

Brightside

SERIES A

DECEMBER 2020

We're a team of digital health veterans on a mission to deliver top quality depression and anxiety care to everyone who needs it.



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FOUNDER + CEO



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FOUNDER + CMO (MEDICAL)



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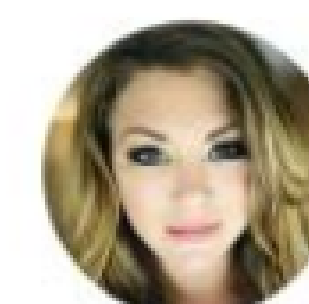
Helen Botsaris

HEAD OF PAYER RELATIONS



Alia Knowlan

DESIGN LEAD



Andi Raine

HEAD OF PEOPLE



Online depression and anxiety care will soon be the norm.

TODAY

Massively underserved need

- Healthcare is a local market served by large health systems
- Most depression/anxiety is treated in primary care by busy generalists
- **< 50% of people with depression get any care, < 25% get quality care**

WHAT'S CHANGING

Rapid adoption of telemedicine

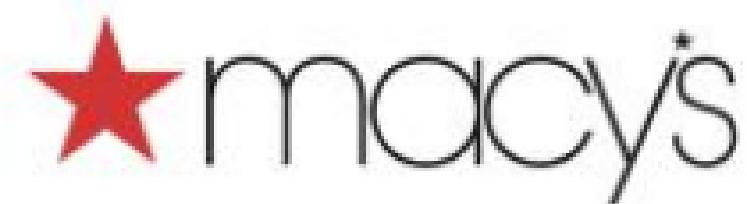
- National market for services allows healthcare consumers to select the best solution for their need
- 1.0 was primary and urgent care (1 and done), 2.0 will be specialized solutions for chronic conditions
- Consumers quickly starting to prefer care online

THE FUTURE

80% of mental healthcare online

- Specialized, fully vertical solutions meeting specific customer needs
- Quality, not access, becomes the basis of competition
- Payers will overhaul BH services
- **\$100Bn+** annual opportunity for depression and anxiety care.

