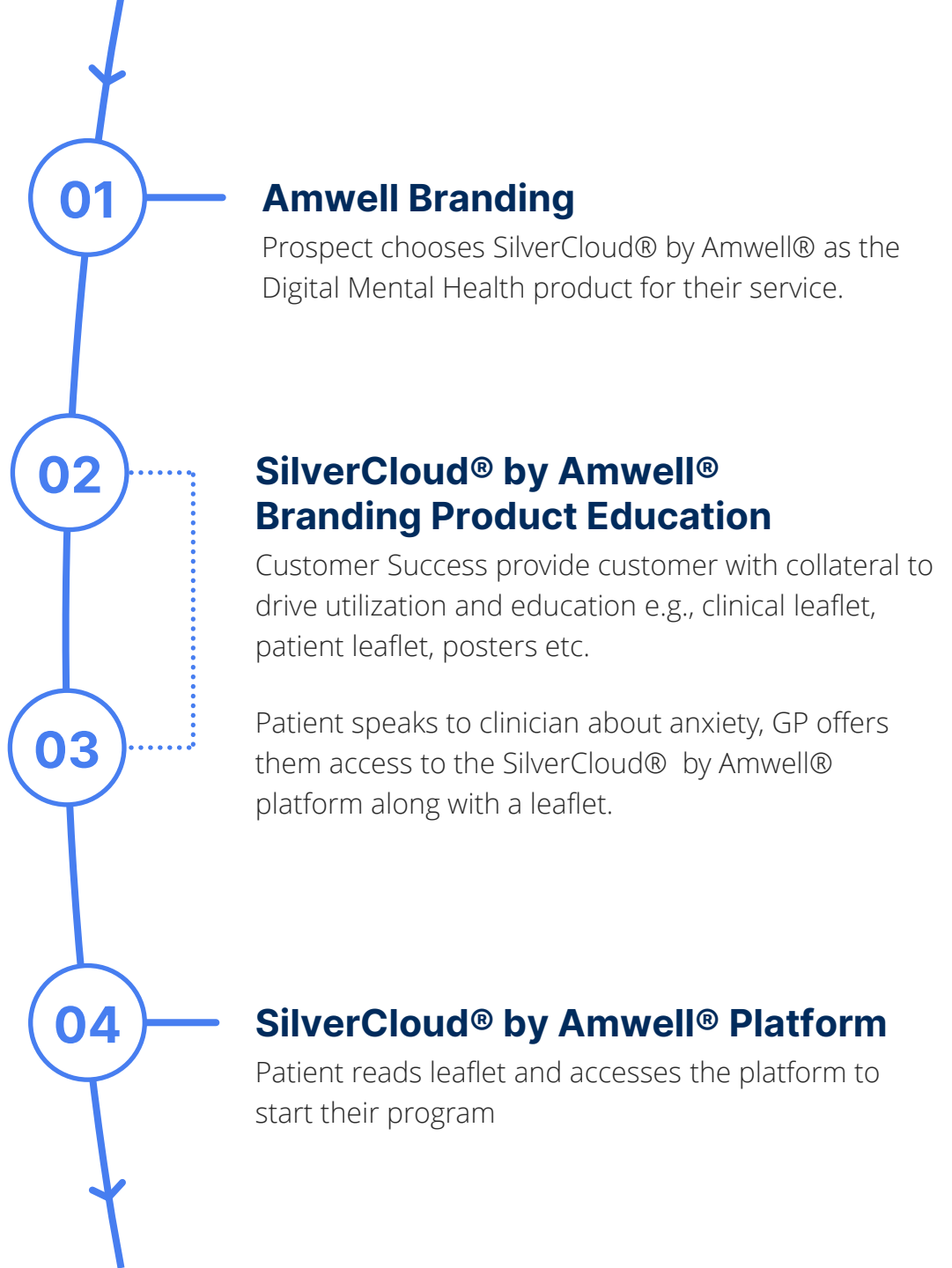


SilverCloud by Amwell

Customer Journey

Bridging the gap between buyer and end user for a connected experience.



SilverCloud by Amwell Colors

Primary



Midnight Blue

RGB 0, 43, 92
CMYK 100, 90, 35, 31
PMS 281C
HEX 002B5C



Bright Blue

RGB 71, 126, 240
CMYK 74, 43, 0, 0
PMS 281C
HEX 477EF0

The palette consist of the Amwell brand colors and makes use of an additional color we call platform peach.

