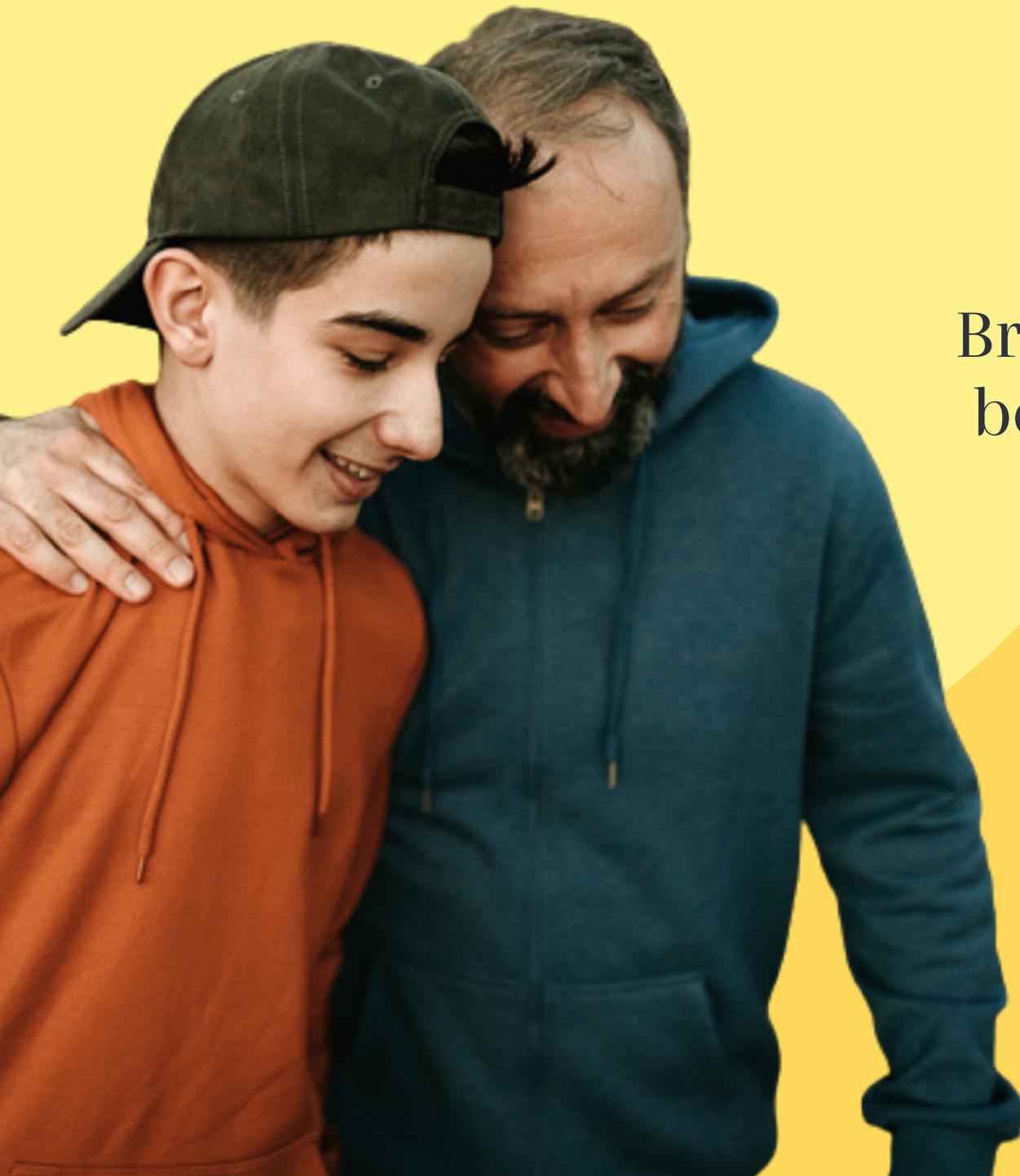




RESOURCES TOOLKIT

Bringing extraordinary behavioral health care to families, together

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.



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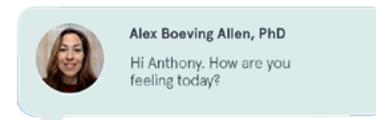
Getting started guide

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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.¹ And that was before a pandemic, social distancing and isolation, remote learning, and the rapid blurring of our work and home lives.

