



The Leadership Institute

February 2022





Naomi Allen

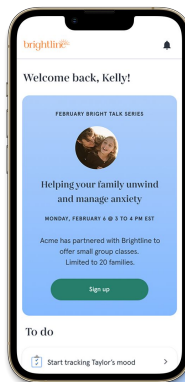
CO-FOUNDER & CEO

Former Chief Growth Officer, Livongo (NYSE:LVGO). Co-Founder, Castlight Health (NASDAQ: CSLT). McKinsey. Stanford GSB. Mother of 3.



Uncommon Support for Common Family Challenges

The first time innovative technology and expert care teams come together to support children and families across the broadest spectrum of behavioral needs

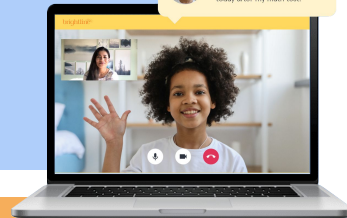


Connect+

Irene Biscante Smith, NBC-HWC
Hi, Anne! How are you feeling today?

Coaching


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





Care

An Urgent Pediatric Behavioral Health Crisis

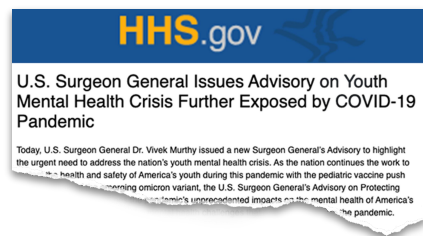
LARGE AND GROWING NEED

 **200%**
increase in global prevalence of youth anxiety and depression¹

 **40%**
increase in teens feeling sad and hopeless²

 **31%**
increase in portion of pediatric ED visits for mental health³

INCREASING URGENCY



MAJOR DIVIDES EMERGING FROM THE PANDEMIC

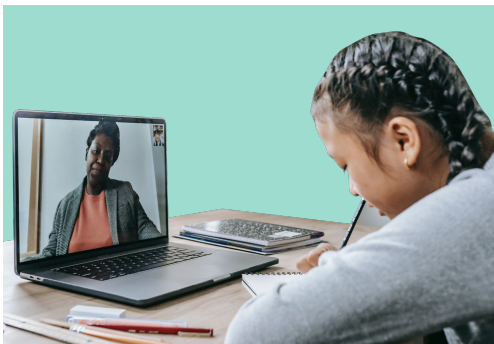
48%
of LGBTQ+ youth have contemplated suicide during the pandemic⁴

63%
of BIPOC youth report not knowing how to access BH services⁵

70%
of US counties don't have a single pediatric psychiatrist⁶

¹Jama Network, ²CDC, ³CDC, ⁴KFF, ⁵UPenn, ⁶AAP

Children are not Small Adults: Pediatric BH Requires a Specialized Model



Focused clinical care

- 6+ years of specialized training
- Protocols aligned with AACAP and AAP standards



Unique delivery model

- Dyadic care model (3X more likely to have positive outcomes¹)
- Adaptive care
- Nuanced privacy, data, consent policies



Extensive coordination

- Primary Care & Pediatricians
- Schools
- Extra-curricular programs

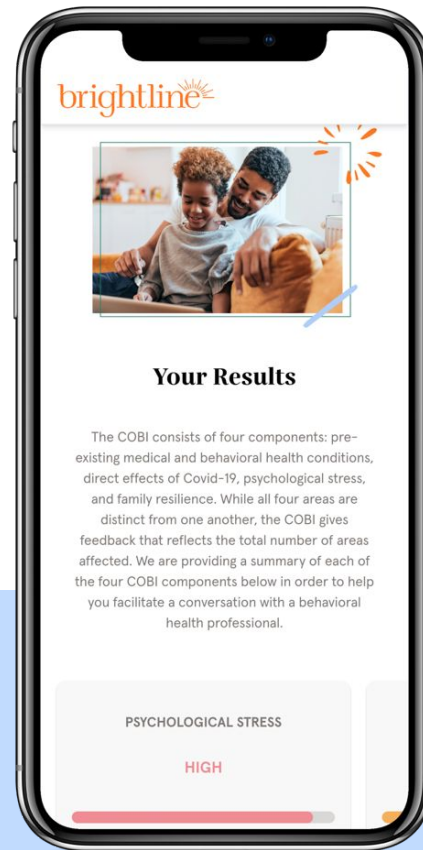
The Impact of COVID-19 on Family Resilience & Connection

Introducing the COVID-19 Behavioral Health Indicator (COBI)

The COVID Behavioral Health Indicator (COBI) **helps parents measure how their family is doing in four key areas** that have been linked to increased risk of behavioral health needs in children.

