



brightline[®]

Meritain Health[®]
an  aetna company

RESOURCES TOOLKIT FOR MERITAIN

Virtual mental health care for kids & teens you can trust

Your guide to helping members activate their Brightline benefit and get the mental health care they need for their families.

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Mental health support for the whole family

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

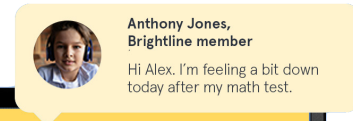
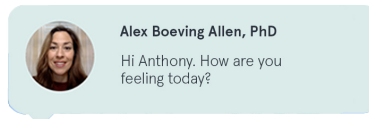
— Naomi Allen, Brightline Co-founder & CEO



GET TO KNOW BRIGHTLINE

Your trusted partner in parenting

Finding trustworthy care for your kids & teens is overwhelming, but Brightline makes it easy. Whether it's virtual therapy, psychiatry, or coaching — Brightline will work with you to find the right support for your kids & teens.



What's included in your membership:

Personalized care plans

- ✓ Our mental health experts will walk you through your options: therapy, psychiatry, & coaching
- ✓ During sign up, we'll ask you a couple questions about your kids & 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 & 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, & have 5+ years of experience working with kids, 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 & caregivers

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 Meritain Health!

As your trusted partner in parenting, Brightline's mental health experts help match kids & teens with virtual therapy, psychiatry, & coaching. From trouble sleeping, cyberbullying, & body image, to ADHD, depression, & 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 & 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 18 months up to 18 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 & coaches
- One-stop digital platform to manage care
- Resources and support for parents & caregivers

Get started today!

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

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

Step 2: Tell us about your family

- Based on your answers to our short questionnaire, we'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).

- SALUTATION

INTRODUCE BRIGHTLINE TO YOUR EMPLOYEES

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)



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 Meritain Health members now have access to mental health support for their kids and teens with Brightline! Brightline provides personalized therapy, psychiatry, & 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/meritain

***Brightline is an in-network provider with Meritain Health. Standard out-of-pocket costs and deductibles apply. All clinical services are provided by licensed professionals practicing within independently owned and operated practices. Brightline, Inc. does not itself provide any physician, clinical, behavioral health professional, or other healthcare provider services.**

We're excited to share that Meritain Health 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, our 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/meritain

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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 Meritain Health 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/meritain

***Brightline is an in-network provider with Meritain Health. Standard out-of-pocket costs and deductibles apply. All clinical services are provided by licensed professionals practicing within independently owned and operated practices. Brightline, Inc. does not itself provide any physician, clinical, behavioral health professional, or other healthcare provider services.**

Intranet/Microsoft Teams/Slack

ICYMI: Meritain Health now offers Brightline as a new mental health benefit for members' kids and teens covered on your Meritain Health health plan. Think of Brightline as your trusted partner in parenting — with fast access to personalized support (no long waitlists!), evidence-based care from expert therapists & coaches, and an easy one-stop digital platform to manage care. Get started today at [helloworldbrightline.com/meritain!](https://helloworldbrightline.com/meritain)

New benefit alert! Through our Meritain Health health plans, you now have 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 & 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 [helloworldbrightline.com/meritain!](https://helloworldbrightline.com/meritain)



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 mental health benefit for your family

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

Get started today!

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

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

Step 2: Tell us about your family

Based on your answers to our short questionnaire, we'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).

INTRODUCE BRIGHTLINE TO YOUR EMPLOYEES

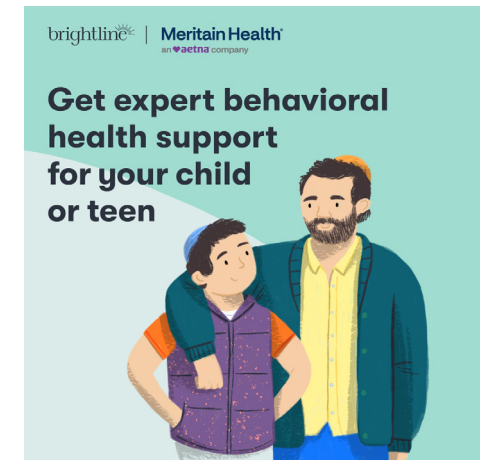
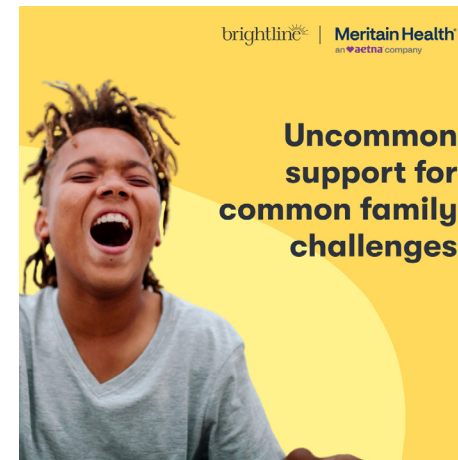
Images for sharing Brightline online

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](#)

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an **aetna** company

“It has only been a few sessions, and my child is already starting to recognize when their anxious thoughts might be ‘false alarms.’
- Brightline parent

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

What’s included in your Brightline membership:

- Personalized care plans**
 - Your dedicated coach will walk you through your care options (therapy, coaching, psychiatry) and help manage your kid’s care over time.
 - Care is coordinated with all the important people in your kid’s life (teachers, pediatricians, counselors) so everyone is on the same page.
- Experts you can trust**
 - Our mental health experts have years of experience working with kids, teens and families.
 - 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 & caregivers.

Irene Blacante Smith, NBC-HWC
Hi Anthony, How are you feeling today?

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

10:00
Welcome Kelly!
MARCH PARENTING SERIES
Helping your family unwind and manage anxiety
THURSDAY, MARCH 11 @ 3 TO 4 PM EST
Acme has partnered with Brightline to offer small group classes. Limited to 20 families.

2-Pager

A longer Brightline overview for your members

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“
It has 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 Click this link to sign up: hellobrightline.com/meritain
- 2 Create an account
- 3 Answer a few questions about your kids & teens
- 4 Schedule your first appointment with no long wait list

GET STARTED AT
hellobrightline.com/meritain

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

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 - 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 & caregivers.

GET STARTED AT
hellobrightline.com/meritain

DOWNLOAD 2-PAGER

Getting started guide

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

Step 1

Visit hlobrightline.com/meritain to sign up

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 2

Create an account

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 3

We'll confirm your kid's health plan information and what services are covered

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 4

Tell us about your family

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 5

Take a short questionnaire and we'll recommend therapy or coaching

What's next? You'll be matched with a dedicated coach who will be available right away to help schedule your first appointment. 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).



**Thank you for trusting
Brightline with your
family's care!**

[hellobrightline.com/meritain](https://www.hellobrightline.com/meritain)

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