

# 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.



Brad Kittredge

FOUNDER + CEO



Mimi Winsberg MD

FOUNDER + CMO (MEDICAL)



Jeremy Barth

FOUNDER + CTO



Katherine Autin

HEAD OF OPERATIONS



Shannon Malone

DIRECTOR OF MARKETING



Erin O'Callaghan, PhD

CLINICAL DIRECTOR, THERAPY



Chris Pastorius

HEAD OF GROWTH



Myling Ta

PHARMACIST IN CHARGE



Rohit Gupta

CHIEF FINANCIAL OFFICER



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

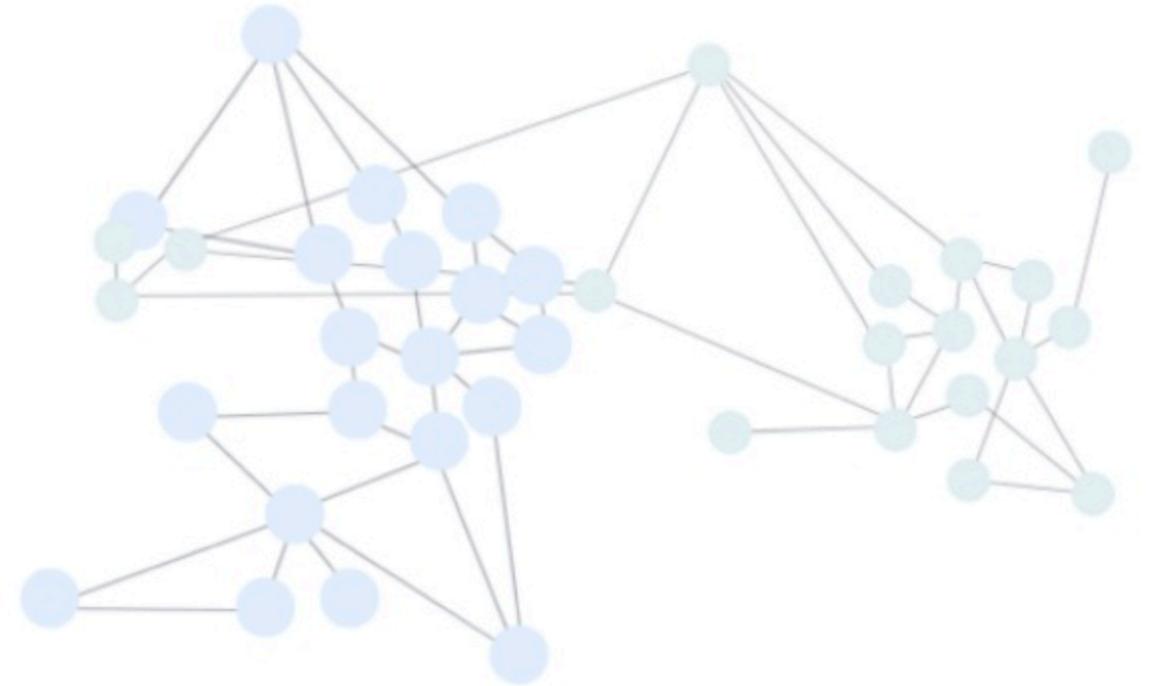


# Our big insight

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.

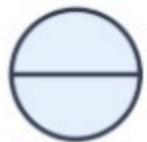
And in this market, outcomes are what truly matter.



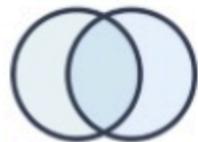
# Brightside offers evidence-based, cost-effective care for high complexity and high severity depression and anxiety.