IT'S
JUST
LIKE

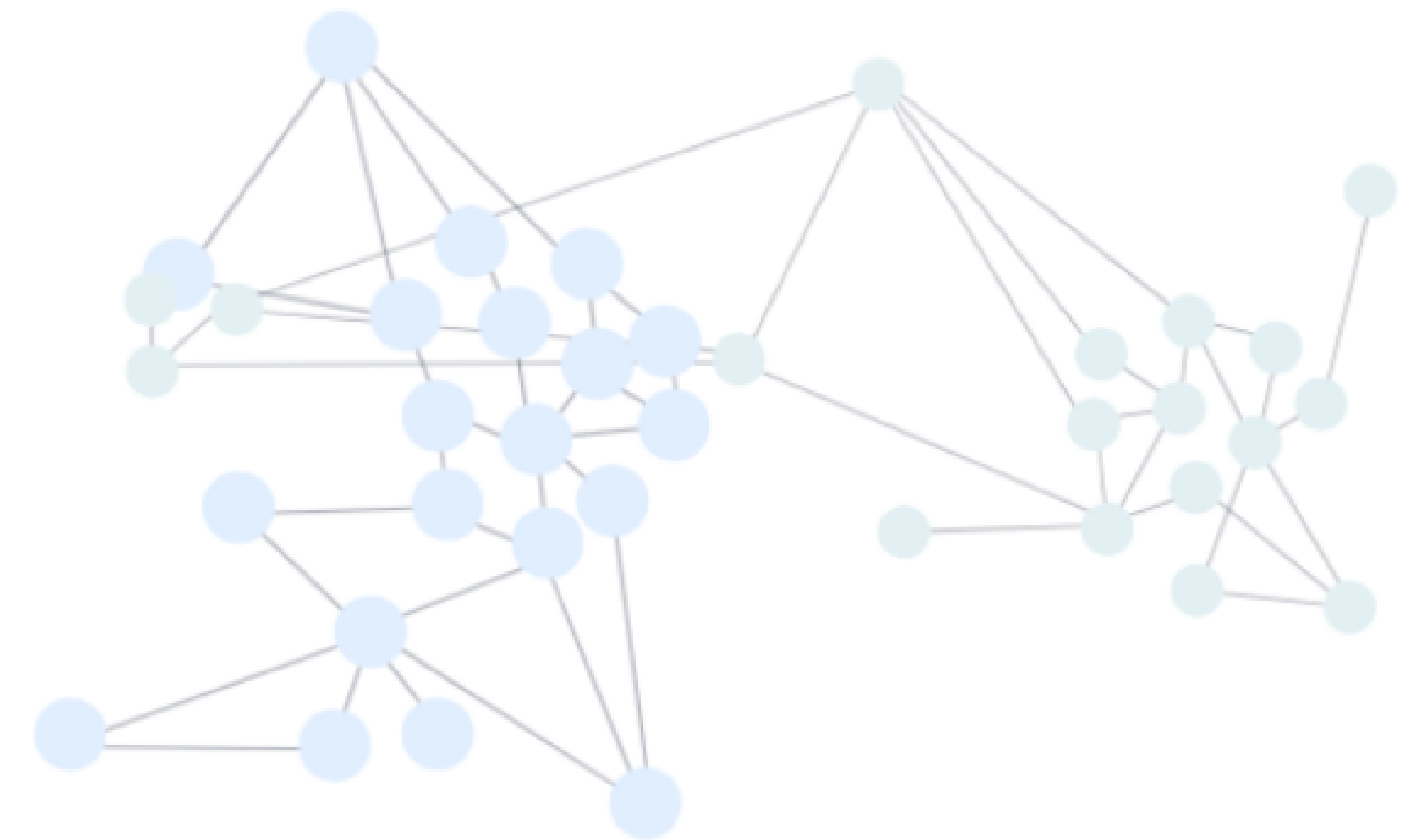


Our big insight

Depression and anxiety are highly heterogeneous (despite being treated as cookie cutter today).

Understanding individual presentation and matching unique patient needs to the most effective treatment can deliver better outcomes.

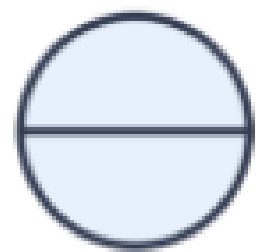
And in this market, outcomes are what truly matter.



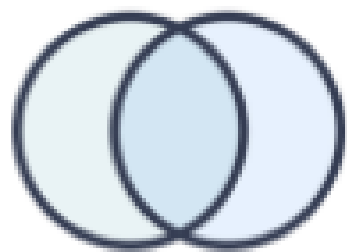
Brightside offers evidence-based, cost-effective care for high complexity and high severity depression and anxiety.

