Supplementary Table S1

*List of Combined Words for IAPT and Private Services*

|  |  |  |
| --- | --- | --- |
| Key Word  | Words Included  | Service Type  |
| change  | Change, changing  | IAPT  |
| health  | Health, healthy  | IAPT  |
| lift  | Lift, uplift  | IAPT  |
| live  | Live, living  | IAPT  |
| mind  | Mind, minds  | IAPT  |
| CBT  | CBT, cognitive behavioural  | Private  |
| mind  | Mind, minds  | Private  |
| think  | Think, thinking, thoughts  | Private  |
| well  | Well, wellness, wellbeing  | Private  |

Supplementary Table S2

*List of Key Words Classified as Positive, Negative and Neutral*

|  |  |  |
| --- | --- | --- |
| Key Word | Classification | Service Type |
| stress | Negative | Private |
| counselling | Neutral | IAPT |
| first | Neutral | IAPT |
| flow | Neutral | IAPT |
| insight | Neutral | IAPT |
| let's | Neutral | IAPT |
| mind | Neutral | IAPT |
| outlook | Neutral | IAPT |
| point | Neutral | IAPT |
| self | Neutral | IAPT |
| starfish | Neutral | IAPT |
| step | Neutral | IAPT |
| think | Neutral | IAPT |
| time | Neutral | IAPT |
| vitaminds | Neutral | IAPT |
| we | Neutral | IAPT |
| you | Neutral | IAPT |
| action | Neutral | Private |
| CBT | Neutral | Private |
| counselling | Neutral | Private |
| every | Neutral | Private |
| feel | Neutral | Private |
| inside | Neutral | Private |
| life | Neutral | Private |
| metamorphosis | Neutral | Private |
| mind | Neutral | Private |
| out | Neutral | Private |
| path | Neutral | Private |
| point | Neutral | Private |
| reach | Neutral | Private |
| roots | Neutral | Private |
| spaces | Neutral | Private |
| still | Neutral | Private |
| therapy | Neutral | Private |
| think | Neutral | Private |
| time | Neutral | Private |
| you | Neutral | Private |
| access | Positive | IAPT |
| ahead | Positive | IAPT |
| change | Positive | IAPT |
| community | Positive | IAPT |
| cope | Positive | IAPT |
| energize | Positive | IAPT |
| forward | Positive | IAPT |
| free | Positive | IAPT |
| health | Positive | IAPT |
| help | Positive | IAPT |
| inclusion | Positive | IAPT |
| lift | Positive | IAPT |
| live | Positive | IAPT |
| matters | Positive | IAPT |
| open | Positive | IAPT |
| plus | Positive | IAPT |
| positive | Positive | IAPT |
| recovery | Positive | IAPT |
| relate | Positive | IAPT |
| supporting | Positive | IAPT |
| survivors | Positive | IAPT |
| talk | Positive | IAPT |
| together | Positive | IAPT |
| wellbeing | Positive | IAPT |
| works | Positive | IAPT |
| access | Positive | Private |
| align | Positive | Private |
| balance | Positive | Private |
| better | Positive | Private |
| care | Positive | Private |
| change | Positive | Private |
| clarity | Positive | Private |
| clear | Positive | Private |
| conquer | Positive | Private |
| efficacy | Positive | Private |
| empower | Positive | Private |
| fly | Positive | Private |
| free | Positive | Private |
| function  | Positive | Private |
| happy | Positive | Private |
| healing | Positive | Private |
| health | Positive | Private |
| innovative | Positive | Private |
| learning | Positive | Private |
| mastery | Positive | Private |
| open | Positive | Private |
| phoenix | Positive | Private |
| precious | Positive | Private |
| rational | Positive | Private |
| restore | Positive | Private |
| serenity | Positive | Private |
| smart | Positive | Private |
| solutions | Positive | Private |
| sunshine | Positive | Private |
| symmetry | Positive | Private |
| talk | Positive | Private |
| well | Positive | Private |
| works | Positive | Private |

Supplementary Table S3

*List of Themes and Corresponding Key Words*

|  |  |
| --- | --- |
| Key Word | Theme |
| talk | Cognitive |
| insight | Cognitive |
| think | Cognitive |
| relate | Togetherness and collaboration |
| open | Togetherness and collaboration |
| let's | Togetherness and collaboration |
| together | Togetherness and collaboration |
| inclusion | Togetherness and collaboration |
| community | Togetherness and collaboration |
| survivors | Togetherness and collaboration |
| supporting | Togetherness and collaboration |
| matters | Togetherness and collaboration |
| liftwe | Togetherness and collaborationTogetherness and collaboration |
| works | Efficacy |
| change | Efficacy |
| efficacy | Efficacy |
| balance | Efficacy |
| better | Efficacy |
| align | Efficacy |
| clear | Efficacy |
| conquer | Efficacy |
| control | Efficacy |
| empower | Efficacy |
| innovative | Efficacy |
| restore | Efficacy |
| action | Efficacy |
| solutions | Efficacy |
| smart | Efficacy |
| remedymastery healingfunction | EfficacyEfficacyEfficacyEfficacy |
| you | Individual |
| self | Individual |
| inside | Individual |