## COMPREHENSIVE CARE FOR DEPRESSION AND ANXIETY

+ Comorbid SUD, OCD, PTSD, and more



MEDICATION



THERAPY



SELF CARE



EVIDENCE  
BASED & DATA  
DRIVEN



MEASURED



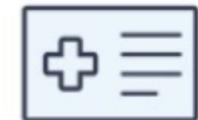
RESPONSIVE

## WE'RE ALIGNING INCENTIVES

We want to get paid for results, not care delivery



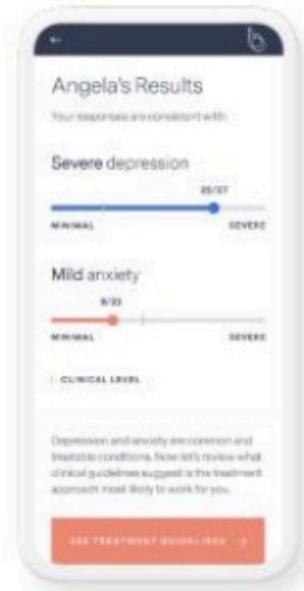
GUARANTEE



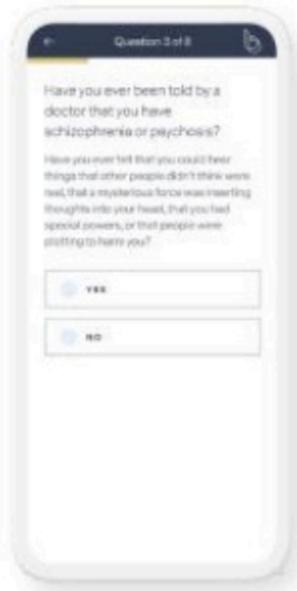
SUCCESS BASED  
REIMBURSEMENT

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

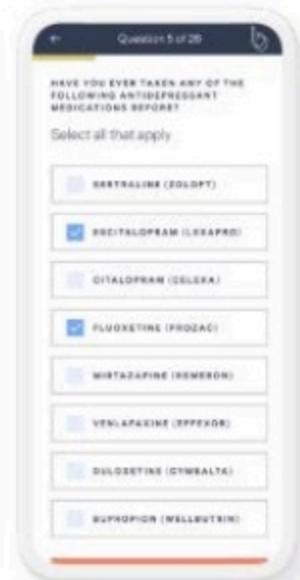
ASSESSMENT



ELIGIBILITY



COMPREHENSIVE INTAKE



MEDICATION

INTAKE & FOLLOW UPS

MEDICATION DELIVERY

OR LOCAL PHARMACY PICKUP

IN APP RESOURCES

CARE MONITORING & ADJUSTMENT

THERAPY

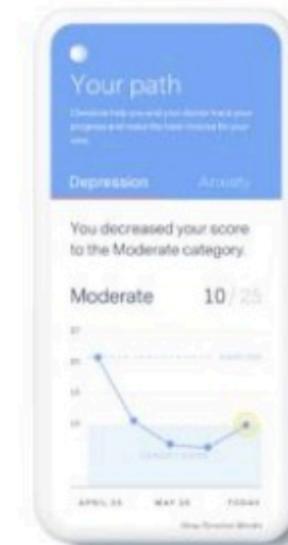
INTAKE AND FOLLOW UPS

EVIDENCE BASED PROGRAM