COMPREHENSIVE CARE FOR DEPRESSION AND ANXIETY

+ Comorbid SUD, OCD, PTSD, and more



MEDICATION



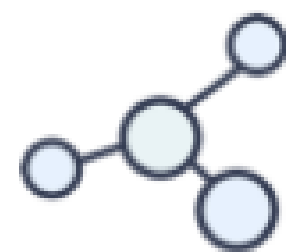
THERAPY



SELF CARE

WE DON'T GUESS AND CHECK

We use data, measurement, and real time support to get it right for every member



EVIDENCE
BASED & DATA
DRIVEN



MEASURED



RESPONSIVE

WE'RE ALIGNING INCENTIVES

We want to get paid for results, not care delivery



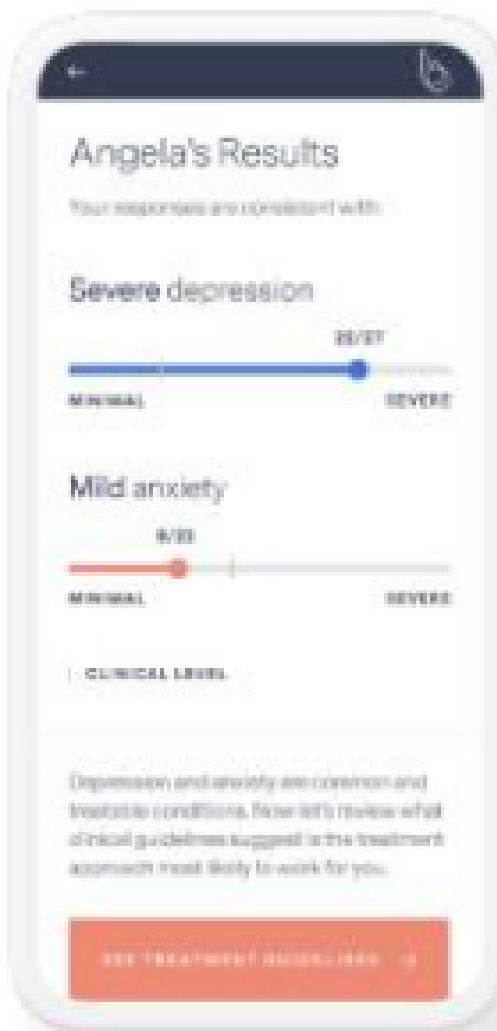
GUARANTEE



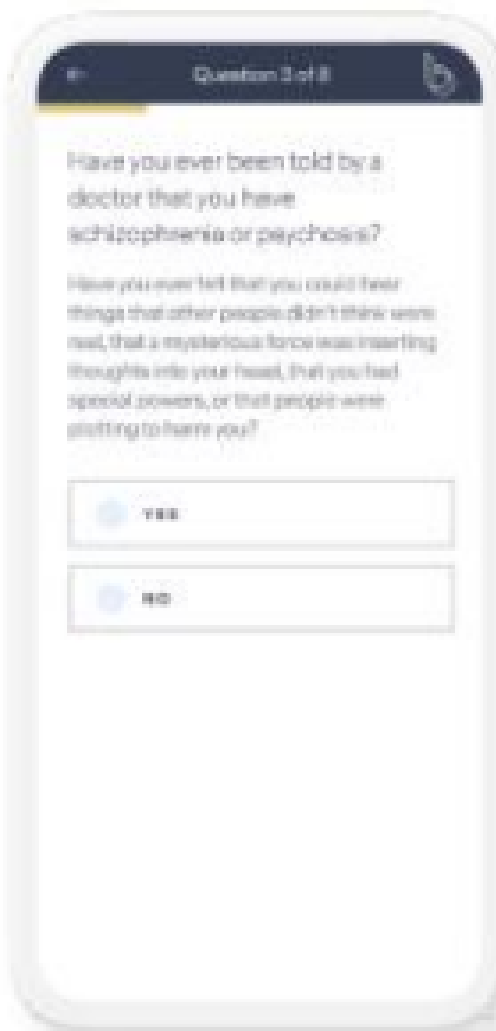
SUCCESS BASED
REIMBURSEMENT

We offer evidence-based, comprehensive, personalized care at scale.