Platform peach is one of the main colors used in the SilverCloud platform.

We create a connected, meaningful brand experience by using them together in a harmonious way.

General Secondary - Accent



Light Bright Blue

RGB 92, 158, 240
CMYK 59, 24, 0, 0
PMS 7451C
HEX 5C9EF0



Light Green

RGB 200, 214, 124
CMYK 19, 0, 62, 6
PMS 7492
HEX C8D67C



Platform Peach

RGB 242, 191, 153
CMYK 4, 31, 42, 0
PMS 162 C
HEX F2BF99



Light Gray

RGB 217, 217, 217
CMYK 14, 11, 9, 1
PMS Cool 1C
HEX D9D9D9

Color Hierarchy & Spectrum



Family Secondary - Accent



Light Bright Blue

RGB 92, 158, 240
CMYK 59, 24, 0, 0
PMS 7451C
HEX 5C9EF0



Platform Peach

RGB 242, 191, 153
CMYK 4, 31, 42, 0
PMS 162 C
HEX F2BF99



Light Green

RGB 200, 214, 124
CMYK 19, 0, 62, 6
PMS 7492
HEX C8D67C



Light Gray

RGB 217, 217, 217
CMYK 14, 11, 9, 1
PMS Cool 1C
HEX D9D9D9

Color Hierarchy & Spectrum



SilverCloud by Amwell logo

Overview



The SilverCloud by Amwell logo was created to identify it within the Amwell suite of products

SIZE / SCALE The SilverCloud by Amwell Logo can be presented as small as 0.75" and as large as necessary. Always scale the logo proportionally to retain the typeface's unique characteristics.

CLEAR SPACE The logo works best when given a clear space around it equal to (at minimum) the height of the lowercase "o" in the logo.

COLOR The logo can only be used in Midnight Blue + Light Blue, White + White or White + Bright Blue.



SilverCloud[®]
by Amwell[®]



SilverCloud[®]
by Amwell[®]



SilverCloud[®]
by Amwell[®]

SilverCloud by Amwell logo Usage

Follow the guidelines outlined in this document to ensure proper logo usage. We are all stewards of the brand.

DO NOT: Tweak, stretch, rotate, otherwise manipulate or place on a cluttered background that lacks sufficient contrast. Always ensure the proportions of the logo are locked when scaling.



DISTORT



ROTATE



REPOSITION



STRETCH



CHANGE COLOR



ADD EFFECTS



SilverCloud by Amwell Logo

Lockup

Minimum amount of clear space surrounding the logo



B equals the height of the lowercase "o" in the logo.

SilverCloud by Amwell Logo

Co-Branded Logo Placement

Amount of clear between the logo and divider line



B equals the height of the lowercase "o" in the logo.

SilverCloud by Amwell Logo

Co-Brand Divider Line

Colour of divider line



Light Gray

RGB 217, 217, 217

CMYK 14, 11, 9, 1

PMS Cool 1C

HEX D9D9D9

SilverCloud[®]
by Amwell[®]

PARTNER / COBRAND LOGO

SilverCloud[®]
by Amwell[®]

PARTNER / COBRAND LOGO

SilverCloud[®]
by Amwell[®]

PARTNER / COBRAND LOGO

SilverCloud by Amwell Fonts

HEADLINE FONT | INTER

**At Amwell, we
digitally empower
our clients' health
care ambitions.**

USAGE Inter SemiBold is the primary headline font for the Amwell brand.

SIZING/CASE This font should be used in sentence-case and can be used in all caps when needed.

TRACKING Tracking/kerning should be set at 0

BODY COPY FONT | OPEN SANS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada.

USAGE Open Sans Regular is the primary body copy font for the Amwell brand.

SIZING/CASE This font should be used in sentence-case and can be used in light and semibold when needed.