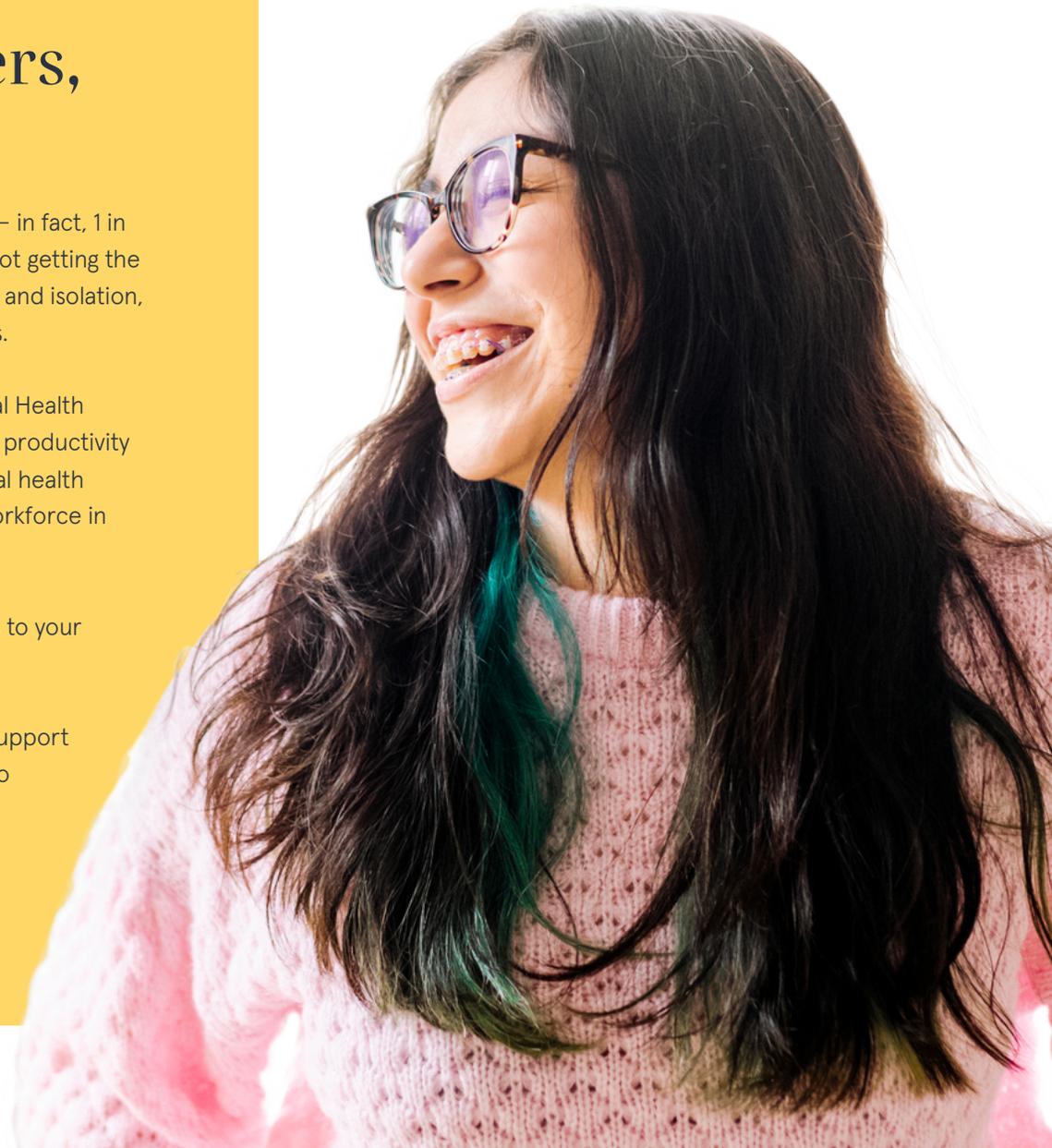
So, what does that mean for your members? Our COVID Behavioral Health Indicator Survey found that 50% of members are losing significant productivity at work and 1 in 3 are spending 4-5 hours on their child's behavioral health needs. Members are overwhelmed, burned out, and leaving the workforce in droves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

¹Centers for Disease Control and Prevention



INTRODUCE BRIGHTLINE TO YOUR members

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

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.

