



*It's only been a few sessions, and my child is already starting to recognize when their anxious thoughts might be 'false alarms.'*

- Brightline parent



## Get virtual behavioral health support for your family

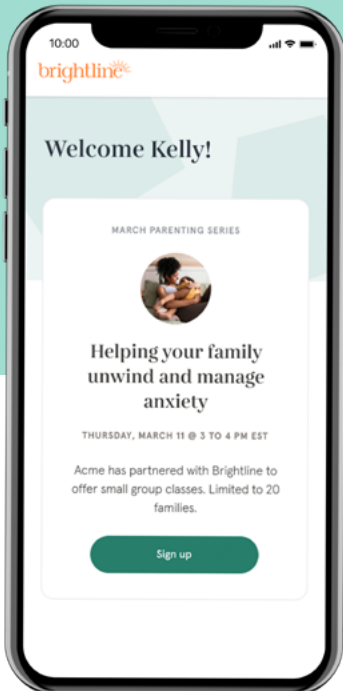
Aetna has expanded its network coverage to include Brightline. Here's what's covered:

### START HERE

#### Connect+

On-the-go access to personalized content, group classes, interactive exercises, and chat with coaches for tips and guidance

Available nationwide



### GET SUPPORT WHEN YOU NEED IT

#### Coaching

Programs to help tackle everyday common challenges with expert behavioral health coaches in as few as four sessions

Available nationwide



#### Care

Personalized behavior therapy, speech therapy, and medication evaluation & support from licensed Brightline clinicians

Available nationwide

Services are covered according to your Aetna medical plan. Standard OOP costs and deductibles apply.

↓  
**GET STARTED AT**  
[hellobrightline.com/aetna](https://hellobrightline.com/aetna)



**Questions?** Get in touch with Brightline Member Support  
**888-224-7332**    [care@hellobrightline.com](mailto:care@hellobrightline.com)

## How to get started?

**1** Easily and quickly sign up at [hellobrightline.com/aetna](https://hellobrightline.com/aetna)

**2** Create an account and access Brightline Connect+

**3** Answer a few questions so we can get you the right care

**4** Schedule your first appointment with no wait list

## Why go with Brightline?

### NO MORE QUESTION MARKS

We get you answers and support at every step, from check-ins with your child's therapist to regular progress updates.

### THE RIGHT CARE AT THE RIGHT TIME

Our expert care teams work with you on personalized care plans that work for your child and for you.

### VIRTUAL CARE FROM ANYWHERE

Access confidential video visits plus on-demand chats, tips & resources, and interactive exercises in Brightline Connect+.

**GET STARTED AT**  
[hellobrightline.com/aetna](https://hellobrightline.com/aetna)



**brightline**

**Questions?** Get in touch with Brightline Member Support  
**888-224-7332**    [care@hellobrightline.com](mailto:care@hellobrightline.com)

All clinical services are provided by licensed physicians and clinicians practicing within independently owned and operated professional practices. These are known as Brightline Medical Associates, PA, Brightline Medical Associates of California, Inc., Brightline Medical Associates of New Jersey, and Brightline Medical Associates of Kansas, Inc. Brightline, Inc. does not itself provide any physician, behavioral health professional, or other healthcare provider services.

# The critical pediatric behavioral health care your employees need

Employee wellbeing and focus starts at home

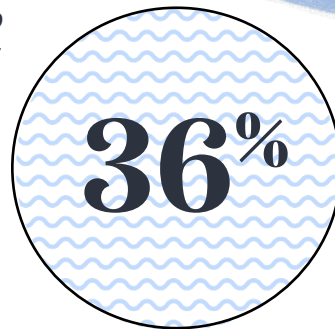


## The pediatric behavioral health crisis is urgent

Parents in your workforce are carrying a burden that disrupts their productivity and motivation at work.



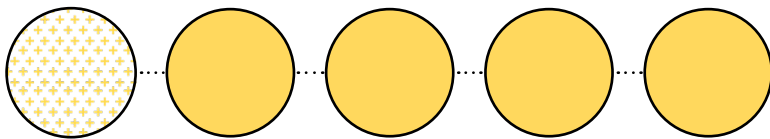
*of parents have quit or plan to quit their job to better manage their children's behavioral health needs<sup>3</sup>*



*of workers spend 5 hours a day or more on average managing their children's behavioral health issues*

**1 in 5**

*children have a diagnosed behavioral health need and 80% won't get the appropriate care<sup>1</sup>*



Kids, teens, and caregivers need **specialized care**, not adapted adult treatments. Give them the **help they've been seeking.**

## What is Brightline?

Brightline is a first-of-its-kind virtual pediatric behavioral health provider that offers kids, teens, and caregivers a full system of personalized support to get back on track.