COBI equips and empowers families with information they can use to inform a conversation with a behavioral health provider.

Note: COBI is not a screener, risk index, or diagnostic assessment. It is not a tool to identify risk for behavioral health conditions or to recommend treatment pathways.



The Science Behind COBI

We measured four key areas, using clinically validated instruments:

Pre-existing conditions

Children with
Special Health Care
Needs (CSHCN)
Screener

Direct impacts of COVID-19

Coronavirus Aid,
Relief, and
Economic Security
(CARES) Act

Psychological stress

PROMIS Pediatric
Parent Proxy
Psychological
Stress Experiences

Family resilience & connection

Family Resilience
and Connection
Index (FRCI)

A Few Notes About COBI Methodology

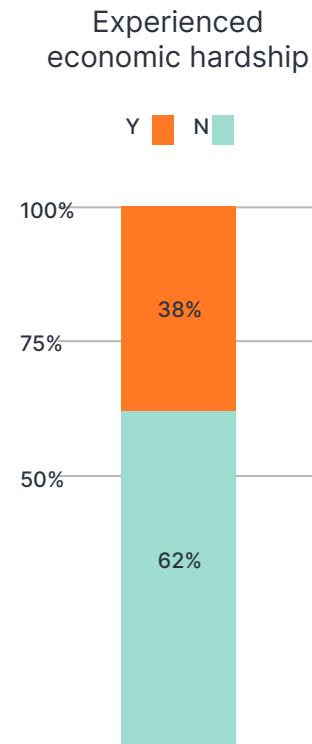
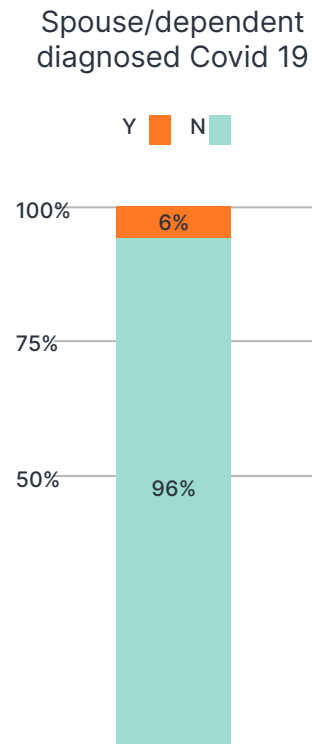
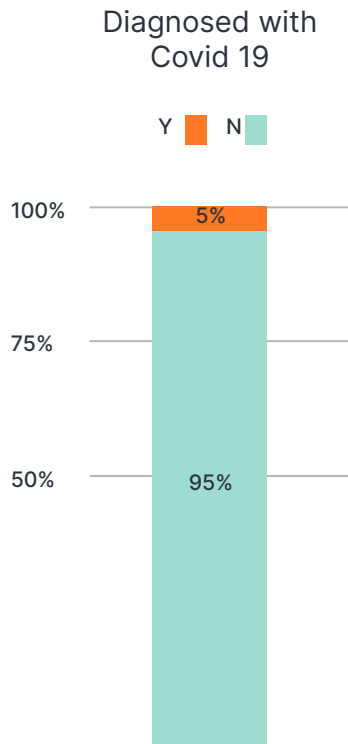
- 361 survey respondents
- 12 months of data (Oct 2020-Nov 2021)
- Women are the vast majority of respondents
- Respondents match US population across age, race, and ethnicity



