

RESOURCE TOOLKIT FOR ALLEGIANCE

Virtual mental health care for kids & teens you can trust

Everything you need to help members sign up for Brightline, including flyers, content for emails and internal communications, videos & graphics, & more!



JUST FOR YOU

Disclaimer & URL

Use this disclaimer and custom URL when communicating with your members about Brightline.

Custom URL:

hellobrightline.com/allegiance

Disclaimer:

Brightline services are offered as an in-network benefit with Allegiance for children covered as dependents on your health plan between the ages of 18 months and 18 years. Eligibility will be confirmed upon sign-up, and no referrals are required. Review your plan coverage documents or call the customer service number on your member ID card for applicable copays or out-of-pocket expenses.



Your trusted partner in parenting

Finding trustworthy care for your kids and teens is overwhelming, but Brightline makes it easy.

What's included in your membership:

Personalized care plans

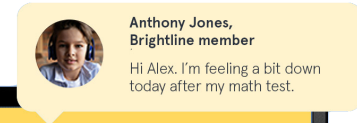
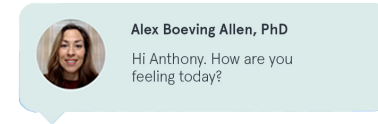
- ✓ Our mental health experts will walk you through your options: therapy, psychiatry, and coaching
- ✓ During sign up, we'll ask you a couple questions about your kids and teens, then match you with a dedicated coach (no long waitlists!)
- ✓ Your coach will work with you to manage your kid's care over time

Experts you can trust

- ✓ Therapists and psychiatrists are licensed with master's and medical degrees, respectively
- ✓ Coaches hold a master's degree in a psychology-related field or a bachelor's degree with a certification in coaching, and have 5+ years of experience working with kids and teens
- ✓ All therapists practice evidence-based Cognitive Behavioral Therapy (CBT), and all coaching programs are CBT-guided

Support for parents

- ✓ Use our one-stop digital platform to chat with your coach, navigate your child's care plan, track progress, and manage video visit appointments
- ✓ Access our library of expert-backed resources
- ✓ Resources and support for parents and caregivers



Mental health support for the whole family

Hi, I'm Naomi, co-founder and CEO of Brightline, your new mental health benefit that provides families nationwide with virtual therapy, psychiatry, and coaching for kids and teens.

I started Brightline because I know from personal experience how difficult it can be to find the right care for your kid while juggling everything else in your life. When my son started showing signs of anxiety, navigating this complex system took a toll on my own mental health.

In fact, Brightline's COVID Behavioral Health Indicator Survey found that 50% of employees are losing significant productivity at work and 1 in 3 are spending 4-5 hours on their child's behavioral health needs. Employees are overwhelmed, burned out, and leaving the workforce in droves — working parents are more stressed out than ever.

When you need to support your kid through behavioral and mental health challenges, you can think of us as your trusted partner in parenting. Navigating parenthood can be difficult enough, but getting help shouldn't be.

— **Naomi Allen,**
Brightline Co-founder & CEO



INTRODUCE BRIGHTLINE TO YOUR MEMBERS

Leadership announcement email

Use this email template to introduce the new Brightline benefit to your team.

COPY & PASTE →



From: Leadership or your HR/Benefits Team
To: Your employees

Introducing Brightline: Mental health support for your family

We're so excited to introduce you to Brightline, your new family mental health benefit through **Allegiance!**

As your trusted partner in parenting, Brightline's mental health experts help match kids and teens with virtual therapy, psychiatry, and coaching. From trouble sleeping, cyberbullying, and body image, to ADHD, depression, and anxiety — whatever your kids are facing, Brightline's experts can help.

Brightline was created for parents by parents who get it: Their team of licensed therapists and expert behavioral health coaches have years of experience doing evidence-based work with kids and teens of all ages. Take it from parents like you: 96% of families continue care after their welcome session.

When you sign up for Brightline, you will immediately have access to care for kids through 17 years old — and support for parents and caregivers too.

What's included in your Brightline membership:

- Fast access to personalized support (no long waitlists!)
- Video visits with therapists and coaches
- One-stop digital platform to manage care
- Resources and support for parents and caregivers

Get started today!