- Evidence-based pediatric care
- Dedicated multidisciplinary care team
- Personalized care plan
- 1:1 video visits with coaches, therapists, and prescribers
- On-demand coach chat
- Peer support
- Interactive digital exercises and content
- Validated clinical assessments and progress reporting
- Anywhere access



## The standard for pediatric behavioral health, purposefully built for kids, teens, and caregivers

### Whole System of Care

- Multidisciplinary care team
- Parent training to support the whole family
- Comprehensive support for member's comorbidities
- Consistent coordination with external care providers

### Right-sized Care

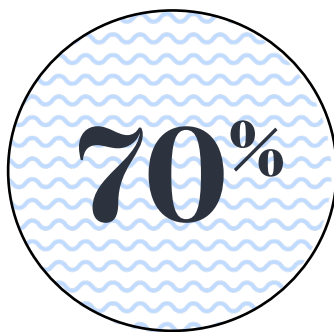
- Care sequencing and triage to best serve evolving member needs
- Dedicated coach guidance
- Care coordination across care team on single care record
- Continuous data-driven improvements

### Evidence-based Measurable Care

- Evidence-based protocols
- Validated clinical assessments
- Continual progress monitoring
- High-quality, consistent care

## The **bright side** of Brightline

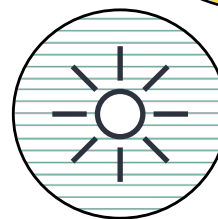
Support your team and the needs of their families, and watch them thrive in the office.



70% of caregivers reported meaningful improvement on PROMIS-Anxiety Scores for their children<sup>5</sup>



80% of caregivers reported meaningful improvement on PROMIS-Disruptive Behavior Score for their children<sup>5</sup>



2.2 days

average wait time for an appointment<sup>5</sup>

“There’s been a huge improvement. My son is not acting out nearly as much, and he’s better able to take deep breaths and use his words. Finding Brightline was such a relief for us. I’m so glad we took this chance.”

—Jessykara, mother of Lucas (4 years old)



<sup>5</sup>Within 3 months of care as of August 2021





RESOURCES TOOLKIT

# Bringing extraordinary behavioral health care to families, together

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Your go-to guide to ensuring members are aware they have access to Brightline's range of behavioral health services for their children and family – so we can get them support right when and where they need it, together.



# What's in this resource toolkit?

To support your members, start with their kids

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Get to know Brightline

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## Introduce Brightline to your members

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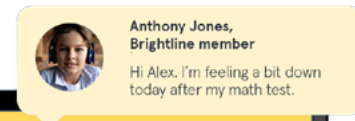
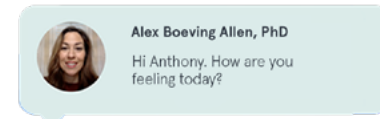
Getting started guide

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# Built for kids and teens, here for you

Brightline is the first comprehensive behavioral health solution specifically designed to support kids, teens, and their families across a range of everyday challenges and common conditions. With our range of options for families, we're all here to help your members and their families find care that works for them – so that every family can thrive.



## What's covered for your members:

### Premium Connect+ membership

- ✓ Content collections, videos, and other resources tailored by age and concern
- ✓ Interactive exercises to continue making progress between sessions
  - ✓ Coach chat for guidance through resources and support
- ✓ Group classes on topics like staying on track with school or managing anxiety

### Brightline Coaching

- ✓ 30-minute video sessions with expert behavioral health coaches
- ✓ Short-duration programs for building positive skills kids & teens can use long-term
  - ✓ Focused on specific topics many families experience

### Brightline Care

- ✓ 50-minute video visits with therapists, speech therapists, psychiatric nurse practitioners, and other clinicians
  - ✓ Personalized care plans built on programs proven to move kids & teens forward
  - ✓ Clinical measurement and ongoing progress updates for parents & caregivers



# To support your members, start with their kids

We're in the middle of an urgent pediatric behavioral health crisis — in fact, 1 in 5 children have a diagnosed behavioral health need and 80% are not getting the care they need.<sup>1</sup> And that was before a pandemic, social distancing and isolation, remote learning, and the rapid blurring of our work and home lives.