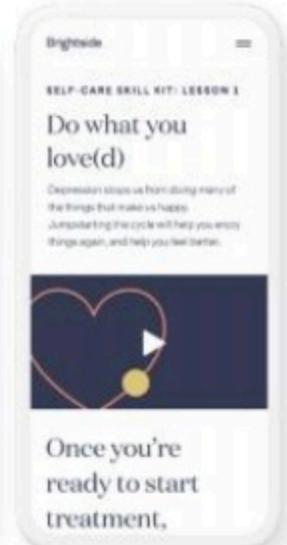
WEEKLY PRACTICE

DAILY SUPPORT

MEASUREMENT BASED CARE



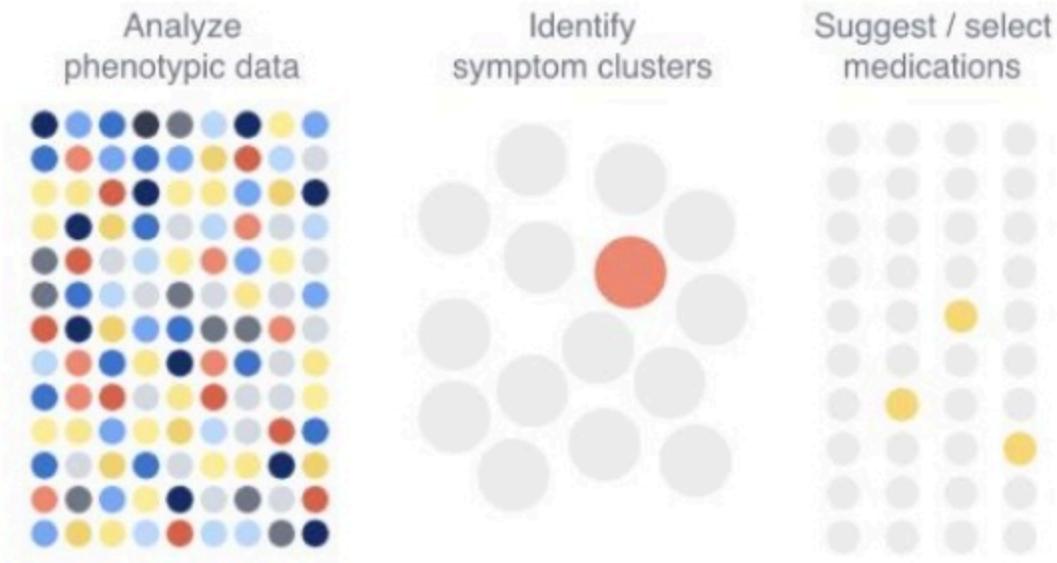
SELF CARE



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

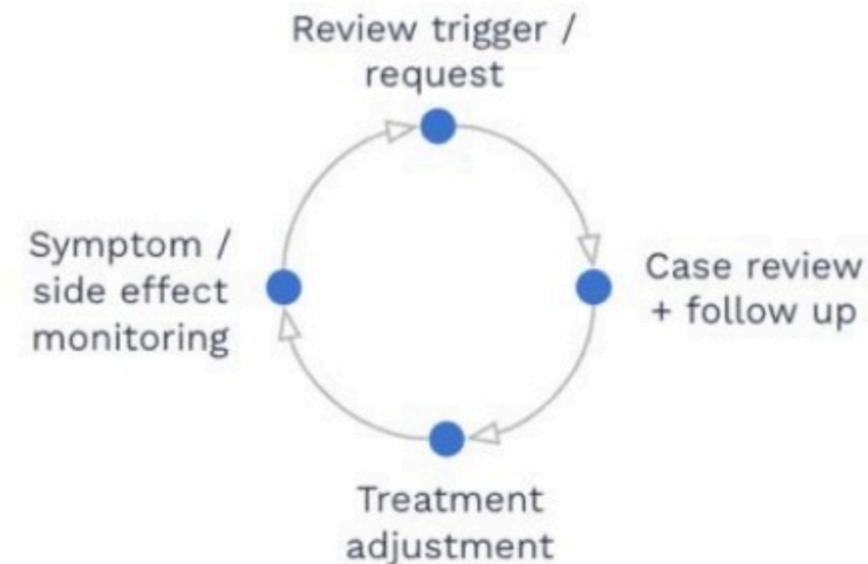
### 1. PRECISION PRESCRIBING

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 populations

**80% OF MEMBERS GET BETTER WITHIN 12 WEEKS**

58% achieve remission levels



Suicidal ideation  
Baseline

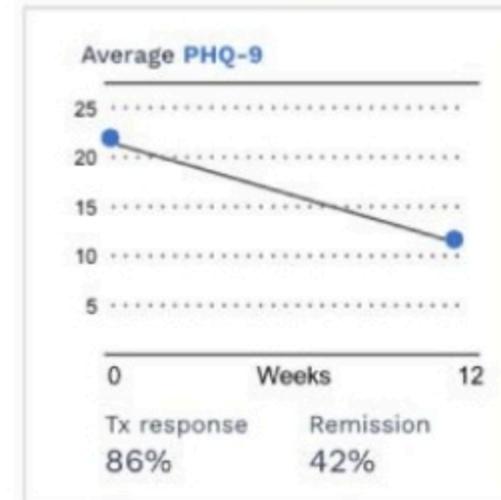


Suicidal ideation  
12 weeks

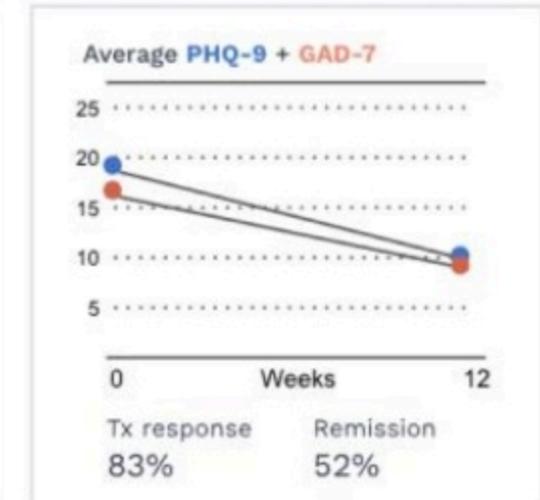


**AMONG MEMBERS WITH:**

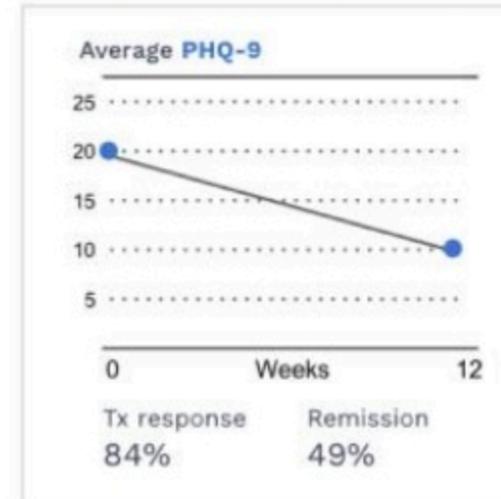
**SEVERE DEPRESSION**



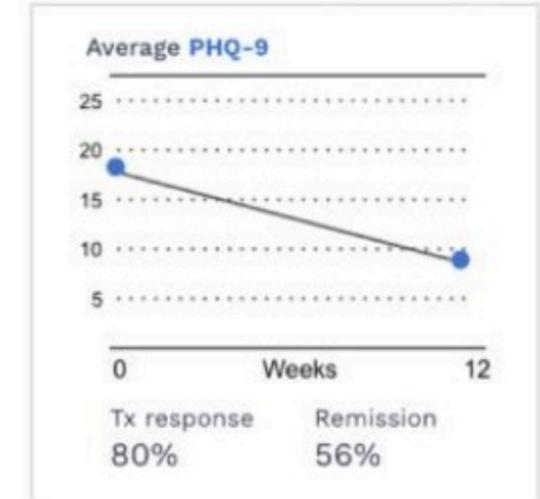
**DEPRESSION + ANXIETY**



**SUICIDAL IDEATION**



**CHRONIC HEALTH CONDITION**





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