The Human and Financial Toll of COVID-19

11% of families had someone diagnosed with COVID-19

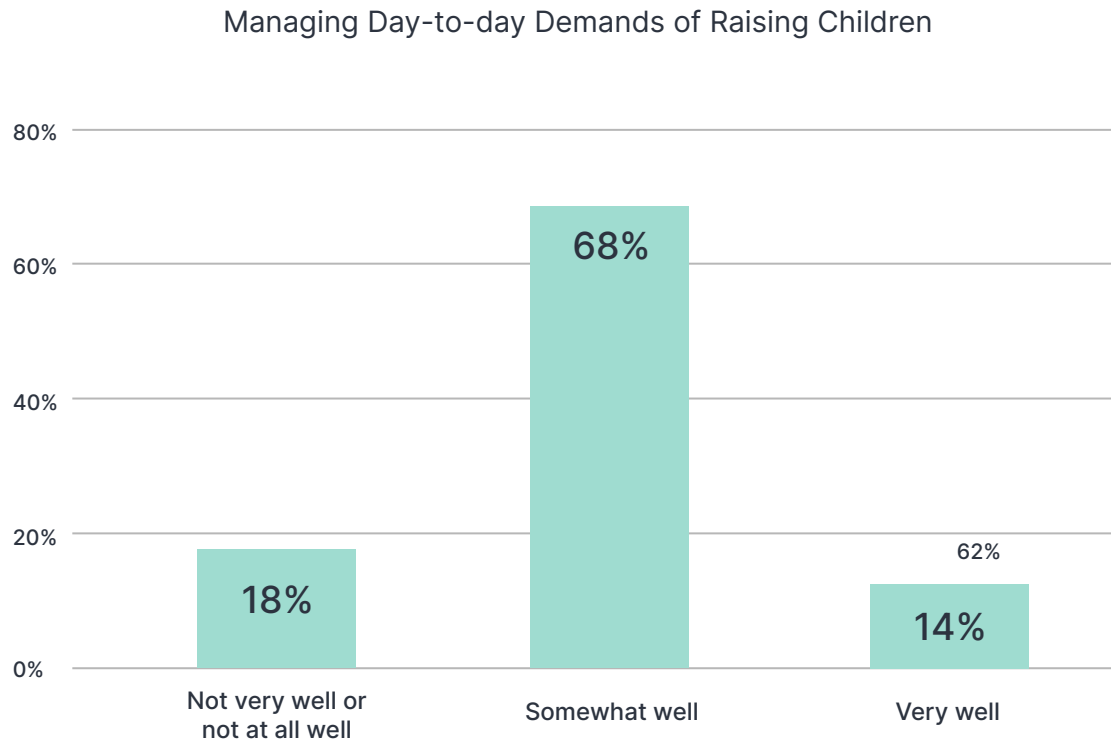
Almost **40% of families experienced economic hardship** as a result of the pandemic



The Demands of Raising Kids With BH Needs Are Significant

Only **14% of parents** say they are **managing very well** at parenting

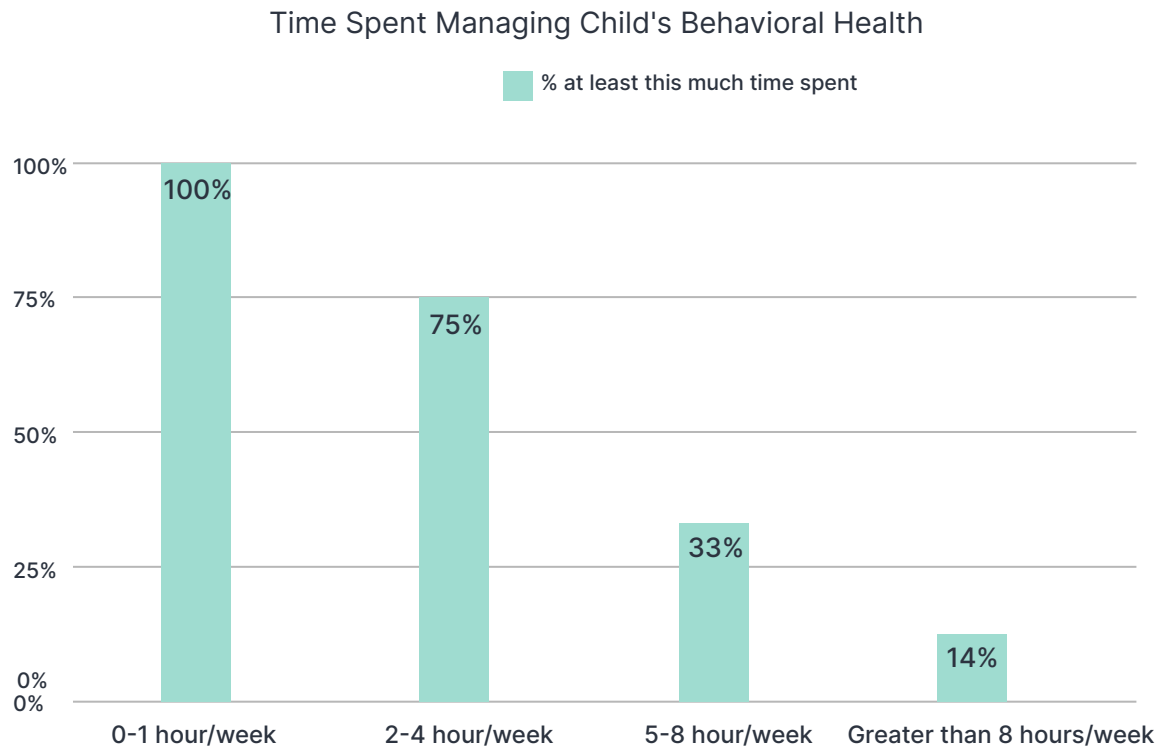
Almost **20% said they** are **not doing well** at parenting