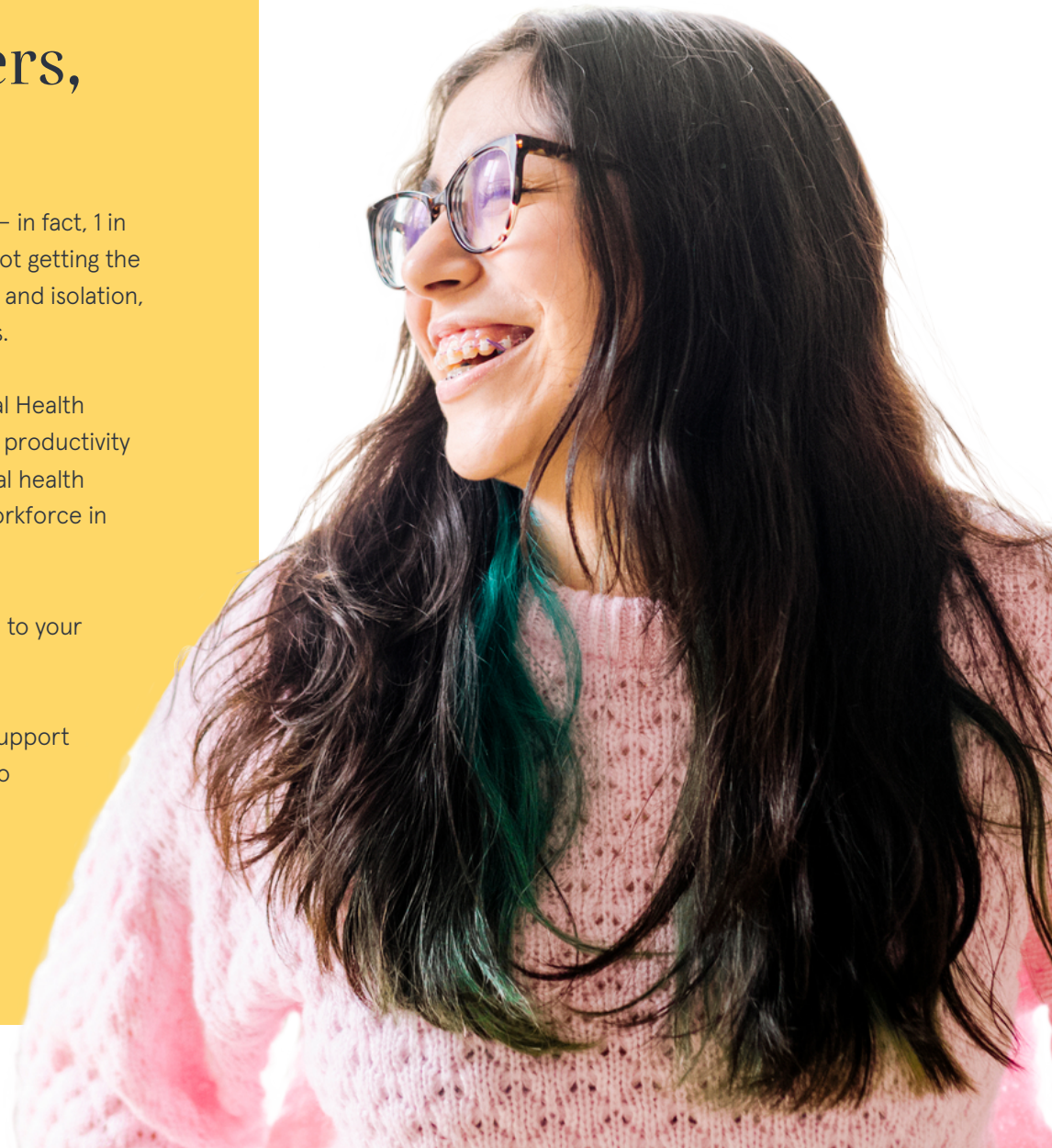
So, what does that mean for your members? Our COVID Behavioral Health Indicator Survey found that 50% of members are losing significant productivity at work and 1 in 3 are spending 4-5 hours on their child's behavioral health needs. Members are overwhelmed, burned out, and leaving the workforce in droves — working parents are more stressed out than ever.

That's why Aetna has partnered with us, to bring Brightline services to your members and their families.

The goal of this toolkit is to empower you to help families get the support they need for their children, when and where they need it. We're so excited to be working together.

— THE BRIGHTLINE TEAM

<sup>1</sup>Centers for Disease Control and Prevention





# Leadership announcement email

One of the best ways for your members to hear about Brightline? Hear right from you! Starting with a joint announcement email can help them learn about their new benefit, and encourage them to start exploring their options with Brightline.

**COPY & PASTE** →



**From:** Leadership or your HR/Benefits Team

**To:** Your members

**Introducing Brightline: behavioral health support for your families**

We're so excited to introduce you to Brightline, a new behavioral health benefit for families that you now have as a Aetna subscriber.

Brightline brings you extraordinary behavioral health care for kids and teens, and support for parents and caregivers like you. Even better? It's all delivered virtually, so you can get support when and where you need it. When you join Brightline, you'll have support for all of the everyday challenges so many of us are dealing with, and common conditions that many kids and teens experience. So whether that's school pressure or navigating IEP processes, stress, anxious thoughts, navigating social media or cyberbullying, tough behavior, self-esteem issues, sleep problems — whatever you have going on, Brightline can help.

**When you sign up for Brightline, you will immediately have access to care for kids 18 months up to 18 years old — and support for you, too.**

- **Premium Connect+ membership:** On-the-go access to personalized resources, interactive exercises, group classes, and on-demand chat with your Brightline Coach
- **Coaching:** Skills-based programs led by expert behavioral health coaches to help kids and teens through everyday challenges in 30-minute sessions and as few as four weeks
- **Care:** Personalized care by video visit with child and adolescent psychologists, psychiatrists, speech therapists, and others to help with common conditions like anxiety, depression, ADHD, disruptive behavior, and more

#### Get started today

**Step 1:** Easily and quickly sign up at [hellobrightline.com/aetna](https://hellobrightline.com/aetna)

**Step 2:** Create an account and start exploring Brightline Connect

**Step 3:** Answer a few questions to get the right care

**Step 4:** Schedule your first appointment

Questions? Reach out to Brightline Member Support at **888-224-7332** or [care@hellobrightline.com](mailto:care@hellobrightline.com).

