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The Mental Elf iPhone app: simple, clear, engaging mental health evidence in your pocket

Busy health and social care professionals are often overwhelmed by the amount of mental health research, policy and guidance, but keeping in touch with the latest information is now even easier with the launch of the new Mental Elf iPhone app that brings you a regular fix of reliable and relevant evidence in a simple and easy to use format.

Oxford University spin-out company **Minervation Ltd** have developed the app, which builds on the Mental Elf website that has been widely praised by doctors, nurses and other professionals since it was launched a year ago. The team of expert clinicians and information scientists at Minervation have been building evidence-based websites since the mid-90s.

Managing Director André Tomlin explains:

“Everything we do is about improving patient care by making it easier for people to find and use the best available evidence in their practice.

Health and social care professionals have so little time to read new research and guidance, it’s vital that systems are user-friendly and just focused on the really good quality information.

We do all the hard work, finding the evidence and bringing it to you in an accessible and engaging format. All it takes is 3 minutes of your day to read an article and learn something new.”

The Mental Elf iPhone app is on sale now in the Apple Store. It’s available for the next few weeks at a special introductory price of £0.69. An Android app will be available later in the year.

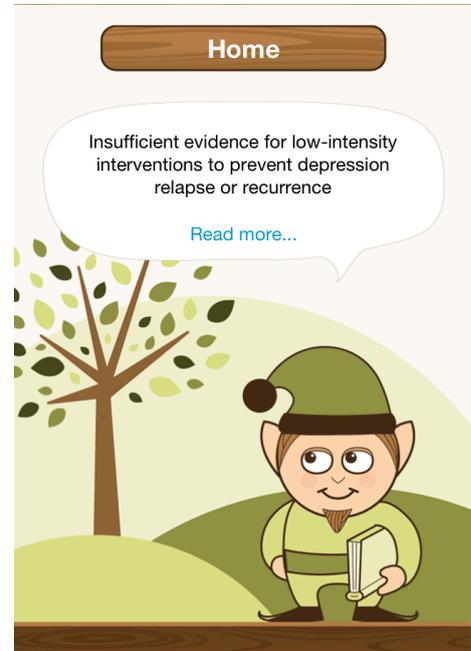
More apps and websites are in the pipeline featuring other National Elf Service topics. Subjects covered include learning disabilities, diabetes, dental health, lifestyle issues, women’s health, commissioning, musculoskeletal and education.

Notes for Editors:

1. The Mental Elf iPhone app: <http://itunes.apple.com/gb/app/mental-elf/id542192849?mt=8>
2. The Mental Elf website: <http://www.thementalelf.net>
3. National Elf Service: <http://www.nationalelfservice.net>
4. Minervation Ltd: <http://www.minervation.com>

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The Mental Elf iPhone app. The easiest way to keep up to date with reliable mental health research, policy and guidance.