Parents Are Spending Considerable Time Managing Children's BH Needs

On average, **parents are spending at least half a workday per week** managing kids' BH

14% of parents spend the equivalent of at least one workday per week on kid's BH (~48 workdays per year)



Parents Are Suffering, and Employers Feel It Too

For Parents:

50% losing significant productivity at work¹

4-5 hours spent per week on their child's behavioral needs¹

Distressed, burned out and **leaving the workforce**²

For Employers:

Lower workforce **productivity**²

Lower workforce **retention**, especially of working women²

Lower overall workforce **wellbeing**²

The background features a solid medium blue field. A large, light blue shape enters from the bottom left, curving upwards and to the right. Another light blue shape enters from the top right, forming a triangular wedge that points towards the center of the image.

The Road Ahead

Enter Brightline: Our Differentiated Approach

Multidisciplinary care teams

Psychiatrists, behavioral therapists, speech therapists, & coaches on one care plan

- ✓ Care coordination
- ✓ Treatment sequencing
- ✓ Family convenience



Family-focused support

Solutions for all levels of need and support for child's family as it relates to their care

- ✓ 3X more likely to be clinically effective¹
- ✓ Greater engagement
- ✓ Family satisfaction



Evidence-based care delivery

High fidelity to evidence-based protocols and systems of measurement

- ✓ High quality care
- ✓ Tracking of clinical outcomes and family centered goals



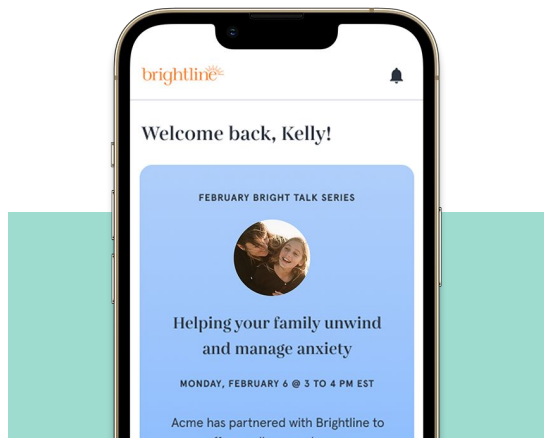
Elegant, seamless experience

Family facing digital application to provide support when and where is needed

- ✓ Family convenience
- ✓ Extension of care between sessions
- ✓ Real-time data flows



Our Three Part Offering for Children and Their Families



Connect+

- Interactive digital content journeys
- Webinars & workshops
- Coach chat and acuity triage
- **FREE resource for your patients**



Coaching

- 1:1 video visits with expert family BH coaches
- Short duration skill building programs



Care

- 1:1 video visits with therapists, prescribers, and SLPs
- Evidence-based care with outcomes tracking

Early Signals of Outcomes & Impact

CLINICAL OUTCOMES

70% show meaningful clinical improvement¹

QUALITY OUTCOMES

2.5 days wait time for therapy apt

1.0 days wait time for coaching apt

“

Since starting with Brightline, my daughter's shift toward positivity has had a tremendous impact on the whole family! It really feels miraculous.