Step 1: Visit helloworldbrightline.com/allegiance to create your account

- They'll confirm your kid's health plan information, and what services are covered.

Step 2: Share some info about your family

- Based on your answers to their short questionnaire, they'll recommend therapy or coaching.

Step 3: Book your kid's first session

- Your dedicated mental health expert will help guide next steps.

Questions? For questions about insurance coverage or your personal cost of services, call (888) 224-7332 to speak with a Brightline team member (M-F, 8am - 9pm local time).

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.

You can find links to all the videos [here](#).

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



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



How is coaching different than therapy?



What are the benefits of teletherapy?



Announcement blurbs for sharing with your employees

Blurbs for your employees to share across social media, Microsoft Teams, Slack, and other channels where employees 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 **Allegiance** members now have access to mental health support for their kids and teens with Brightline! Brightline provides personalized therapy, psychiatry, and coaching via video visit for your kids, plus a one-stop digital platform to track progress, see appointments, and check out expert-backed resources. Chat with an expert within minutes and schedule a video visit within days: hellobrightline.com/allegiance

We're excited to share that **Allegiance** members now have access to mental health support for their kids and teens with Brightline! Whether your kid needs help building new skills through personalized coaching, sessions with a therapist or psychiatrist, or you need coaching for challenges with younger kids, their expert care team is here to help. Plus, your family can take video visits right from home or on-the-go. Chat with an expert within minutes and schedule a video visit within days: hellobrightline.com/allegiance

The future of family mental health care is here. We're so excited to partner with Brightline to bring mental health support to families in the **Allegiance** community. When your kid needs support with challenges like sleep troubles, tantrums, ADHD or depression, you can rely on Brightline as your trusted partner in parenting. Navigating parenthood can be difficult enough, but getting help shouldn't be. Chat with an expert within minutes and schedule a video visit within days: hellobrightline.com/allegiance

Intranet/Microsoft Teams/Slack

We now offer Brightline as a new in-network mental health benefit for employees' kids and teens. Think of Brightline as your trusted partner in parenting – with fast access to personalized support (no long waitlists!), evidence-based care from expert therapists and coaches, and an easy one-stop digital platform to manage care. Get started today at hellobrightline.com/allegiance!

New benefit alert! You now have in-network access to Brightline's virtual mental health care for kids, teens, and families. With Brightline, you get fast access to personalized support (no long waitlists!), evidence-based care from expert therapists and coaches, and an easy one-stop digital platform to manage care. Whatever challenges your family is facing, Brightline is here to help. Get started today at hellobrightline.com/allegiance!

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 from the image gallery to accompany the copy (available to download on the next page)



Introducing a virtual mental health benefit for your family

Through your health plan, you now have access to in-network virtual mental health support for your kids and teens with Brightline. Brightline provides personalized therapy, psychiatry, and coaching for your kids, and a one-stop digital platform to track progress, see appointments, and check out expert-backed resources. Plus support and resources for parents and caregivers too!

Get started today!

Step 1: Visit helloworldbrightline.com/allegiance to create your account

- They'll confirm your kid's health plan information, and what services are covered.

Step 2: Share some info about your family

- Based on your answers to their short questionnaire, they'll recommend therapy or coaching.

Step 3: Book your kid's first session

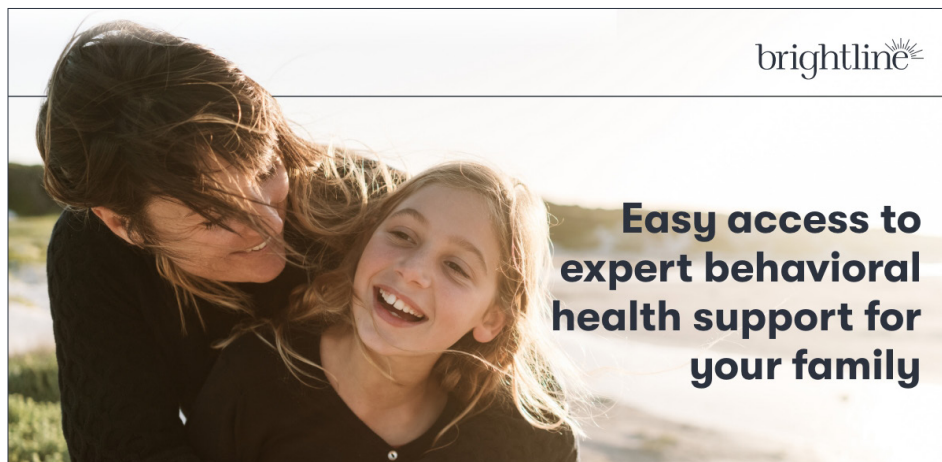
- Your dedicated mental health expert will help guide next steps.

