

PRESS RELEASE
For Immediate Release

Five Areas Ltd welcomes NICE's positive Early Value Assessment of Overcoming Bulimia Online

Glasgow, UK – 22 January 2026 — Five Areas Ltd is delighted to announce that the National Institute for Health and Care Excellence (NICE) has today published a landmark **Early Value Assessment (HTG768)** recommending that **Overcoming Bulimia Online (OBO)** can be used within **NHS England** under evidence-generation arrangements to support adults experiencing bulimia nervosa, binge eating disorder, OSFED with similar features, and other patterns of disordered eating. <https://www.nice.org.uk/guidance/htg768>

This marks the first NICE endorsement of digital life-skills self-help resources dedicated to empowering individuals struggling with bulimic-type symptoms. The recommendation reflects a significant step forward for wider access to early, scalable support for people experiencing eating difficulties across England.

A new option for early support

NICE states that **Overcoming Bulimia Online can be used in the NHS during a two-year evidence-generation period** as an early option to support adults with:

- **Bulimia nervosa**
- **Binge eating disorder**
- **OSFED** with similar features
- **Disordered eating** displaying similar binge-purge characteristics

Use within NHS England is permitted *only while evidence is actively collected and only when the programme meets regulatory requirements including the NHS's Digital Technology Assessment Criteria (DTAC)*.

Read the NICE Press Release here: <https://www.nice.org.uk/news/articles/online-help-programme-recommended-for-people-with-eating-disorders>

NICE emphasises that for use in NHS England OBO should be offered:

- **After a clinical eating-disorder assessment** in primary care or specialist services, and
- **Alongside usual waiting-list care**, such as regular check-ins and routine physical monitoring. <https://www.nice.org.uk/guidance/htg768>

OBO can continue to be used directly by members of the public, and by health care workers in NHS Scotland and in the health service in Northern Ireland as permitted by local guidelines.

About Overcoming Bulimia Online

Overcoming Bulimia Online (OBO) is an **educational, self-directed online life-skills course** created by Five Areas Ltd. It is designed to help people understand their feelings, change unhelpful behaviours, and build a more compassionate, balanced approach to life. The programme **does not offer diagnosis, medical treatment, or clinical supervision**.

Instead, it equips users with practical skills that support wellbeing, including:

- Understanding why we feel and act as we do.
- Stabilising eating through making slow step by step changes.
- Responding differently to unhelpful thoughts about shape, and weight and anxious/low mood.

- Reducing unhelpful patterns such as bingeing or attempts to reverse binges.
- Building confidence, assertiveness, and self-compassion.
- Identifying behaviours that worsen distress.
- Establishing activities that promote positive wellbeing.

The course sits firmly within Living Life to the Full's evidence-based **Life Skills** approach, with supporting research available at:

👉 www.lltff.com/evidence

The programme website is available here:

👉 www.overcomingbulimia.com

Available from <https://lltff.com/product/access-to-overcoming-bulimia-bingeing-and-overeating-online-resource-1-year-access/>

Welcomed by NICE as part of early digital innovation

NICE's Early Value Assessment recognises the urgent need for scalable digital support for eating disorders, especially for those waiting for specialist treatment and to allow early access in primary care.

NICE highlights that digital self-help may:

- Improve the likelihood of recovery.
- Reduce later need for intensive treatment, and
- Offer earlier support at a critical time.

NICE asks that Five Areas now collects real-world data in NHS England over two years. At the end of this period, Five Areas Ltd will submit evidence for NICE's full reassessment and potential future routine NHS adoption.

Five Areas Ltd Statement

"We are pleased with NICE's positive assessment today. Eating disorders can be distressing especially if it worsens over time, and long waiting times create distress for thousands across the UK. Overcoming Bulimia Online offers practical support at a moment when people need it most. We look forward to working closely with NHS England, health service teams, and people with lived experience to generate the evidence that will shape the next stage of this important work."

— Professor Chris Williams

Availability

- **NHS England:** Available only when users participate in the required evaluation.
- **NHS Wales:** May be covered under similar arrangements.
- **NHS providers outside England:** Can continue to access the resource subject to local guidelines.
- **Private users** can access OBO directly.

About Five Areas Ltd

Five Areas Ltd is a UK-based organisation specialising in accessible, evidence-based life-skills resources for wellbeing and mental health. Our mission is to empower people with practical tools that help them cope with life's challenges—wherever they are and whenever they need them.

For further information: www.lltff.com/contact