MEMBER SATISFACTION

66 average member NPS³

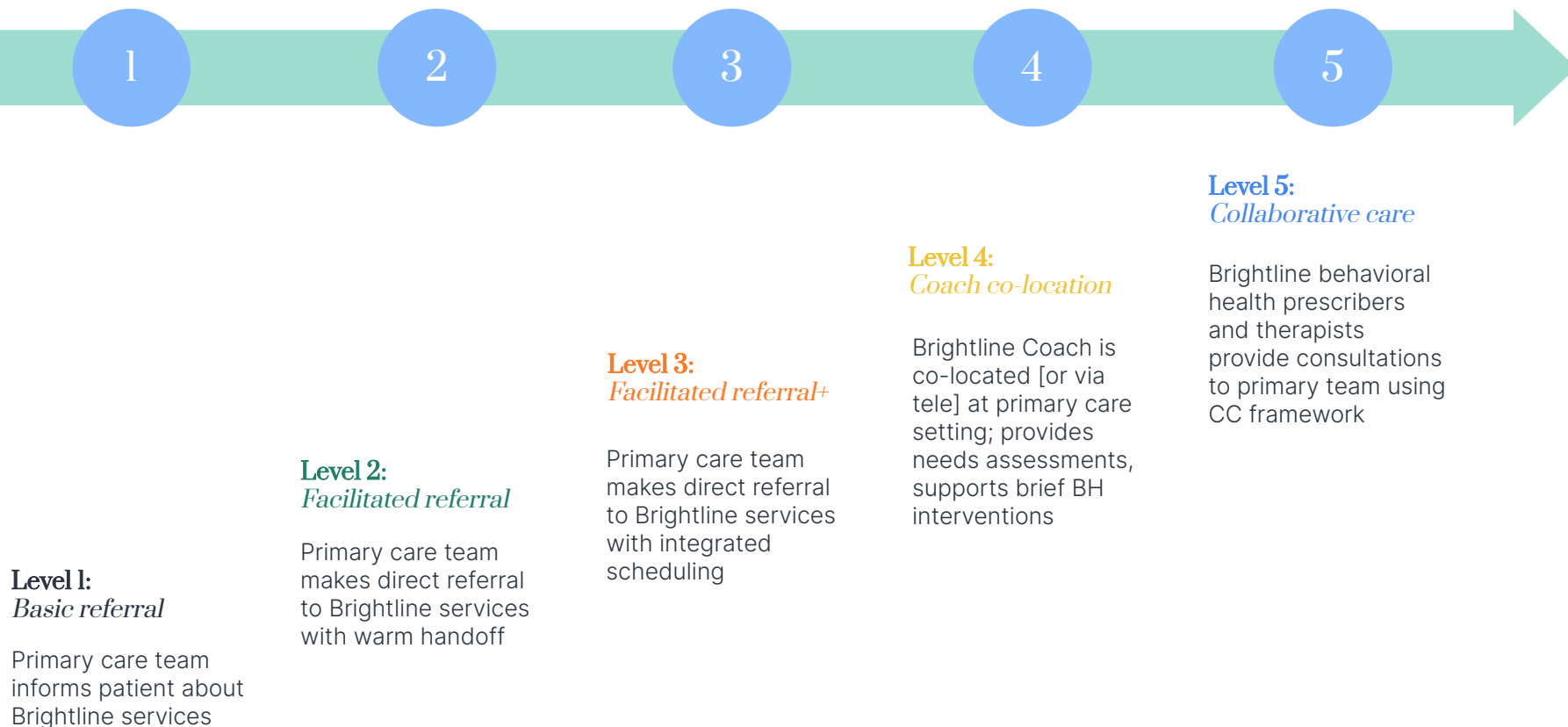
4.7/5 satisfaction with provider

96% retention after intake sessions

“

We felt so lost after my child's diagnosis and could not find the right services anywhere. We are so grateful that Brightline is here to help us.

Brightline's Primary Care Integration



Accelerating the Next Generation of Peds BH Care Delivery

2020

- Dyadic care model
- Measurement based care
- Pediatric telehealth
- Multi-disciplinary integrated cases
- Virtual care coordination (peds, schools)

2021

- Stepped care models
- Virtual care safety, escalation pathways
- Specialty programs for underserved populations/needs