ASSESSMENT



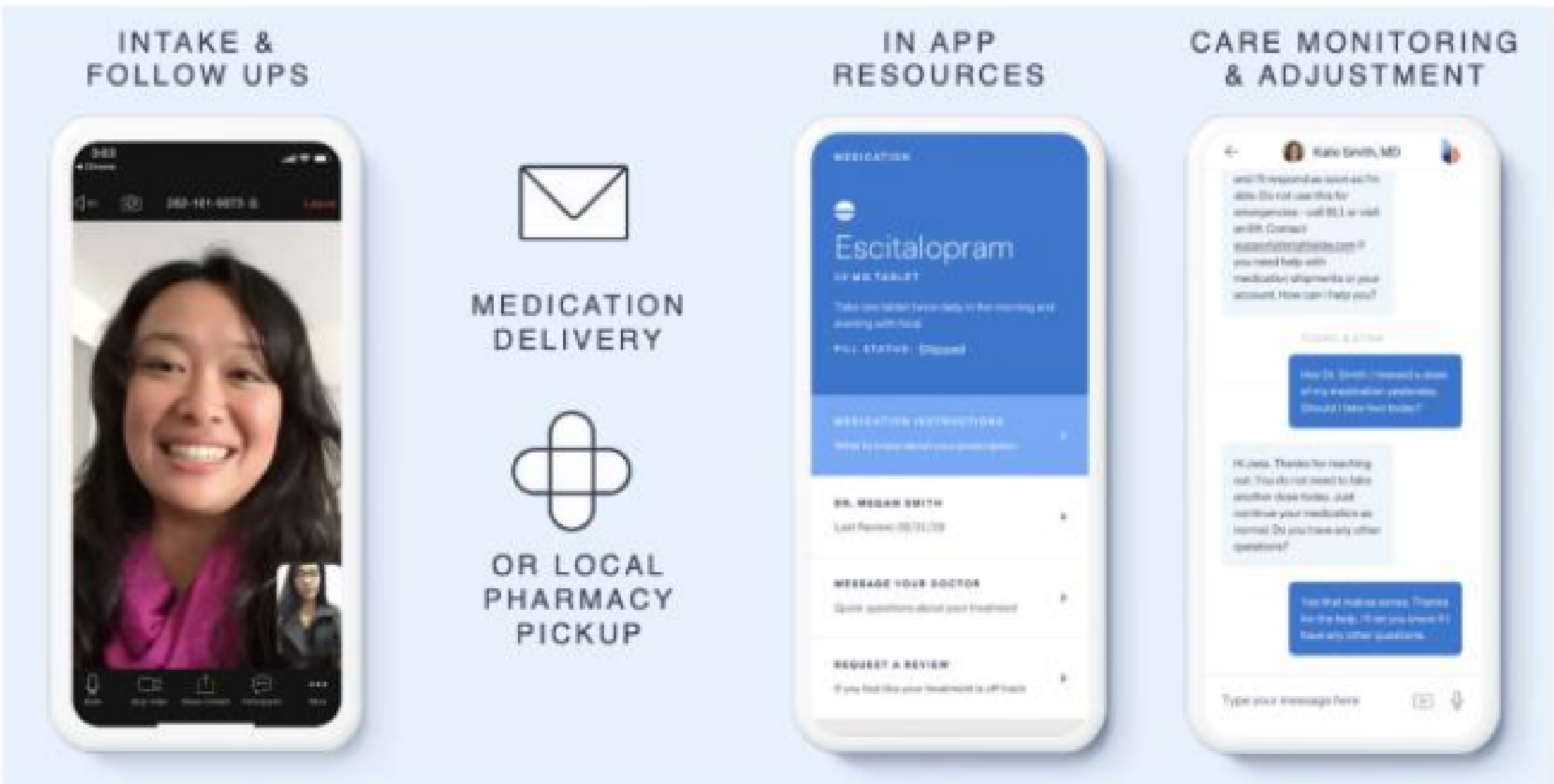
ELIGIBILITY



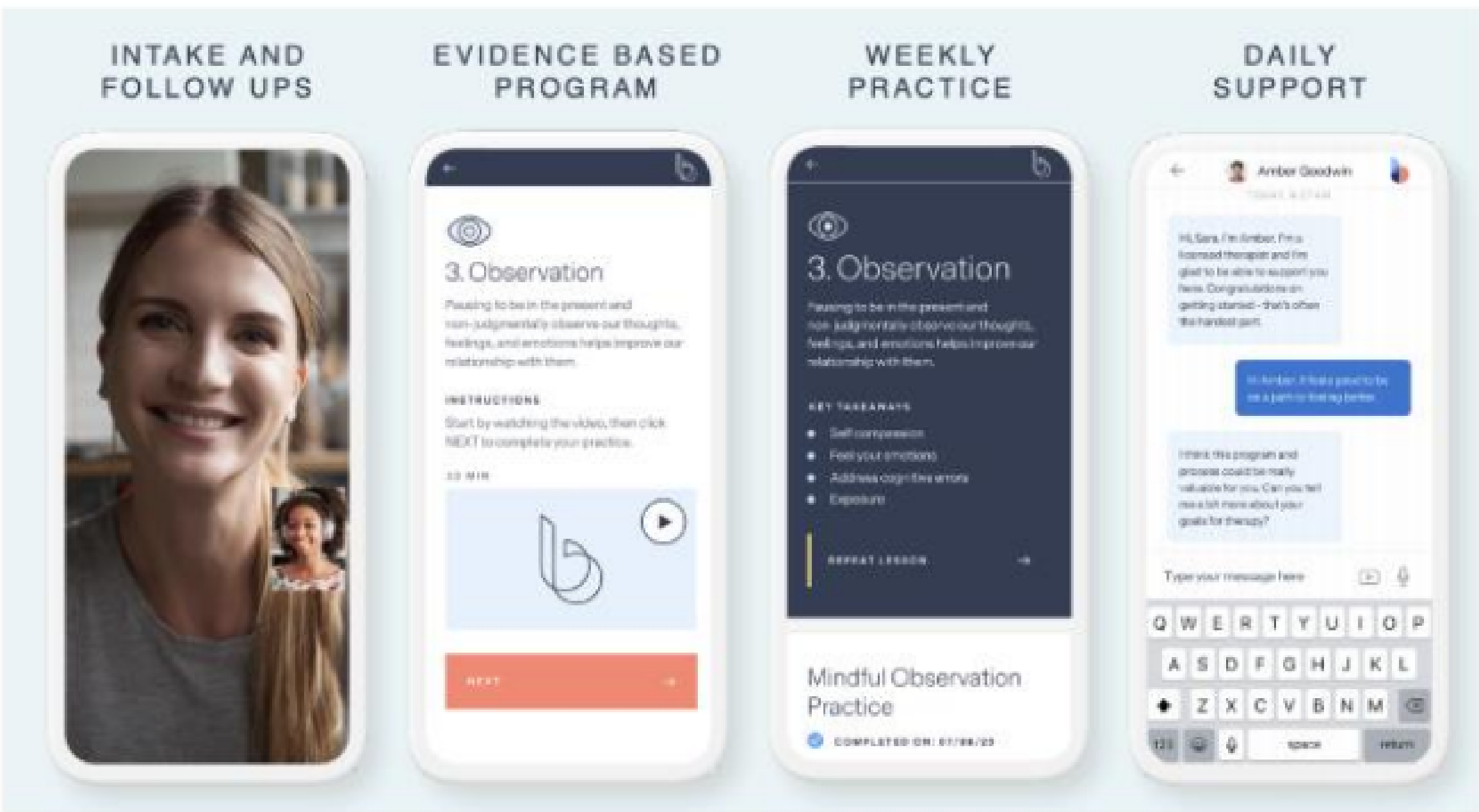
COMPREHENSIVE INTAKE



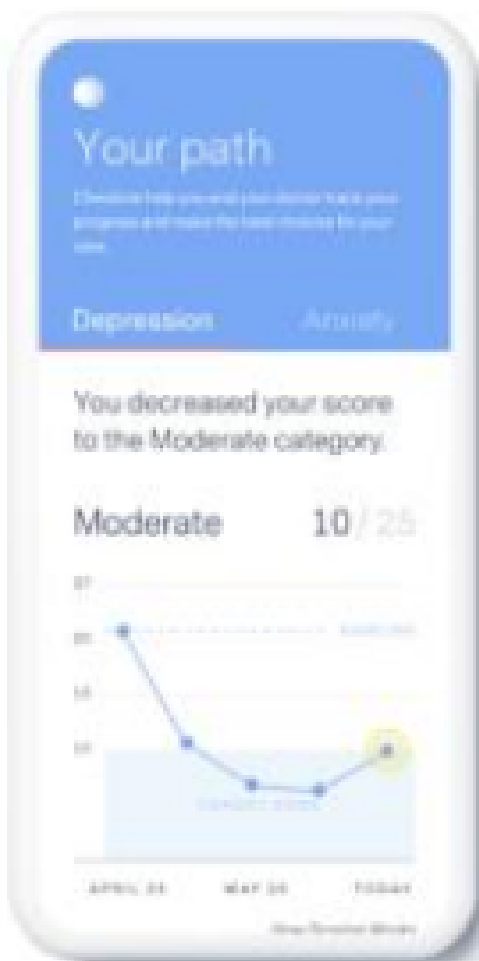
MEDICATION