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

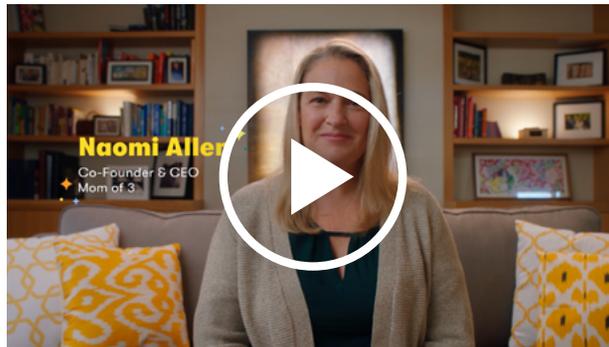
A Brightline experience video suite for your team

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.

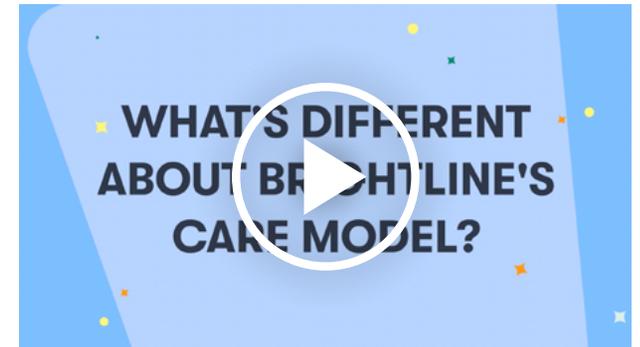
Built for kids and teens, here for you (Hero video)



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



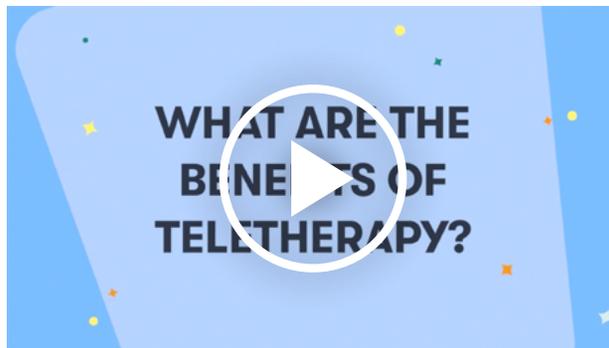
What's different about Brightline's care model?



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

**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

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

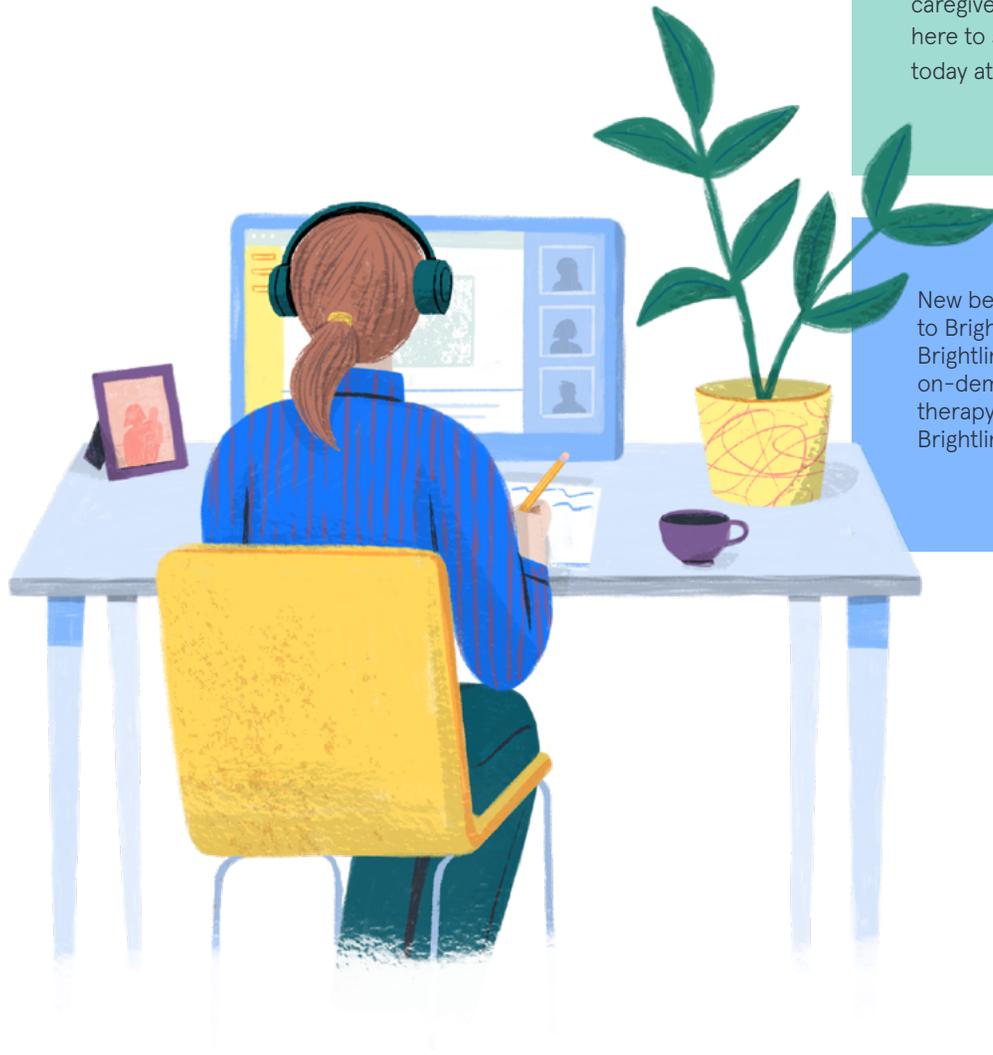
We know that your family's well-being starts with your kids first. That's why we're so excited to share that we've partnered with Brightline to bring extraordinary behavioral health support to families in the Aetna community. The first and leading provider in virtual behavioral health support for kids 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