We encourage you to explore Brightline for your family, and are excited for our members to now have this benefit as an important part of supporting your mental health and wellness.

- SALUTATION

INTRODUCE BRIGHTLINE TO YOUR members

# A Brightline experience video suite for your team

Use these videos in your communications to your team to show them exactly how Brightline works. Choose the video that you think is the most impactful for your team.

Built for kids and teens, here for you (Hero video)



Built for kids and teens, here for you (Hero cutdown)



What's different about Brightline's care model?



How is coaching different than therapy?



What are the benefits of teletherapy?



# Announcement blurbs for sharing with your members

Blurbs for your members to share across social media, Microsoft Teams, Slack, and other channels where members get information and engage with each other.

## How to use these blurbs:

1. Pick any of these messages
2. Edit the message to match your own voice!
3. Share with your professional networks on social media or on any internal communication channels and encourage your team to do the same

—

**From:** C-Suite/HR/Benefits/Team

**Channels:** LinkedIn, Twitter, Slack, GSuite, Teams, and more

## Newsletter & email blurbs

We're excited to share that Aetna subscribers now have access to extraordinary behavioral health support for families with Brightline! With personalized support for kids and teens 18 months up to 18 years old, virtual visits with expert therapists and coaches, and on-demand resources for parents and caregivers, Brightline is your go-to for helping your family get through the tough stuff. Explore resources or book an appointment today! [hellobrightline.com/aetna](https://hellobrightline.com/aetna)

*\*Please note: Brightline is an in-network provider with Aetna, available to Aetna members based in the US. Standard OOP costs and deductibles apply.*

We're thrilled to announce Brightline as a new behavioral health benefit available to Aetna subscribers and their children. So whether you and your kids are navigating school pressure or IEPs, anxiety, social media and cyberbullies, tough behavior, self-esteem, or other tough stuff, Brightline's expert team of therapists, coaches, and others are here to help. Get started with Brightline today! [hellobrightline.com/aetna](https://hellobrightline.com/aetna)

*\*Please note: Brightline is an in-network provider with Aetna, available to Aetna members based in the US. Standard OOP costs and deductibles apply.*

We know that your family's well-being starts with your kids first. That's why we're so excited to share that we've partnered with Brightline to bring extraordinary behavioral health support to families in the Aetna community. The first and leading provider in virtual behavioral health support for kids and teens across the country, Brightline brings care right to you with digital resources, video visits with therapists and coaches, and more. Explore Brightline for your family at [hellobrightline.com/aetna](https://hellobrightline.com/aetna)

*\*Please note: Brightline is an in-network provider with Aetna, available to Aetna members based in the US. Standard OOP costs and deductibles apply.*

## Intranet/Microsoft Teams/Slack

ICYMI: Aetna now offers Brightline as a new behavioral health benefit for members and their kids and teens, through your health plan. With on-demand resources for parents and caregivers 📱 and virtual visits with therapists and coaches for your kids 🗣️, Brightline is here to support your family through whatever tough stuff you have going on. 😊 Get started today at [hellobrightline.com/aetna](https://hellobrightline.com/aetna)!

New benefit alert! 📢 Through our Aetna health plan, our members now have access to Brightline's virtual behavioral health services for kids, teens, and families. 🌟 With Brightline, you can access tips & resources for navigating tough stuff with your kids 📱, get on-demand support by chatting with a Brightline Coach 🗣️, and access coaching programs, therapy, and more. Whatever your family has going on, Brightline is here to help. ❤️ Explore Brightline for your family at [hellobrightline.com/aetna](https://hellobrightline.com/aetna)





# Copy for sharing Brightline on internal sites

Content for your internal benefits or wellness platform or Intranet

## How to use this copy:

1. Use the copy below to introduce Brightline on your wellness or internal benefits platform
2. Select an image and/or piece of collateral to accompany the copy (available to download separately)



INTRODUCING a virtual behavioral health benefit for your family

Through Aetna, you now have access to virtual behavioral health care for your child with Brightline. Brightline provides confidential video visits with licensed clinicians, coaching programs to help tackle everyday challenges, and on-the-go access to content, resources, and chat with a coach. Feeling like your child is stressed, depressed, anxious, or having to navigate tough transitions? Interested in more resources or skills to build as a parent or caregiver? Brightline will provide your family with flexible and personalized support so you're never dealing with the tough stuff alone.

## Get started today

**Step 1:** Easily and quickly sign up at [helloworldbrightline.com/aetna](https://helloworldbrightline.com/aetna)

**Step 2:** Create an account and access your premium Connect+ membership

**Step 3:** Answer a few questions to get the right care

**Step 4:** Schedule your first appointment

**Questions?** Get in touch with Brightline Member Support by phone **888-224-7332** or email [care@helloworldbrightline.com](mailto:care@helloworldbrightline.com).