TRACKING Tracking/kerning should be set at 0

Icons Overview

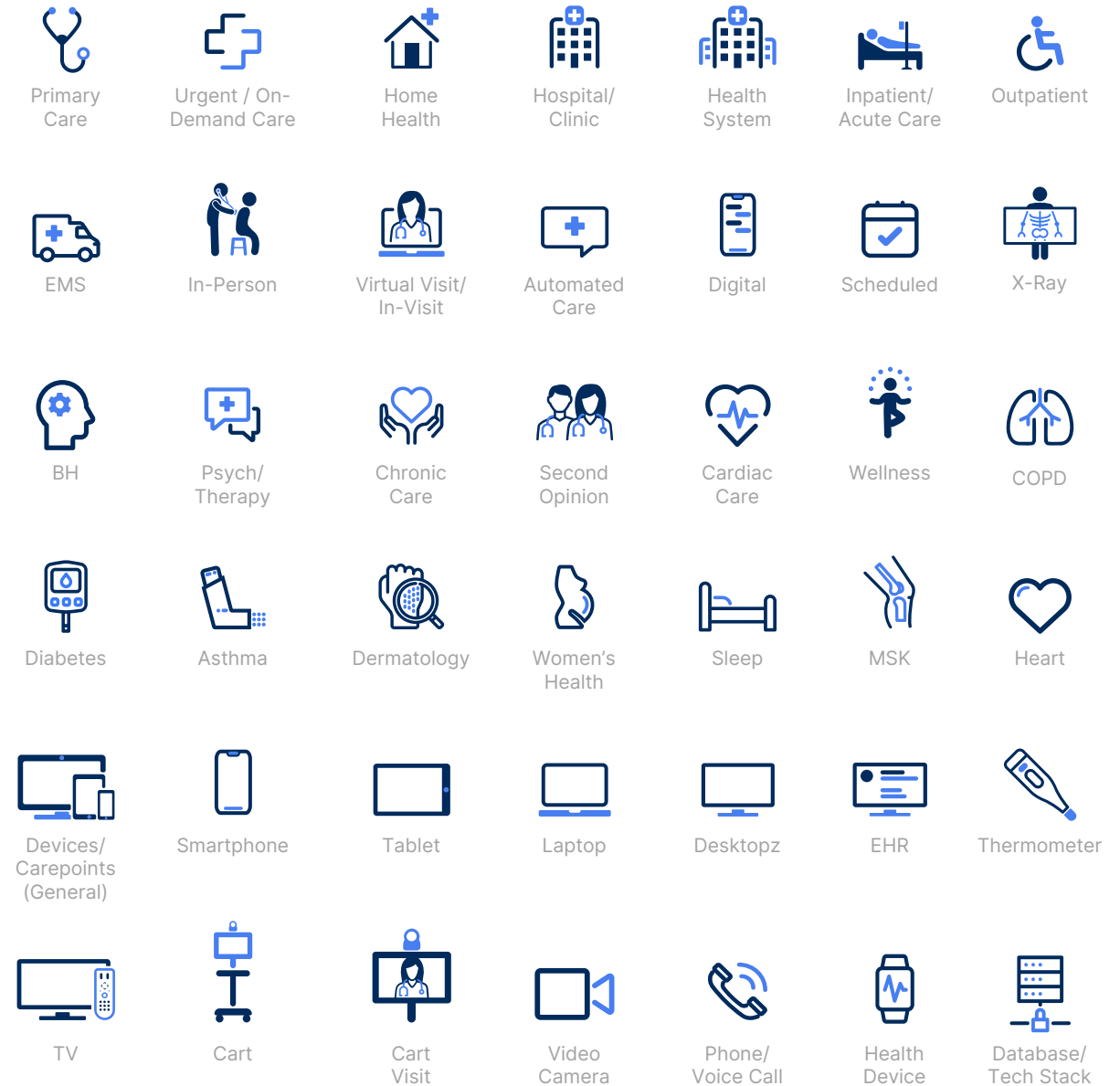
Our two-tone iconography distinguishes and elevates the brand while reinforcing our core brand pillars of partnership and collaboration.

Icons are composed of our two primary colors:

- **MIDNIGHT BLUE** – Foundational icon color.
- **BRIGHT BLUE** – Used to strategically highlight the key visual element(s) that reflect Amwell’s role & partnership.

All icons are outlines, and the two-tone colors should never touch or overlap. In unique instances, it’s permitted to use a color-fill on select visual elements within the icon (i.e., stick-figures, detailed shapes, etc.). Likewise, in unique instances it’s permitted for the two-tone colors to touch/overlap to improve legibility and recognition.

Prior approval is required by the Brand team for any edits to icons and/or net-new icon creation.