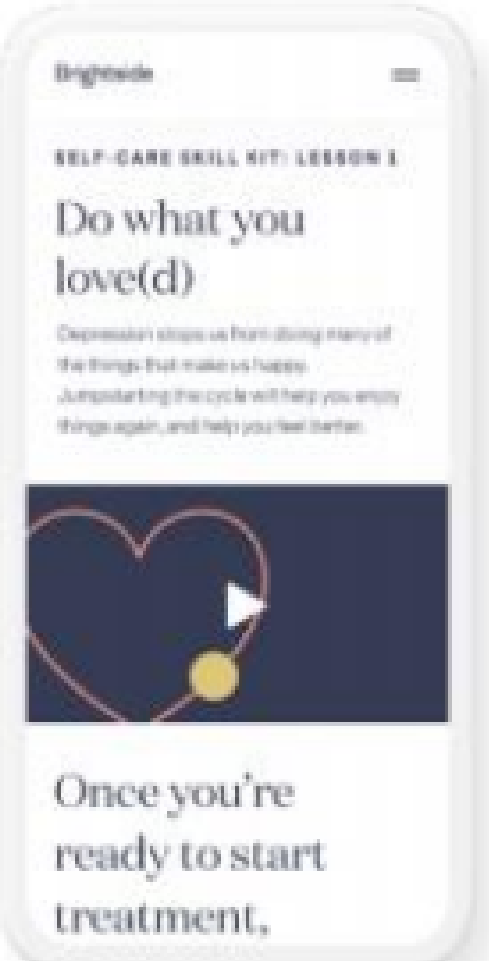
THERAPY



MEASUREMENT BASED CARE



SELF CARE



Our closed loop, data driven system allows our providers to manage care in a more timely, efficient, and effective manner.