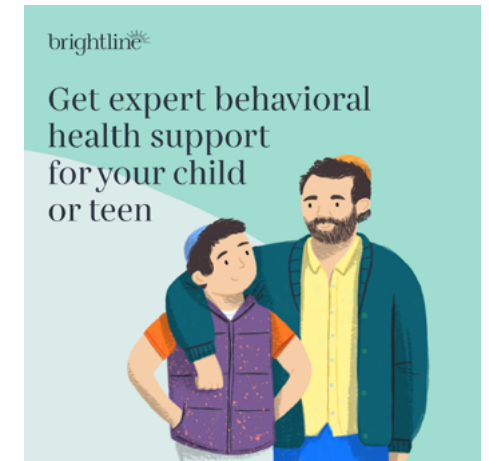
# Images for sharing Brightline online

Images for your wellness and internal benefits platform or your organization's social media channels

## LinkedIn & Wellness Site Banners



## Facebook, Instagram, Twitter & Email Graphics



[DOWNLOAD ALL GRAPHICS](#)

# 1-Pager

A Brightline overview for your members

  
[DOWNLOAD 1-PAGER](#)

helloworldbrightline.com' with a yellow arrow pointing down. A small chat bubble at the top right shows a conversation between 'Irene Miranda Smith, NBC-HWC' and 'Anthony James, Brightline member'." data-bbox="212 62 918 900"/&gt;





# Getting started guide

Follow these simple steps to get the right care for your family

## Step 1

Visit [hellobrightline.com/aetna](https://hellobrightline.com/aetna) to learn more about our services

## Step 2

Click “Get started” or “Sign up” to get to our account creation page

We're here to help your family navigate the tough stuff and get to brighter days ahead.

First name  
First name here

Last name  
Last name here

Email address  
emailaddress@example.com

Password  
Password of choice here

State you live in  
State you live in here

Does your employer offer Brightline benefits?  
Yes or no

I agree to Brightline's Terms of Use, Privacy Policy and Notice of Privacy Practices.

Continue

## Step 3

Enter your information to create a Brightline Connect+ account. Make sure to put in your employer name!

brightline

Let's check your coverage

Brightline is available to all families, regardless of coverage. However, you may receive personalized pricing based on your employer's benefit plan.

Your employer  
Type employer name here

Your subscriber ID  
Type your subscriber ID here

Continue

## Step 4

Next, put in your employer name and insurance information. Click 'Continue.'

brightline

Let's tailor our programs for your family

We have programs for toddlers to teenagers. This information helps us get you to the right support fast!

What should we call your child?  
Type child's name here

How old is your child?  
Type child's age here

Continue

## Step 5

Tell us more about your family by sharing your child (or children's) names and ages. Click 'Continue.'

brightline

What's on your mind?

We have programs for toddlers to teenagers. This information helps us get you to the right support fast!

Worry Food Friends  
Bedtime & Sleep Mood  
Media Anxiety Siblings  
Gender identity Self-esteem  
Attention & focus Depression

Continue

## Step 6

Share what's on your mind so we can get you the right support! Choose as many as apply to your family. Click 'Continue.'

**AND YOU'RE IN!** From here, you'll have immediate access to resources, recommended content, and chat with a coach. You can also book a free 15-minute call with the Brightline care team, book a therapy or coaching session, or join a webinar. Whatever works for you and your family, we've got your back.



Thank you for helping  
transform behavioral  
healthcare for families

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Questions? Reach out to Brightline  
Member Support at [care@hellobrightline.com](mailto:care@hellobrightline.com),  
by phone at **888-224-7332**, or visit  
[hellobrightline.com/benefits](https://hellobrightline.com/benefits).



# Let's Dive Deeper into the Data - BOB Trends To-Date

## We've achieved a lot together

48

Customers launched to date

1,193

Dependents activated

88%

Member satisfaction with  
Brightline provider

### Key Achievements

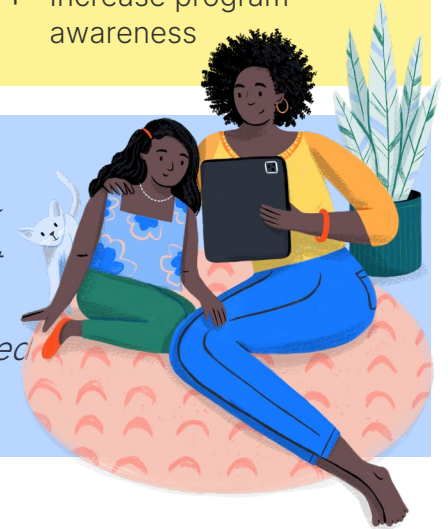
- + 20 clients launched since August
- + High satisfaction rate

### Working Items

- + Expect to launch ~260 in Q4
- + Streamline onboarding process
- + Increase program awareness

“

*Put my son at ease. Did not talk about problems all the time, but was able to connect and talk about other things that interested him*