2022+

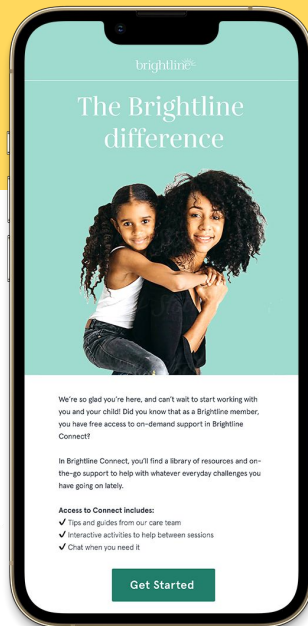
- Measurement-based triage care
- Group programs
- Blended care journeys (live & digital)
- Content as an intervention
- Digital screening and assessment tools
- Collaborative care models

Step 1: Member creates an account through onboarding and Connect

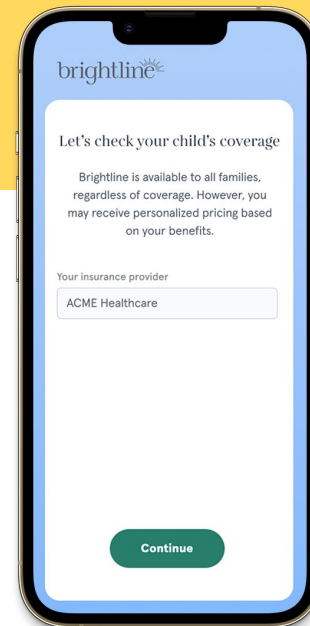
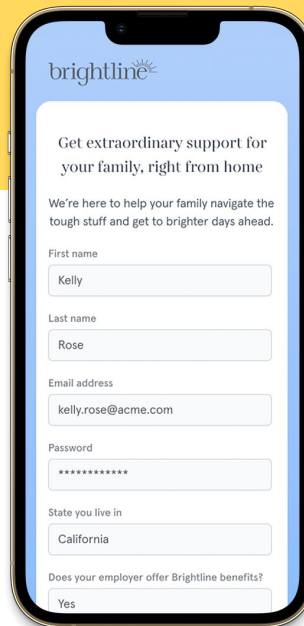
Kelly, mom of 8 year old, **Taylor**, needs help with Taylor's worries about friends at school, self-esteem concerns, and sleeplessness.



Enrollment Outreach:
Kelly receives an email about Brightline via her employer



Easy Onboarding:
Kelly sets up an account with email, state of residence, & plan coverage details



Step 2: Member personalizes her family's experience & gets started in Connect

Initial Assessment:

Kelly shares her daughter's age and a few of the concerns on her mind

The first screen displays the 'brightline' logo at the top. Below it, the text reads 'Let's tailor our programs for your family'. A paragraph states: 'We have programs for toddlers to teenagers. This information helps us get you to the right support fast!'. There are two input fields: 'What should we call your child?' with the text 'Taylor' entered, and 'How old is your child?' with the number '8' entered. A green button labeled '+ Add another child' is below the second field. At the bottom is a green 'Continue' button.

The second screen also shows the 'brightline' logo. The heading is 'What's on your mind?'. A paragraph says: 'We have programs for toddlers to teenagers. This information helps us get you to the right support fast!'. Below this is a grid of nine buttons: 'Worry', 'Food', 'Friends', 'Bedtime & sleep' (highlighted with a green border), 'Mood', 'Media', 'Anxiety', 'Siblings', 'Gender identity', 'Self-esteem' (highlighted with a green border), 'Attention & focus', and 'Depression'. A green 'Continue' button is at the bottom.

Personalized Experience:

Kelly lands in Connect & sees that classes & content recommendations have been personalized for her family

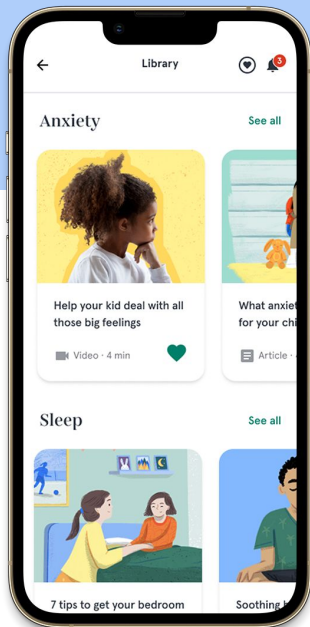
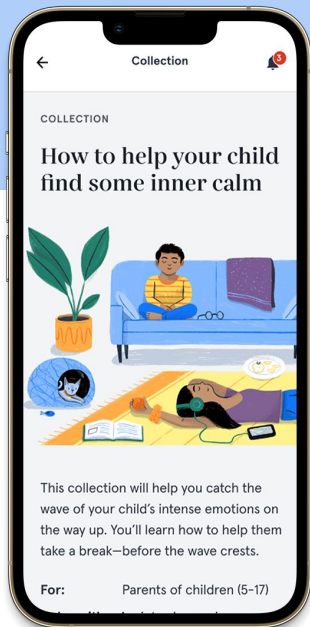
The first screen shows the 'brightline' logo and a notification bell icon. The heading is 'Welcome back, Kelly!'. Below is a blue card for the 'FEBRUARY BRIGHT TALK SERIES'. It features a circular photo of two people and the text: 'Helping your family unwind and manage anxiety', 'MONDAY, FEBRUARY 6 @ 3 TO 4 PM EST', and 'Acme has partnered with Brightline to offer small group classes. Limited to 20 families.' A green 'Sign up' button is at the bottom of the card.