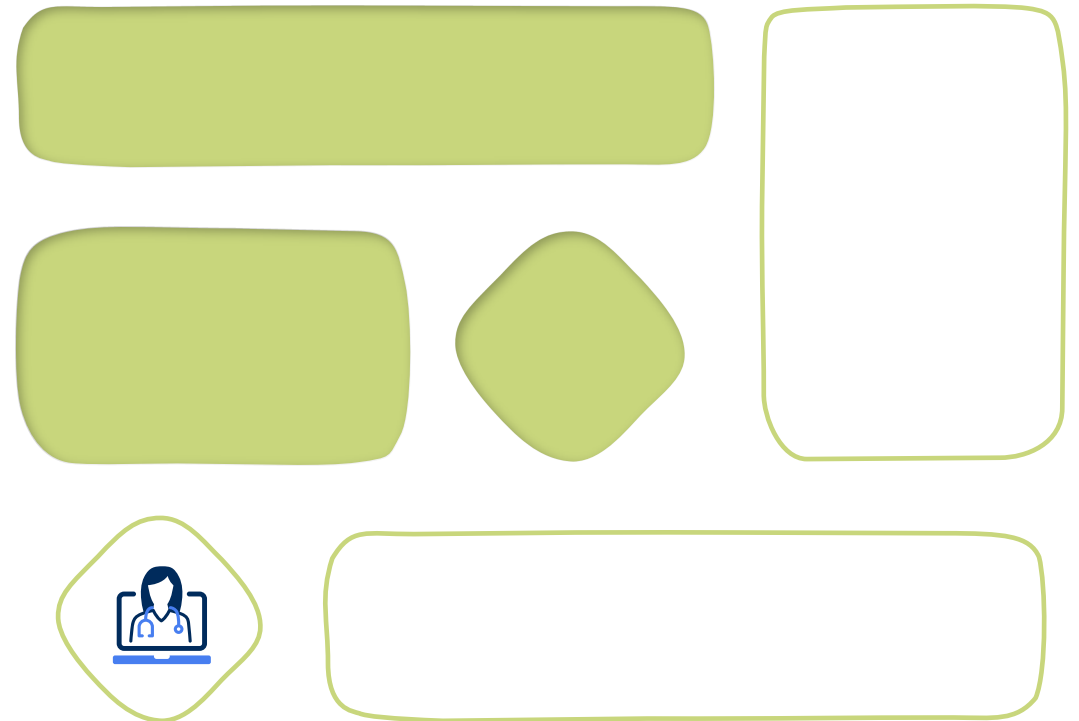
SilverCloud by Amwell Graphic Elements

Mental health is not a linear journey, it manifests uniquely for everyone, and how we manage it can also be culturally different.

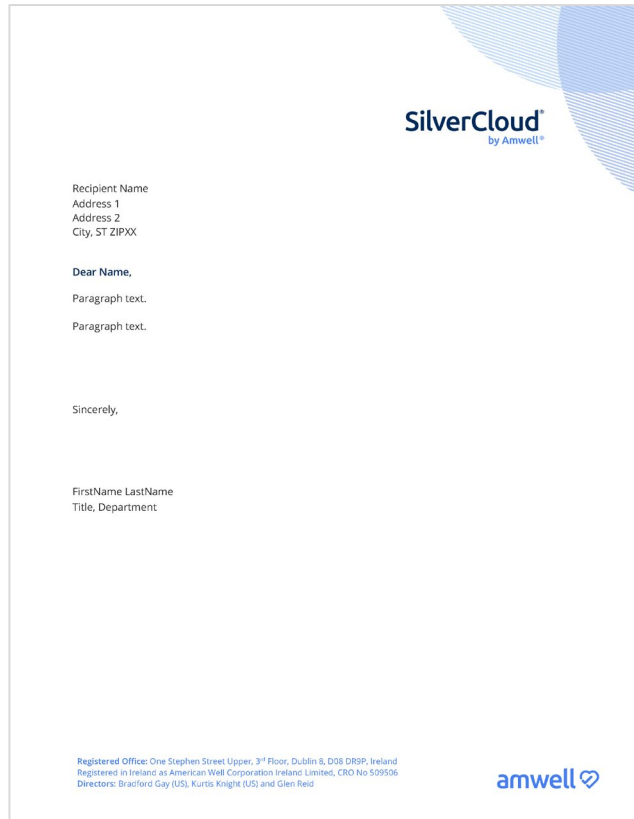
For this reason, the use of organic shapes allows us to reflect the softer edges to one's own mental wellness and how this appears for them.

