

Sleepstation

# Colours

For the best possible display of our brand colours across all digital and print materials please use the following values:

**Midnight**  
#032841  
RGB 3 40 65  
CMYK 100 80 46 51

**Gold**  
#F7B85F  
RGB 247 184 95  
CMYK 1 33 69 0

**Mid Blue**  
#2F4B75  
RGB 47 75 117  
CMYK 90 69 30 15

**Mid Grey**  
#7D7D7D  
RGB 125 125 125  
CMYK 50 40 39 21

**Off White**  
#FCFCFB  
RGB 252 252 251  
CMYK 1 1 2 0

**White**  
#FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0

## Typography

Our typeface of choice is Freight Sans. We use **semibold** for all titles and **regular** for all body copy.

AaBbCcDdEeFfGg  
1234567890

Charcoal

#303030

RGB 48 48 48

CMYK 70 60 56 67

Mid Grey

#7D7D7D

RGB 125 125 125

CMYK 50 40 39 21

White

#FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

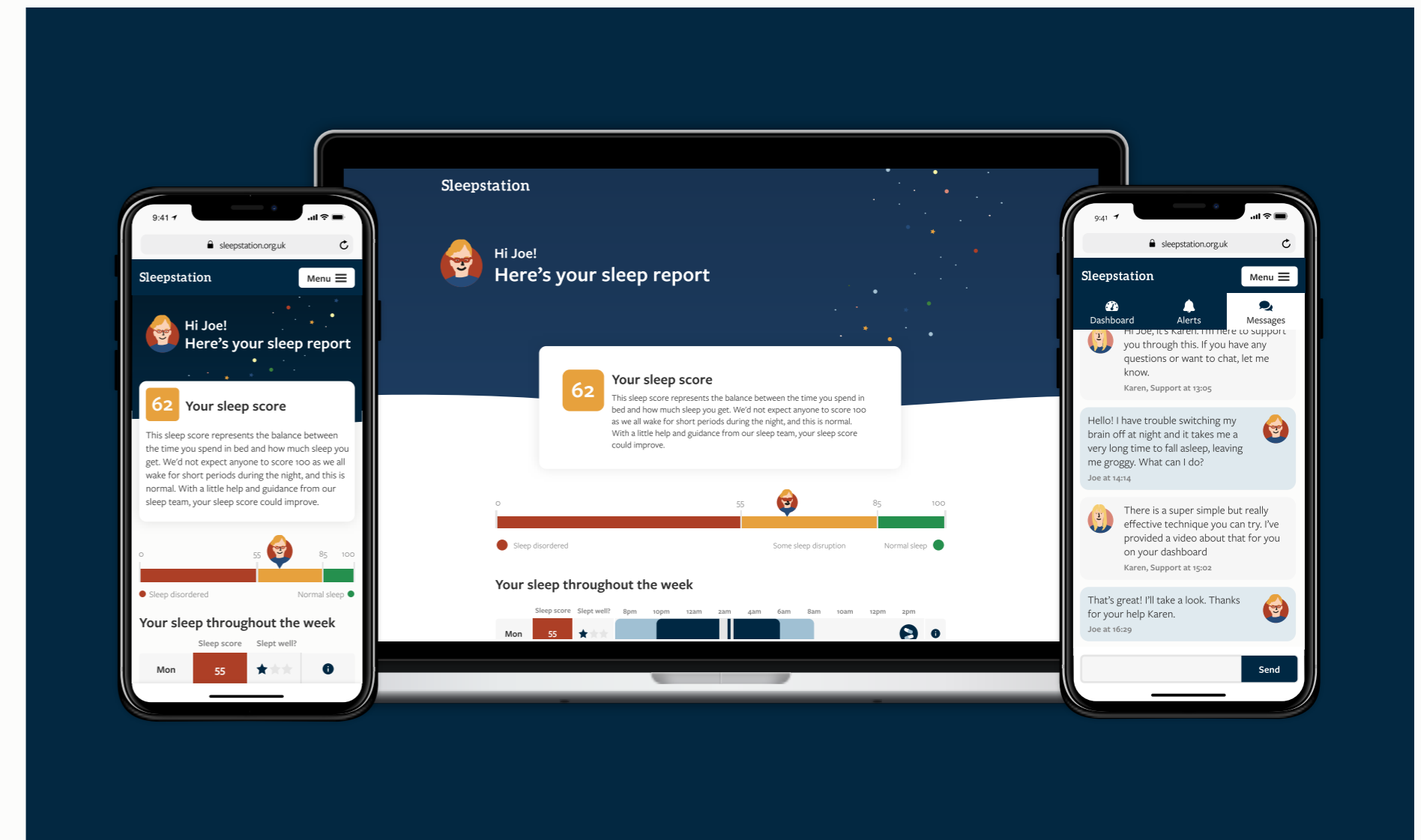


## Product shots

We've provided you with a selection of product shots in a range of different file formats to help you promote your partnership with Sleepstation.

These can be used on their own or combined together to show multiple screens.

If these product images are to be placed onto a background colour please use only **Midnight**, **Off white** or **White** from the colour palette we have provided.



**Midnight**

**#032841**

**RGB 3 40 65**

**CMYK 100 80 46 51**

**Off White**

**#FCFCFB**

**RGB 252 252 251**

**CMYK 1 1 2 0**

**White**

**#FFFFFF**

**RGB 255 255 255**

**CMYK 0 0 0 0**

# Glossary of terms

**1-2-1 consultation** – a planned protected conversation, whether verbal (e.g. on the phone) or written (e.g. via Our secure messaging system) where a user communicates with a member of our sleep team (a sleep coach, sleep expert, doctor or mental health professional).

**Assessments** – the systematic collection and analysis of data by Us, aimed at describing or better understanding a specific health-related issue. These assessments are designed to gather relevant information and enable Us to make informed inferences and provide judgements that support the ongoing delivery of Sleepstation support to users. They include validated health questionnaires.

**Care navigation** – giving an individual information to help them to find and obtain access to support which best fits their needs

**Commencement date** - the specific date from which We begin to deliver the agreed-upon Hub services and Sleepstation support to You, marking the beginning of the Service period. The Commencement Date and the Launch Date are hereby agreed to be the same date, unless otherwise expressly agreed in writing by both parties.

**Confidential chat** – an unplanned (ad hoc) protected written conversation (via Our secure messaging system) between a user and a member/s of our sleep team, where information given by or about the user is kept secure and will not be disclosed to others unless we are required to disclose such information for safeguarding reasons or called upon to do so by a Court of Law.