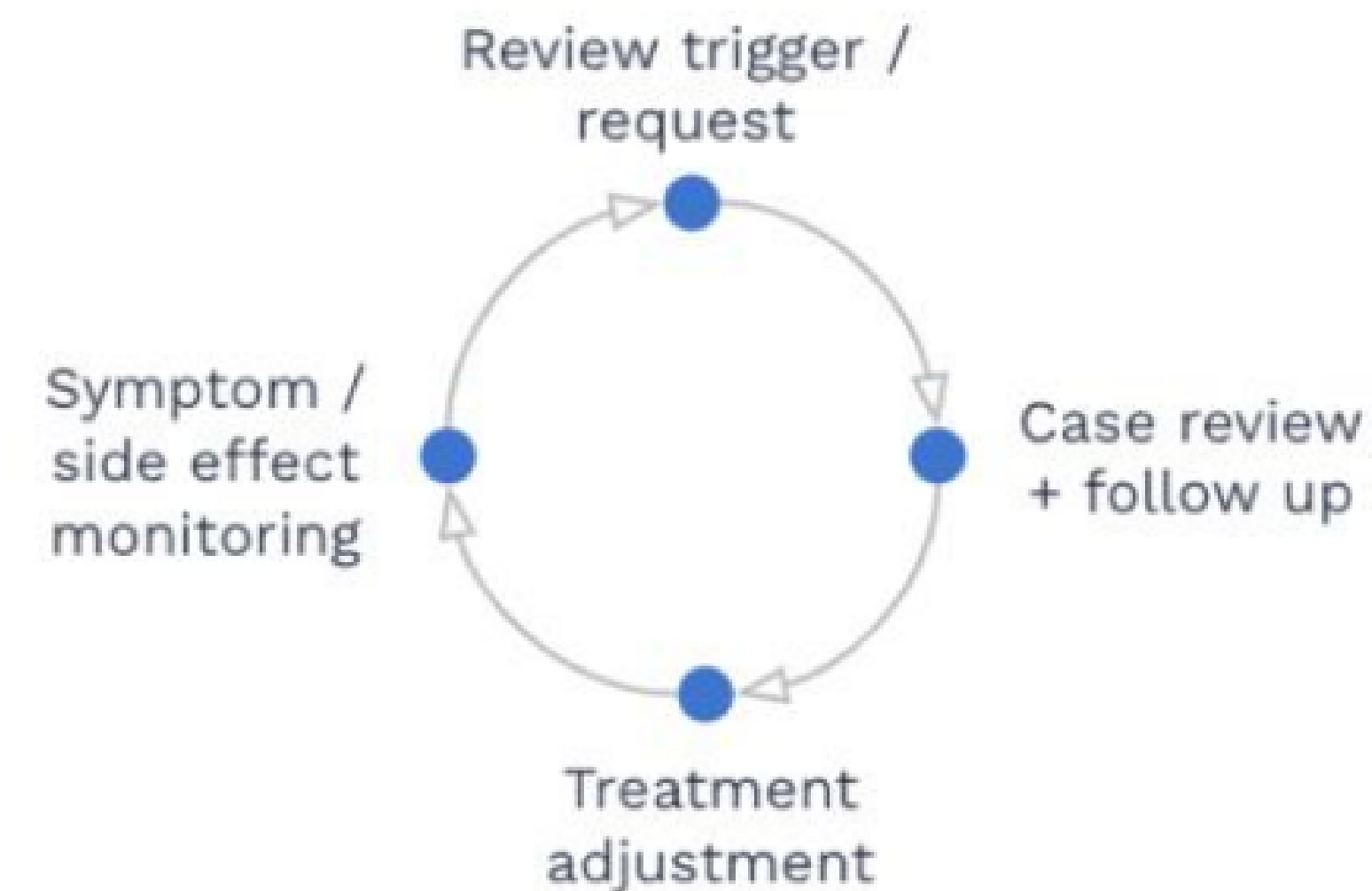
1. PRECISION PRESCRIBING

We analyze individual presentation to select the medication most likely to work



2. CLOSED LOOP TREATMENT MONITORING AND OPTIMIZATION

We measure frequently, triggering timely interventions and informed clinical decisions to get treatment just right for each member