The second screen shows the 'Recommended for you' section. At the top are tabs for 'Topics', 'Anxiety' (with an 'x'), and 'Sleep' (with an 'x'). Below are three recommendations, each with a title, duration, and a heart icon: 1. 'Your child's coping toolkit: 15 skills to try' (Article - 4 min) with an illustration of a girl sitting on steps. 2. 'Help your kid deal with all those big feelings' (Video - 4 min) with a photo of a girl. 3. '4-minute sense exploration for calmer kids' (Audio - 4 min) with an illustration of a forest path. A 'To do' section at the bottom shows a checklist item 'Start tracking Taylor's mood' with a checkmark icon and a right arrow.

Step 3: Member reviews personalized content recommendations & takes assessment

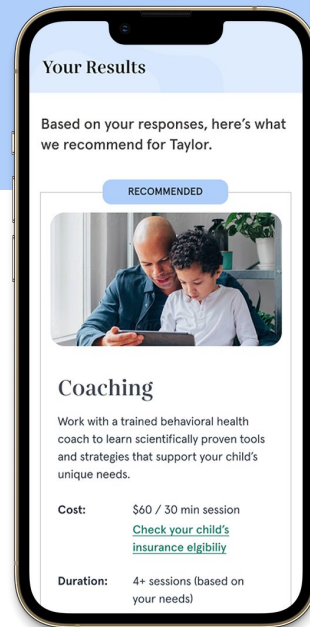
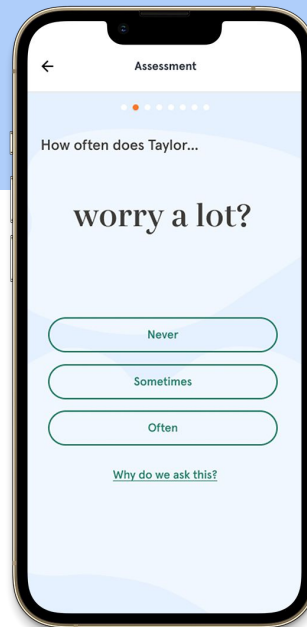
Multi-Modal Content Library:

Kelly explores content collections & saves guided meditation pieces to try with Taylor



Measurement-Based Care:

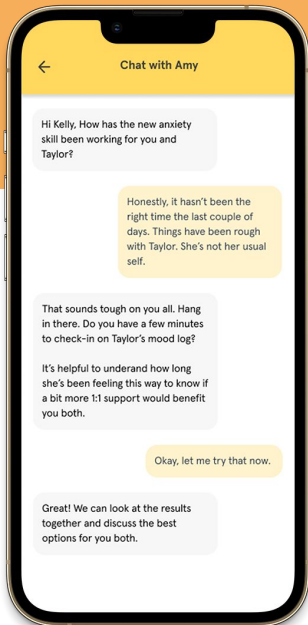
Kelly completes assessments to gauge Taylor's risk and receives a recommendation around 1:1 support



Step 4: Member starts 1:1 coaching, and completes exercises, chats with coach, and reviews progress between sessions