**Contract date** - the specific date on which the contract is signed by You and becomes legally binding for both parties. This date marks the beginning of the contractual obligations agreed upon by the parties which then continue to be in effect through to the Commencement date, Launch date, throughout the Service period and any period of Continued access.

**Guidance** – the advice or information provided by the Us to a user, aimed at addressing specific problems or difficulties related to the user’s needs. This may include personalised recommendations, strategies, and support designed to help the user achieve their goals. Guidance can be delivered through various means such as consultations, reports, and ongoing communication, with a view to ensuring that the user receives the necessary assistance to effectively manage and improve their symptoms.

**Hub** – an online platform through which digital access to Sleepstation content, applications and human support is provided.

**Hub content** – content relating to sleep, sleep science, sleep education or health/wellbeing topics relating to sleep which is accessible within the Hub or accessed via the Hub and which has been created or curated by Us.

**Hub services** – functionality made available for users which is accessible within the Hub or accessed via the Hub, which includes Care navigation, Signposting, Confidential chat, Personal sleep coaching, Low intensity support, Questionnaires and surveys, Assessments, Service questions and Sleep questions.

**Launch date** – the date upon which the Hub is first communicated to your users as being available for their use.

**Launch webinar** – an online session hosted by Us, delivered on a date agreed upon by You and Us in advance. Within this session participants will be presented with information pertaining to the Services We are providing to You under this contract, and can have the opportunity to interact with hosts, speakers and/or content.

**Low intensity support** – a grouping term, used to describe various means of support which are casual and/or unstructured in their nature, e.g. support which is more user-led in terms of frequency of communication or topics/issues covered, or delivered on an ad hoc basis, either reactively or proactively.

**Monthly activity report** – a document provided in the third week of the month, which details activity arising from users and/or performed by Us in support of Your users in the full month previous.

**One week review** - Also sometimes referred to as “Personal sleep analysis”. Providing structured access to our system of support and our coaching team, where the user works with their coaches over the course of one week to review their sleep and what may be contributing to how they are sleeping. This involves completion of daily sleep diaries, gives baseline measures for relevant health factors and provides the user with a personalised report and guidance from their coaches.