# Let's Dive Deeper into the Data

# Your population is seeing success across our comprehensive system of care

## Connect+

917 cumulative accounts created & activated

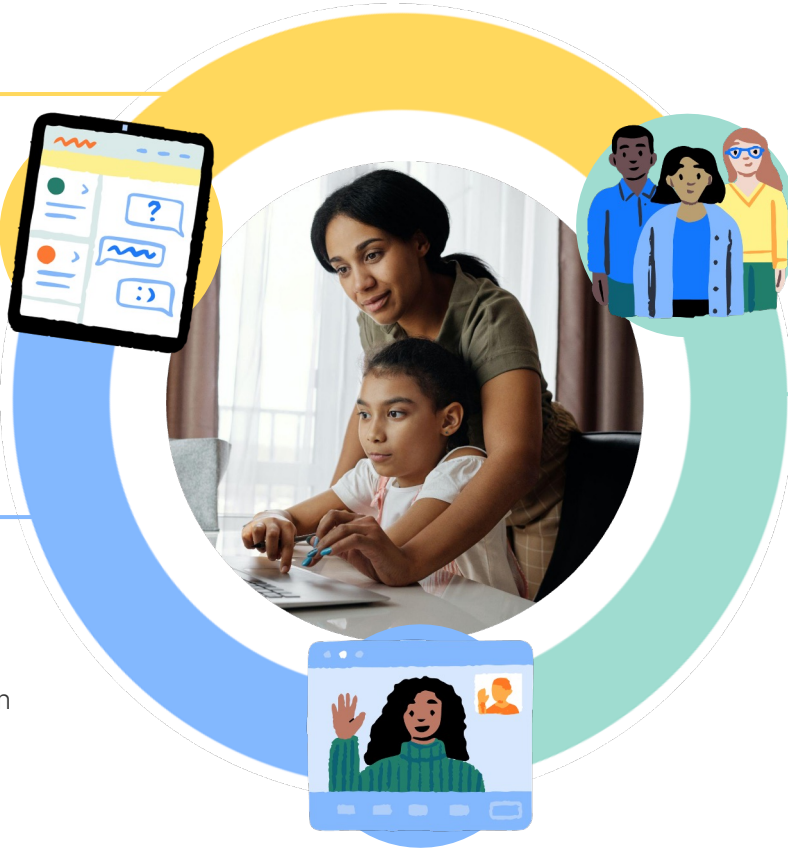
1,193 cumulative activated dependents

0.51% of eligible dependents activated

## Coaching

295 activated dependents enrolled in Coaching

24.7% of activated dependents in Coaching



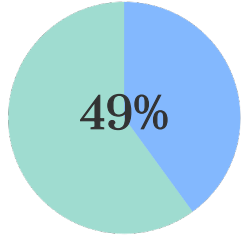
## Care

235 dependents enrolled in Care

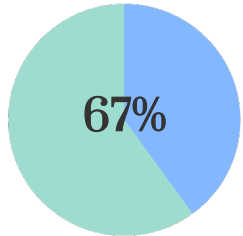
19.7% of activated dependents in Care

# Brightline Connect+ serves as a front-door where families can access on-demand support

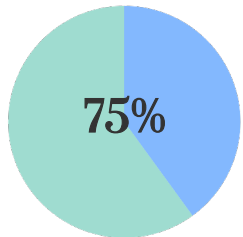
From coach chat to content, members are continuously supported when they need it



have sent chats to their coach, among families in Coaching & Care



exercise completion rate



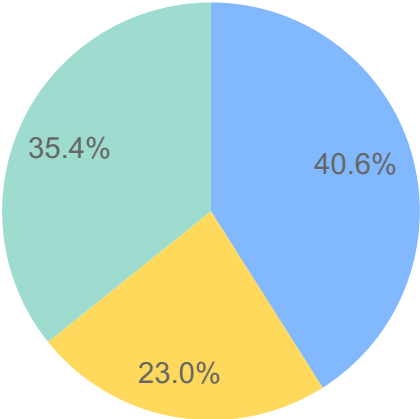
assessment completion rate



## Top concerns brought up during onboarding

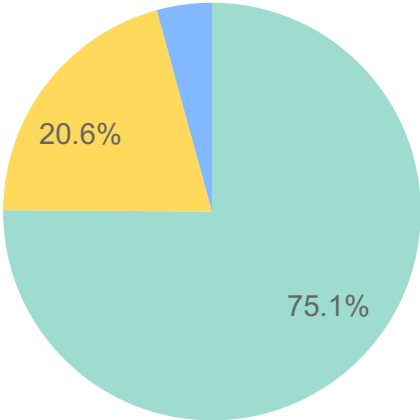
- ✓ Worries/Anxiety
- ✓ Social Emotional Skills
- ✓ School
- ✓ Self Esteem
- ✓ Attention/ADHD