The shadow on the organic elements helps this become a space. A nod to our history with programs being called 'Space for...' or 'Space from...' and represents the safe space we are providing for our platform users to explore their own mental wellness.

Icons can be added within organic shapes to compliment this.



Letterhead Examples



SilverCloud[®]
by Amwell[®]


Recipient Name
Address 1
Address 2
City, ST ZIPXX

Dear Name,
Paragraph text.
Paragraph text.

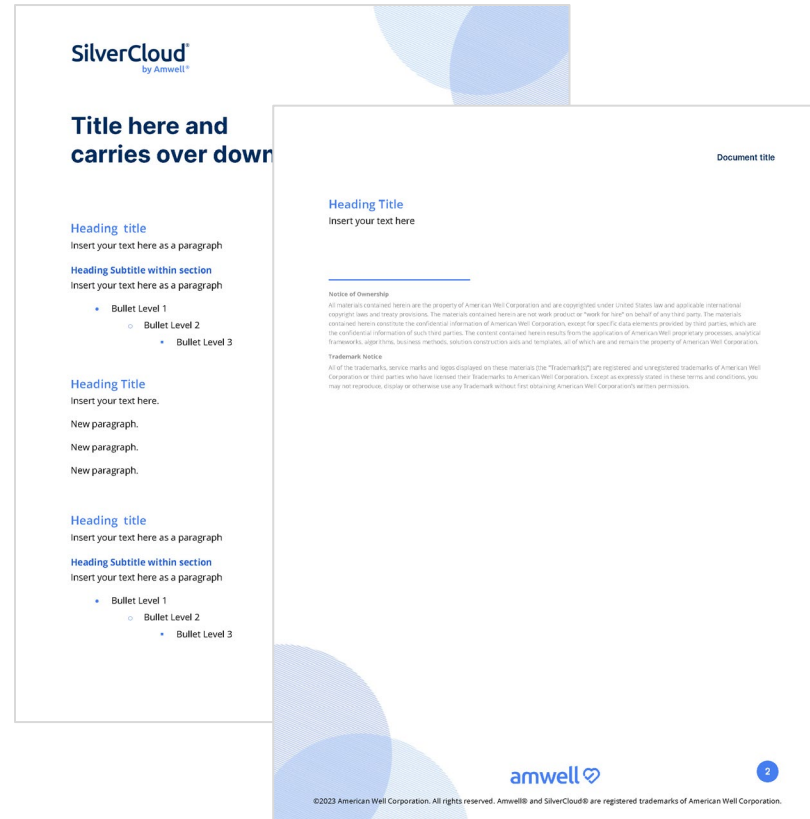
Sincerely,

FirstName LastName
Title, Department

Registered Office: One Stephen Street Upper, 3rd Floor, Dublin 8, D08 DRSP, Ireland
Registered in Ireland as American Well Corporation (Ireland) Limited, CR0 No 509556
Directors: Bradford Gay (US), Kurtis Knight (US) and Glen Reid

amwell 

General



SilverCloud[®]
by Amwell[®]

Title here and carries over down

Document title

Heading title
Insert your text here as a paragraph

Heading Subtitle within section
Insert your text here as a paragraph

- Bullet Level 1
 - Bullet Level 2
 - Bullet Level 3

Heading Title
Insert your text here.

New paragraph.
New paragraph.
New paragraph.