**Ongoing support** – continued access to sleep coaches (post-therapy), during the contract term, with proactive follow-up at 3 and 6 months. This is designed to ensure the users continue to feel supported and know that help is available to maintain and build upon the progress made during therapy.

**Personal sleep coaching** – the collaborative process whereby our sleep team (sleep coach, sleep expert, doctor or mental health professional) works with a user to understand their situation, challenges, symptoms, preferences, goals and seeks to support them in making progress towards achieving agreed upon goals by providing knowledge and support to help them build skills and behaviours, while also providing them with some accountability, empathy, moral support and encouragement.

**Pre-launch period** – the timeframe between the date the contract is signed (Contract date) and ending when the service is officially launched (Launch date).

**Questionnaires and surveys** – a set of structured questions provided by Us, designed to collect quantitative standardised data for the purposes of statistical study or qualitative data for the purposes of gaining insights and understanding, used for analysis.

**Service** – The activities, support, and resources provided by Us to You as outlined in this contract. This includes, but is not limited to, access to the Hub, Sleepstation support, consultations, coaching, assessments, and any additional services agreed upon. The Service encompasses all deliverables, performance standards, and obligations specified in this agreement.

**Service deployment date** – the date upon which the Hub is first made operational in a live environment.

**Service launch** – officially making the Hub and Sleepstation support available for your users.

**Service launch handbook** – a pack consisting of digital assets, advice, instructions and guidelines provided by Us to You in advance of your Launch date.

**Service performance and quality report** – a document provided periodically, which gives a detailed analysis of activity, both as a whole and grouped, based on relevant demographics. This document also focuses on trends, points to note or consider, gives the opportunity to provide insights into outcomes and to share feedback and case studies.

**Service period** – The duration of this contract, starting from the Commencement date and ending on the Renewal date or the end of the Continued access period, as specified. Both parties are bound by the contract's terms during this time, which may be renewed or extended in accordance with the terms specified herein.

**Service promotion** – activities undertaken to raise awareness, generate interest, and ultimately drive uptake of the Hub.

**Service questions** - a communication sent by a user, relating to service access, functionality, usability, processes, procedures or availability, worded or expressed so as to elicit information from Us.

**Signposting** – directing users to external services.

**Sleep apnoea diagnostic** – the dispatching of a clinically validated device to the user's home which is capable of providing a fully automated remote diagnosis of Sleep Apnoea (OSA).

**Sleep questions** – a communication sent by a user, relating to their sleep or more broadly their health, habits, mood or wellbeing, worded or expressed so as to elicit information from Us.

## **Sleepstation support - encompasses the following offerings provided by Us:**

- **1-2-1 Consultation plus 3 Weeks Coaching:** A private phone consultation with an expert team member to discuss the individual's sleep issues, followed by three weeks of access to a coaching team for expert advice, encouragement, and moral support.
- **One (1) Week Sleep Review and Guidance:** Structured access to support and coaching over one week, including daily sleep diaries, baseline health measures, and a personalised report with guidance from coaches.
- **Fully Supported Sleep Therapy (Sleepstation Therapy):** Access to a guided cognitive behavioural therapy for insomnia (CBTi) program, delivered remotely over several weeks, with close support from coaches to equip users with self-management skills for their sleep. Includes ongoing support.
- **Home Sleep Apnoea Diagnostic Test:** Provision of a clinically validated device for remote diagnosis of Sleep Apnoea (OSA), including user-friendly reports and detailed clinician reports, with quick dispatch, onboarding support, and technical assistance.

**Sleepstation therapy** - a structured, personalised and guided digital programme of cognitive behavioural therapy for insomnia (CBTi).

**Training** – periodically planned sessions, where individuals are presented with the opportunity to learn about the services We are providing to You under this contract, specifically how to describe them, what they entail, what is expected of users, what users can expect and when it might be appropriate to recommend certain services.

**User** – individuals who are provided with digital access to Hub content, Hub services and Sleepstation support from within the Hub.

**User eligibility** – a determination as to whether an individual is qualified or entitled to be provided with digital access to Hub content, Hub services and Sleepstation support from within the Hub under this contract.