Supplementary Table S4

*List of Key Words for Private Services*

|  |  |  |
| --- | --- | --- |
| Key Word​ | Frequency​ | Relative Frequency |
|  CBT ​ | 46 | 22.5% |
| Therapy​ | 48 | 23.5% |
| Counselling​ | 13 | 6.4% |
| Well | 13 | 6.4% |
| Mind | 11 | 5.4% |
| Health ​ | 8 | 3.9% |
| Talk ​ | 5 | 2.5% |
| Think | 5 | 2.5% |
| Care ​ | 4 | 2.0% |
| You ​ | 4 | 2.0% |
| Works ​ | 4 | 2.0% |
| Change ​ | 3 | 1.5% |
|  Free ​ | 3 | 1.5% |
|  Life ​ | 3 | 1.5% |
| Natural ​ | 3 | 1.5% |
| Out ​ | 3 | 1.5% |
| Path ​ | 3 | 1.5% |
| Balance ​ | 2 | 1.0% |
| Feel ​ | 2 | 1.0% |
| Metamorphosis ​ | 2 | 1.0% |
| Phoenix ​ | 2 | 1.0% |
| Stress ​ | 2 | 1.0% |
| Access ​ | 1 | 0.5% |
| Action ​ | 1 | 0.5% |
| Align ​ | 1 | 0.5% |
| Better ​ | 1 | 0.5% |
| Clarity ​ | 1 | 0.5% |
| Clear ​ | 1 | 0.5% |
| Conquer ​ | 1 | 0.5% |
| Contented ​ | 1 | 0.5% |
| Control ​ | 1 | 0.5% |
| Efficacy ​ | 1 | 0.5% |
| Empower ​ | 1 | 0.5% |
| Every ​ | 1 | 0.5% |
| Fly ​ | 1 | 0.5% |
| Function | 1 | 0.5% |
| Future ​ | 1 | 0.5% |
| Happy ​ | 1 | 0.5% |
| Healing | 1 | 0.5% |
| Innovative ​ | 1 | 0.5% |
| Inside ​ | 1 | 0.5% |
| Learning ​ | 1 | 0.5% |
| Mastery | 1 | 0.5% |
| Open ​ | 1 | 0.5% |
| Point ​ | 1 | 0.5% |
| Precious ​ | 1 | 0.5% |
| Rational ​ | 1 | 0.5% |
| Reach ​ | 1 | 0.5% |
| Remedy ​ | 1 | 0.5% |
| Restore ​ | 1 | 0.5% |
| Roots ​ | 1 | 0.5% |
| Self ​ | 1 | 0.5% |
| Serenity ​ | 1 | 0.5% |
| Smart ​ | 1 | 0.5% |
| Solutions ​ | 1 | 0.5% |
| Spaces ​ | 1 | 0.5% |
| Still ​ | 1 | 0.5% |
| Sunshine ​ | 1 | 0.5% |
| Symmetry ​ | 1 | 0.5% |
| Synthesis ​ | 1 | 0.5% |
| Time ​ | 1 | 0.5% |

Supplementary Table S5

*List of Key Words for IAPT Services*

|  |  |  |
| --- | --- | --- |
| Key Word​ | Frequency​ | Relative Frequency​ |
| Talk​​ | 55 | 31.4% |
| Health​ | 35 | 20.0% |
| Mind | 34 | 19.4% |
| Wellbeing​​ | 28 | 16.0% |
| Step​​ | 17 | 9.7% |
| Change | 12 | 6.9% |
| Insight​​ | 8 | 4.6% |
| You​​ | 8 | 4.6% |
| We | 7 | 4.0% |
| Live | 6 | 3.4% |
| Vita​minds​ | 6 | 3.4% |
| Think​​ | 5 | 2.9% |
| Works​​ | 5 | 2.9% |
| Let's​​ | 4 | 2.3% |
| Matters​​ | 4 | 2.3% |
| Cope​​ | 3 | 1.7% |
| Lift | 3 | 1.7% |
| Open​​ | 3 | 1.7% |
| Plus​​ | 3 | 1.7% |
| Relate​​ | 3 | 1.7% |
| Starfish​​ | 3 | 1.7% |
| Access​​ | 2 | 1.1% |
| Counselling | 2 | 1.1% |
| First​​ | 2 | 1.1% |
| Help​​ | 2 | 1.1% |
| Inclusion​​ | 2 | 1.1% |
| Point​​ | 2 | 1.1% |
| Self​​ | 2 | 1.1% |
| Time​ | 2 | 1.1% |
| Together​​ | 2 | 1.1% |
| Ahead​​ | 1 | 0.6% |
| Community​​ | 1 | 0.6% |
| Energise​​ | 1 | 0.6% |
| Flow​​ | 1 | 0.6% |
| Forward​​ | 1 | 0.6% |
| Free​​ | 1 | 0.6% |
| Outlook​​ | 1 | 0.6% |
| Positive​​ | 1 | 0.6% |
| Recovery​​ | 1 | 0.6% |
| Supporting​​ | 1 | 0.6% |
| Survivors​​ | 1 | 0.6% |