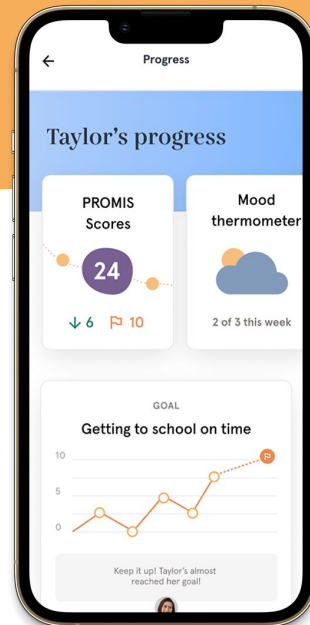
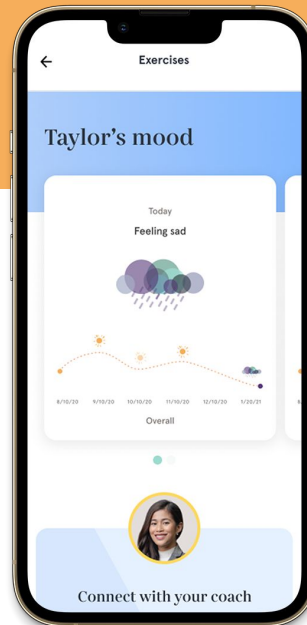
On-Demand & Live Support:

Kelly chats with their family coach in between sessions & Bridget meets live for video sessions

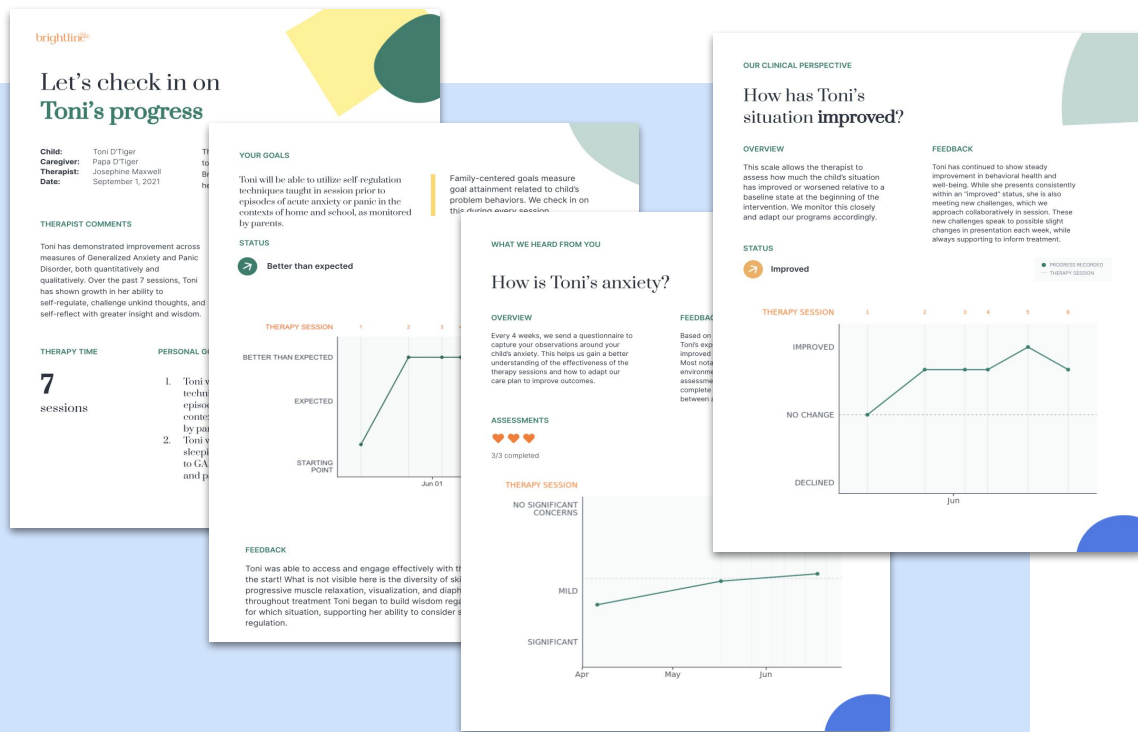


Ongoing Exercises & Progress Reports:

Taylor completes exercises between sessions and Kelly can track her progress at every step



Member Progress Report



Family-centered goals, clinical outcomes, therapist feedback

Embedded in regular therapy treatment protocol

Explained live by therapist to foster meaningful discussion

Accessible 24/7 by caregiver in their app

Supports external care coordination

Member Progress Report provides caregivers **unprecedented visibility** into child's progress through treatment

Questions?

Visit [hellobrightline.com](https://www.hellobrightline.com) for more information