

Brightside Health is a technology-enabled virtual system of care delivering comprehensive mental health nationwide. Using data-driven care models, measurement-based outcomes, and evidence-based treatment, we provide psychiatry, therapy, intensive outpatient program, and suicide prevention programs across all acuity levels.

Solution Capabilities



**DATA
COLLECTION**



**ANALYTICS AND
INSIGHT**



**BIDIRECTIONAL
COMMUNICATION**



**WORKFLOW
AUTOMATION**



CARE COORDINATION



**CLINICAL DECISION
SUPPORT**



**PATIENT EDUCATION
AND CONTENT**



**POPULATION HEALTH
MANAGEMENT**

Key Features

- ▶ **Proprietary Measurement-Based Care & Outcomes Monitoring:** Brightside equips health systems and clinicians with continuous visibility into symptom severity, suicide risk, treatment adherence, and clinical outcomes through standardized assessments and longitudinal analytics, supporting higher-quality care, earlier intervention, and population health management.
- ▶ **Integrated Virtual Behavioral Health Services:** Brightside delivers psychiatry, therapy, suicide prevention, and virtual IOP through a unified care model that expands behavioral health capacity, improves access to timely care, and supports seamless coordination across health system referral pathways.
- ▶ **PrecisionRx Clinical Decision Support:** Brightside's proprietary PrecisionRx platform analyzes more than 200 patient data points and uses machine learning models to support personalized medication selection, symptom monitoring, and treatment optimization. This helps clinicians improve prescribing accuracy, accelerate symptom improvement, and proactively identify patients at risk of poor response or clinical deterioration.
- ▶ **Evidence-Based Clinical Pathways:** Brightside supports consistent, high-quality care delivery through standardized, evidence-based treatment protocols, measurement-based workflows, and continuous quality monitoring designed to improve outcomes and reduce variation in care.
- ▶ **Health System Integration & Operational Enablement:** Brightside supports Xhealth, FHIR, API, and other referral workflow integrations that streamline provider referrals, simplify operational coordination, and enable scalable behavioral health partnerships across ambulatory, specialty, and acute care settings.
- ▶ **Nationwide Access to High-Quality Virtual Care:** Brightside delivers comprehensive mental healthcare across all acuity levels through a scalable, technology-enabled care model available in all 50 states. Our approach combines evidence-based care, measurement-based outcomes tracking, and rigorous quality standards, including Brightside's Mental Health Quality Scorecard, which evaluates 62 indicators across 10 domains to ensure consistent, high-quality care delivery at scale.

Benefits

Brightside Health clients can:

- ▶ Reduce clinician burden
- ▶ Improve patient engagement
- ▶ Improve patient outcomes
- ▶ Enhance patient experience
- ▶ Expand access to care
- ▶ Strengthen the digital front door
- ▶ Improve financial performance
- ▶ Support value-based care
- ▶ Support population health management
- ▶ Improve care coordination
- ▶ Other

Measurable Impacts

- ▶ Rapid access to care, with 92% of initial appointments within 5 days
- ▶ Strong patient engagement, with 79% of patients remaining active after 3 months, and approximately 75% completing a follow-up visit within 30 days
- ▶ Demonstrated operational scalability and referral growth, including engagement across large ambulatory networks, facilities, and payers
- ▶ Measurable clinical outcomes through evidence-based, measurement-based care, including reductions in depression, anxiety, and suicidal ideation, supported by peer-reviewed research and continuous outcomes monitoring

Clinical Guidelines and Standards

- ▶ NCQA (National Committee for Quality Assurance)
- ▶ CMS-aligned programs
- ▶ Evidence-based / peer-reviewed protocols

Solution Type

- ▶ **Care Management:** Solutions supporting care coordination platforms, care pathways, and workflow optimization.
- ▶ **Specialty Programs:** Solutions supporting condition-specific digital care programs.
- ▶ **Remote Monitoring & Virtual Care:** Solutions supporting remote patient monitoring, virtual care delivery, or device-connected monitoring.



RESULTS YOU CAN EXPECT

Case Study

Brightside takes a structured, partnership-oriented approach to implementing and managing care collaboration. In one large health system partnership, integrated referral workflows, real-time data exchange, and coordinated operational governance enabled scalable patient onboarding, streamlined provider workflows, and sustained program growth across multiple service lines and referral sources.

Awards, Accolades, and Certifications



Recognized by leading healthcare and consumer publications including *Fortune*, *Healthline*, *Forbes*, *Verywell Mind*, *Everyday Health*, *CNET*, and *Medical News Today* for excellence in virtual psychiatry, therapy, anxiety and depression treatment, teen mental health, suicide prevention, and insurance accessibility.



Peer-reviewed publications, including *JMIR Mental Health*, *JMIR Formative Research*, *BMC Psychiatry*, *Frontiers in Psychiatry*, *Journal of Clinical Psychopharmacology*, *Journal of Affective Disorders*, *Healthcare*, *Cureus*, and *Psychotherapy Research*. Research topics include precision prescribing, suicide prevention, measurement-based care, AI-supported clinical decision-making, telepsychiatry outcomes, and virtual IOP effectiveness.