Questions? For questions about insurance coverage or the cost of services, call (888) 224-7332 to speak with a Brightline team member (M-F, 8am - 9pm local time).

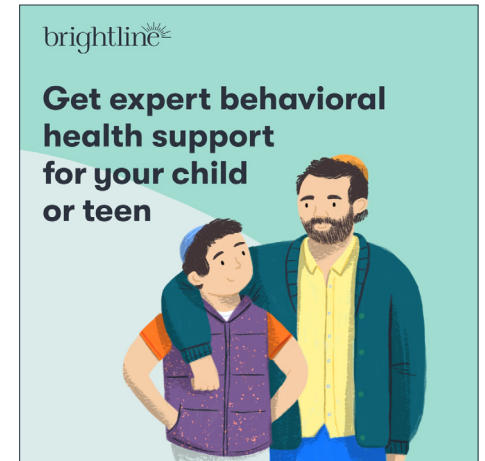
Image gallery for sharing Brightline online

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**](#)

INTRODUCE BRIGHTLINE TO YOUR MEMBERS

Print Materials

If you're looking for print materials, reach out to your Brightline customer success manager.

1 and 2-pagers



Brightline takes the guesswork out of mental health care for my child.

- Brightline parent

Virtual mental health care for **kids & teens**

Fast access to personalized care

- Your dedicated coach will walk you through your care options (therapy, coaching, psychiatry) and help manage your kid's care plan and progress.
- Chat with a mental health expert & schedule video visits within days

Expert care you can trust

- Our providers have years of experience working with kids of all ages.
- All therapists practice evidence-based Cognitive Behavioral Therapy (CBT), and all coaching programs are CBT-guided.

Your family's care — all in one place

- Use our one-stop digital platform to chat with your coach, manage appointments, track your family's progress, & check out expert-backed resources.
- Resources & support for parents & caregivers, too!

SIGN UP AT
hellobrightline.com/partnername



Placeholder QR Code << SCAN HERE <<

Getting started is easy:

It's okay if you don't know what the right care is for your kid — our team will support you every step of the way.

- Click here to create your account:**
hellobrightline.com/partnername
We'll confirm your kid's health plan information, and what services
- Tell us about your family**
Based on your answers to our short questionnaire, we'll recommend
- Schedule your kid's first appointment**
Appointments are available within days — no long waitlists here!

Direct Mailers



January 12, 2023

Dear {{capitalizeFirst (lower first_name)}},

We're so excited to introduce you to Brightline, a mental health benefit for kids, teens, and families that you now have access to through your health plan.

From trouble sleeping, depression, & anxiety to navigating friendships, cyberbullying, & body image — whatever your family is facing, Brightline's therapists & coaches will help your family get the right care.

Here's what you can look forward to:

- Support from licensed therapists (when you need it!)**
Virtual professional care with child and adolescent psychologists, psychiatrists, and other experts to help with common conditions like anxiety, depression, ADHD, disruptive behaviors, & more.
- Personalized coaching to help kids & teens tackle everyday struggles**
Coaching for kids & teens experiencing anxious thoughts, tough behaviors, new friendships and break-ups, low self-confidence, & more from pediatric experts with years of experience working with kids, teens, & parents.
- Support for parents & caregivers like you**
Access to a one-stop digital platform with appointment reminders, progress tracking, & an expert-backed library of articles, videos, & tips — plus support for you, too!

And getting started is easy! Sign up takes just a few minutes, and you can chat with a Brightline expert within minutes.



Scan to

**Thank you for trusting
Brightline with your
members' care!**

For questions about insurance coverage
or the cost of services, call (888) 224-7332
to speak with a Brightline team member
(M - F, 8am - 9pm local time).