# We're supporting a diverse set of families across your population



Age

- Children: 5 and under
- Adolescents: 6 - 12 years
- Teens: 13 - 17 years



Family Engagement

- 1 child
- 2 children
- 3+ children

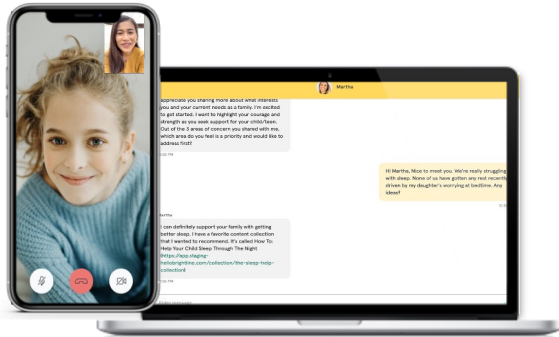


# Brightline Coaching helps your families build skills to manage common challenges

## Brightline Coaching

**295** dependents enrolled in Coaching

**3.9** average number of sessions per dependent



## Top Focus Areas Addressed in Coaching

- Worries & Anxiety
- Attention & ADHD
- Social Emotional Learning
- Sadness & Depression
- Conduct & Behaviors

Average appointment wait time:

**0.41 Days\***

*\*Traditional Care: 7.5 weeks - 5.4 months*



# Brightline Care helps families manage their clinical needs

## Brightline Care

- 211 dependents enrolled in therapy
- 24 dependents enrolled in speech language therapy
- 7 dependents enrolled in medication management

6.32 average number of sessions per dependent



## Top Resources Utilized by Members in Care

- Feelings Wheel
- Standard Home Safety Interventions
- Understanding Anxiety
- Changing B-L-U-E Thoughts
- Learn to Reframe Negative Thinking

Average appointment wait time:

**1.8** Days\*

*\*Traditional Care: 7.5 weeks - 5.4 months*

# Families among your population are presenting with meaningful behavioral health needs

## Caregivers

40.4%

N = 151

of caregivers presenting with strain above clinically validated cut-off points as a result of their child's behavioral health challenges

**Examples:** missed work, financial strain, guilt, feelings of sadness

**Assessment:** CGSQ-7



## Dependents

82.4%

N = 136

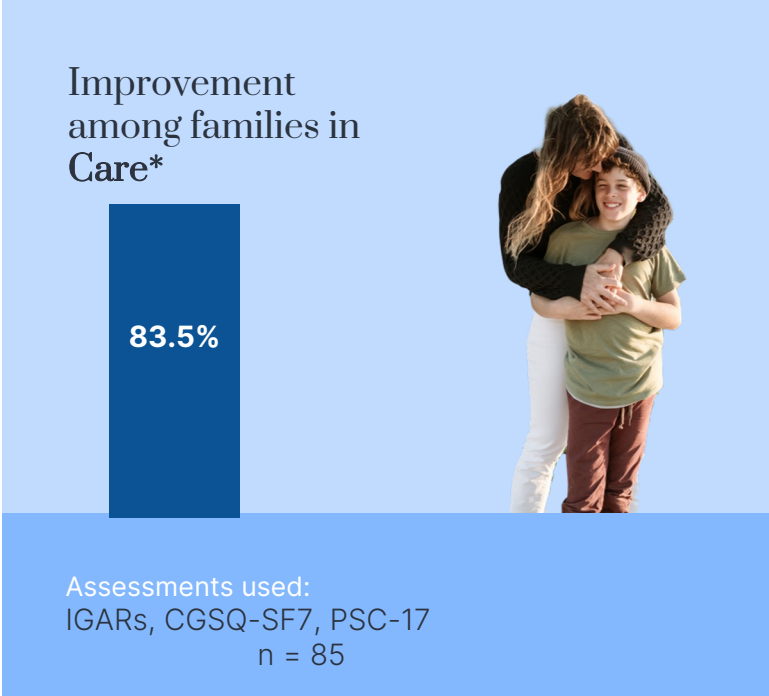
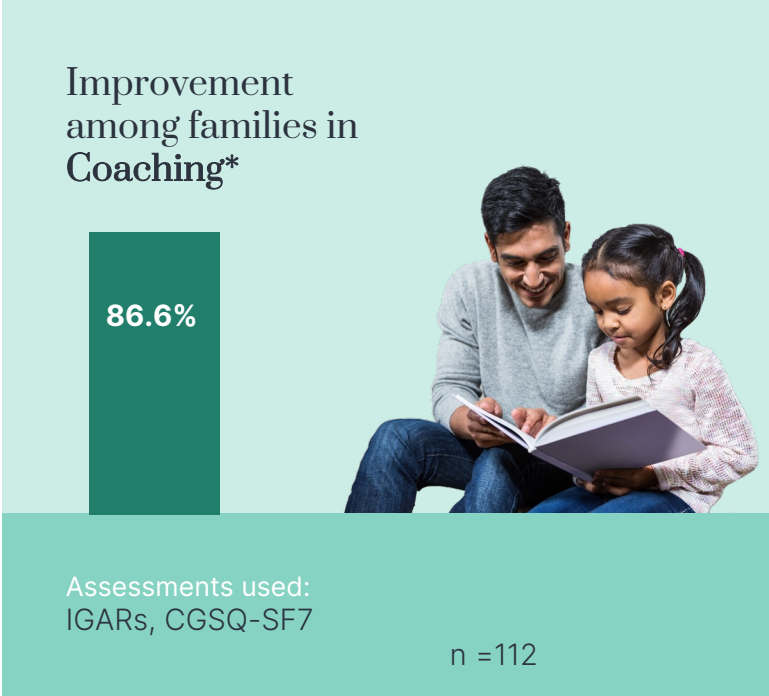
of dependents presenting with behavioral health risks above clinically validated cut-off points