**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!

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 a 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

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.

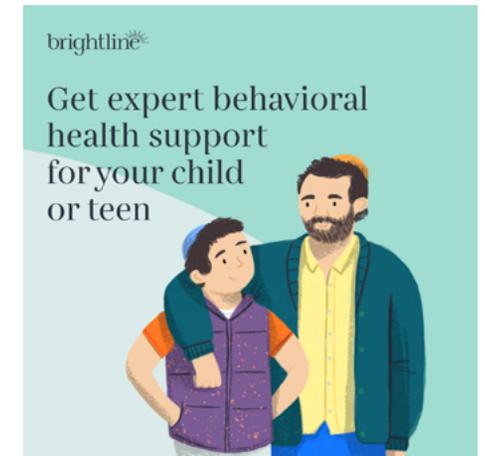
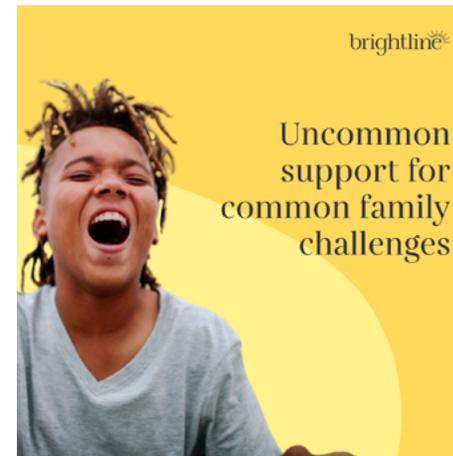
Images for sharing Brightline online

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 downward arrow."/>

brightline

“
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**

Brightline's services — 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 plan. Standard OOP costs and deductibles apply.

1000
brightline
Welcome Kelly!
MARCH PARENTING SERIES
Helping your family unwind and manage anxiety
THURSDAY, MARCH 15 @ 9 TO 4 PM EST
Acme has partnered with Brightline to offer small group classes. Limited to 20 families.
Get up

Irene Miranda Smith, NBC-HWC
Hi Anthony, how are you feeling today?

Anthony James, Brightline member
Hi Irene, I'm feeling a bit down today after my math test.

GET STARTED AT [helloworldbrightline.com](#)

2-Pager

A longer Brightline overview for your members

brightline

“
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

How to get started?

- 1 Easily and quickly sign up at hellobrightline.com/aetna
- 2 Create an account and Brightline Connect+
- 3 Answer a few questions that can get you the right support
- 4 Schedule your first session with no wait list

GET STARTED AT hellobrightline.com/aetna

Get virtual behavioral health support for **your family**

Brightline's services – 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

↓
[DOWNLOAD 2-PAGER](#)

Getting started guide

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

Step 1

Visit 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

Questions? Reach out to Brightline
Member Support at care@hellobrightline.com,
by phone at **888-224-7332**, or visit
hellobrightline.com/benefits.