Developed the Mental Health Quality Scorecard, a first-of-its-kind framework measuring 62 indicators across 10 quality domains, achieving a 92% quality score and advancing transparency and accountability in virtual behavioral healthcare.



Accredited by The Joint Commission (TJC).



Holds HITRUST r2 Certification, is HIPAA Compliant, and aligns with leading industry security frameworks.

Security, Compliance, and Certifications



HIPAA Compliant



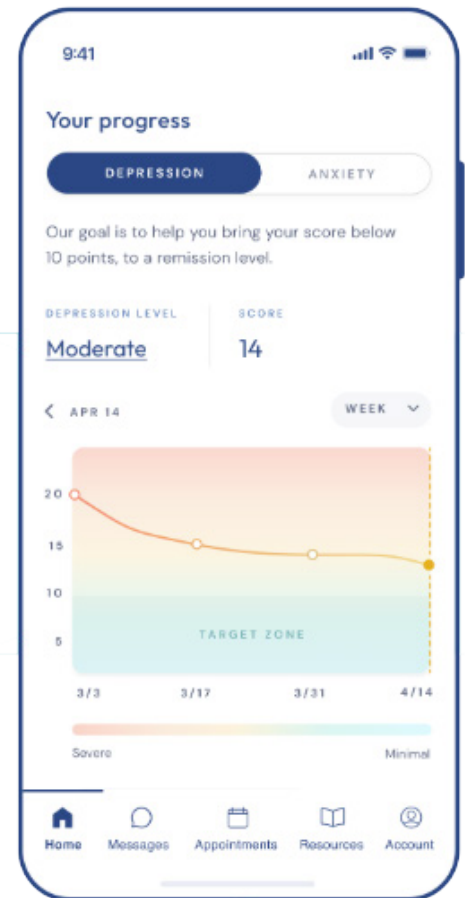
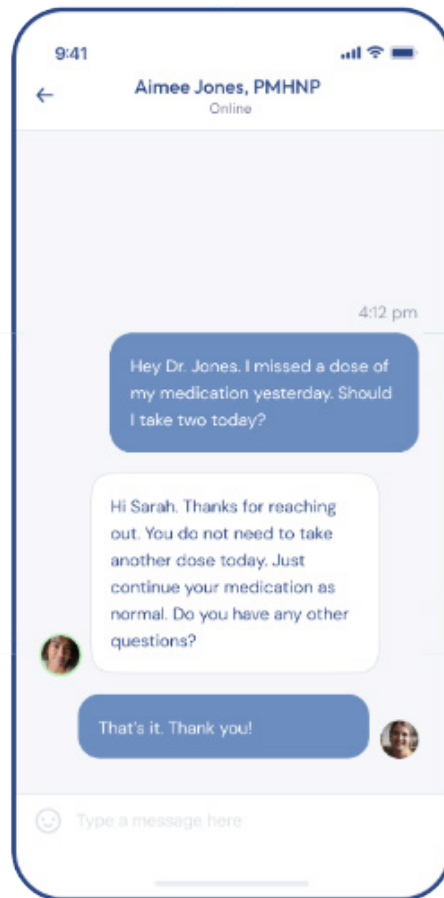
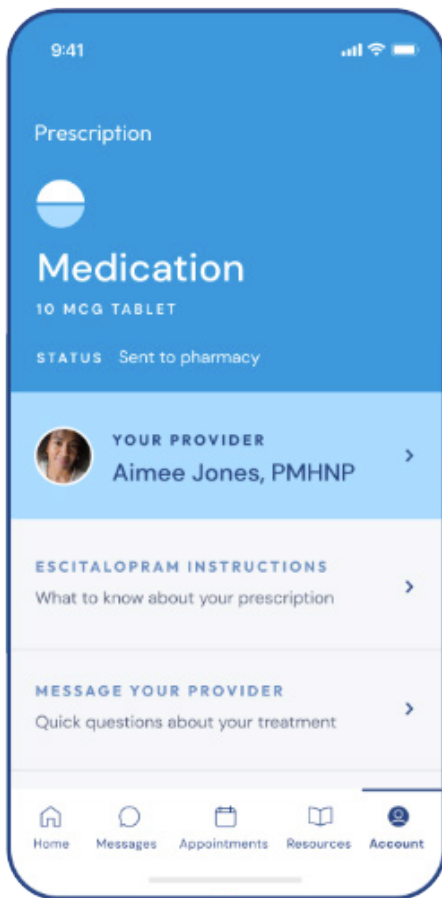
SOC 2 Type II
Certified



HITRUST Certified



Other



Integration and Workflow Fit

- ▶ Prescribed and managed within the Xealth platform
- ▶ Data and insights returned to clinical workflows (e.g., EHR, dashboards)
- ▶ Supports bidirectional data exchange

Business Model and Reimbursement

- ▶ Medicare reimbursable
- ▶ Medicaid reimbursable
- ▶ Covered by commercial insurance

Customer Support and Operating Model

- ▶ Onboarding and implementation support
- ▶ Dedicated customer success manager
- ▶ Ongoing technical support
- ▶ Clinical program support (e.g., nurses, coaches, care teams)