**Examples:** ADHD, anxiety, depression, conduct disorder

**Assessment:** PSC-17



# Brightline's combination of one-on-one support and on-demand tools drives outcomes



\* Among those who have had at least 1 appointment, and show improvement in at least one assessment utilized in the relevant programs

# Brightline takes a holistic approach to outcomes to provide your families and you with a comprehensive view of how they are getting better

**81.32%**

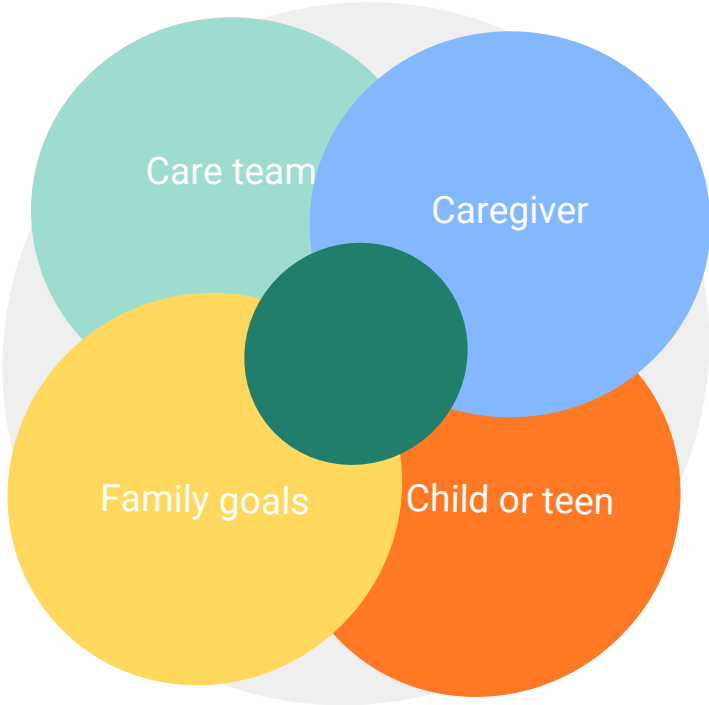
youth improvement according to care team

N = 91  
Assessment: CGI-I

**79.22%**

attainment of family goals

N = 154  
Assessment: IGAR



**75.50%**

improvement in caregiver stress

N = 151  
Assessment: CGSQ-7

**84.56%**

youth improvement according to caregiver

N = 136  
Assessment: PSC-17

## We provide the support that matters most to families

Most importantly, your members are satisfied with the care you are providing through Brightline

88%

satisfaction with  
care team

- + Respondents feel highly satisfied with care team
- + Positive qualitative feedback is often shared about the respondent's primary clinician or coach
- + Ease of use, scheduling, communication often cited as a major factor in their rating

“

*Briea is wonderful! My daughter connected with her right away.*

“

*I respect her experience as a professional and as a mom. And so far, I've had great takeaways after each session that immediately yielded results*





# So your kid has some questions about race

Black History Month is a time of celebration but it can also bring up complex questions around race & racial injustice. Here are some expert tips for navigating these challenging convos with your kids & teens.

## TIP 1

### REGULATE YOUR OWN EMOTIONS

If your kid has big emotions related to race, it's completely normal if you feel triggered by it. You don't have to hide your emotions, but try to remain calm even if you're sad or scared.

## TIP 2

### FIND OUT WHERE THE QUESTION IS COMING FROM

It's not always necessary (or even possible) to answer all your kid's questions. The key is to find out where they're coming from. Where did they learn this information? What are they confused or curious about? Leave the conversation open-ended so they feel comfortable asking more questions in the future.

## TIP 3

### BRING IT BACK TO YOUR OWN VALUES AS A FAMILY

Don't worry about speaking for all families or experiences. By reinforcing your values as a family, you can emphasize the strength & value of your child's race and ethnicity.

## TIP 4

### VALIDATE THEIR EMOTIONS (AND DON'T SUGARCOAT THINGS)

It can be really hard to hear that your child is feeling scared or bad about themselves. But, instead of trying to make that feeling go away, make more room for them to share. Avoid telling them everything's going to be okay, and make sure you're always clear, direct, and factual.

## TIP 5

### IT'S OKAY TO NEED MORE SUPPORT

Most people aren't trained to have conversations about race — you don't need to be an expert. Listen more than you speak, and rely on trustworthy resources to help. Take breaks if you need to, but be sure to pick the conversation back up.

**These conversations can feel awkward, and even scary, but don't forget that our team is here to help you out when you need it.**



## Get mental health support with Brightline:



**Fast access to personalized support** — schedule video visits within days



**Evidence-based care from experts** with years of experience working with kids



**Track your family's progress** on our one-stop digital platform

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