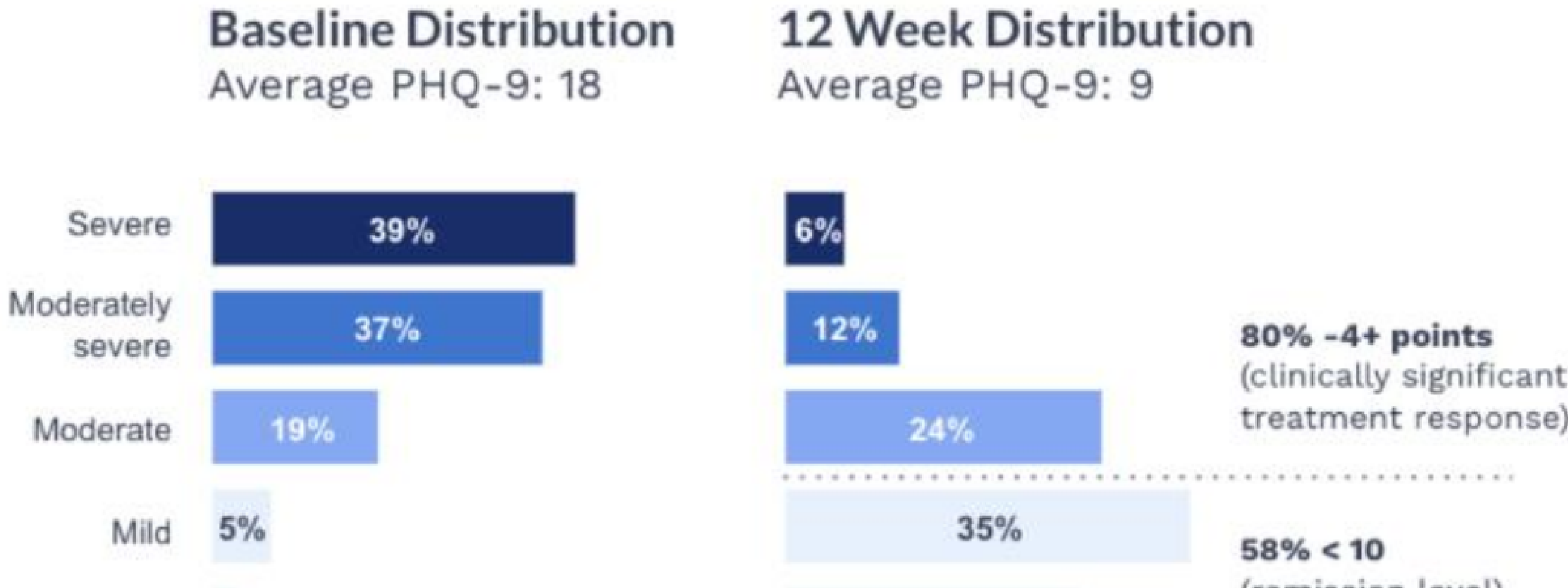
The most effective care for high severity, high cost

80% OF MEMBERS GET BETTER WITHIN 12 WEEKS

58% achieve remission levels

AMONG MEM

SEVERE DEP



SUICIDAL I



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