Heading title
Insert your text here as a paragraph

Heading Subtitle within section
Insert your text here as a paragraph

- Bullet Level 1
 - Bullet Level 2
 - Bullet Level 3

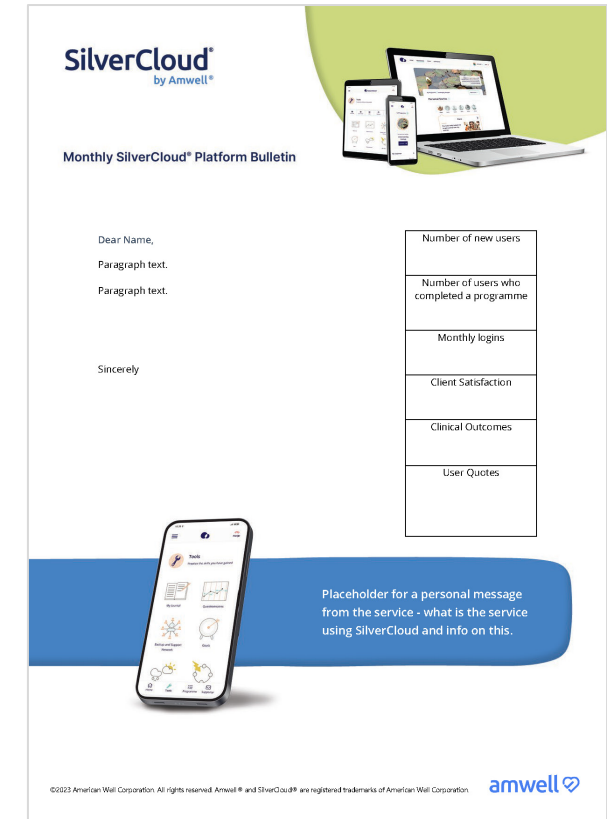
Notice of Ownership
All materials contained herein are the property of American Well Corporation and are copyrighted under United States law and applicable international copyright laws and treaty provisions. The materials contained herein are not work product or "know the best" on behalf of any third party. The materials contained herein represent the confidential information of American Well Corporation, except for specific data elements provided by third parties which are the confidential information of such third parties. The content contained herein results from the application of American Well proprietary processes, analytical techniques, algorithms, business methods, software construction aids and templates, all of which are and remain the property of American Well Corporation.

Trademark Notice
All of the trademarks, service marks and logos displayed on these materials (the "Trademarks") are registered and unregistered trademarks of American Well Corporation or third parties who have licensed their Trademarks to American Well Corporation. Except as expressly stated in these terms and conditions, you may not reproduce, display or otherwise use any Trademark without first obtaining American Well Corporation's written permission.

amwell  2

©2023 American Well Corporation. All rights reserved. Amwell[®] and SilverCloud[®] are registered trademarks of American Well Corporation.

Word



SilverCloud[®]
by Amwell[®]

Monthly SilverCloud[®] Platform Bulletin


Dear Name,
Paragraph text.
Paragraph text.

Sincerely

Number of new users
Number of users who completed a programme
Monthly logins
Client Satisfaction
Clinical Outcomes
User Quotes

Placeholder for a personal message from the service - what is the service using SilverCloud and info on this.

©2023 American Well Corporation. All rights reserved. Amwell[®] and SilverCloud[®] are registered trademarks of American Well Corporation.

amwell 

Client/Customer

One-sheet Examples

SilverCloud[®]
by Amwell[®]

Digital, on-demand mental health & wellbeing for the entire population



Delivering the right level of care and support through digital programmes, interactive tools, content, and support, using Cognitive Behavioural Therapy (CBT). SilverCloud[®] by Amwell[®] programmes can support your service by scaling care, improving wait-list management, reducing clinician burnout, and reducing costs.

Wellbeing

- Resilience
- Stress
- COVID-19
- Money Worries

Children and Young People

- Supporting an Anxious Child
- Supporting an Anxious Teen
- Anxiety for Teens
- Low Mood for Teens
- Low Mood & Anxiety for Teens

Mental Health

- Anxiety
- Depression
- Insomnia & Sleep
- Perinatal Wellbeing
- GAD
- Health Anxiety
- OCD
- Panic
- Phobia
- Social Anxiety

Chronic Conditions

- Chronic Pain
- Diabetes
- Lung Conditions
- C-H

Substance Use

- Alcohol
- Drug Use

Accessible 24/7 from a desktop, tablet, or mobile device

Content and programmes customised to meet your user's unique needs

Tools

- Digital Referral
- Tools for Therapy
- Self-Management Toolkit

56%

of users with a clinical diagnosis of depression or anxiety were diagnosed free at 3 months*

Up to **80%**

of users show improvement in depression and anxiety symptoms†

More than **20**

years of clinical research

65%

of users experience a clinically significant improvement†

1M+

users – and counting*

©2023 American Well Corporation. All rights reserved. Amwell[®] and SilverCloud[®] are registered trademarks of American Well Corporation.

Advancing the science of digital mental health and wellbeing

Our research is at the forefront of innovation; collaborating with leading academic and research organisations across the globe to advance the knowledge, measurement, and impacts of digital internet-based Cognitive Behavioural Therapy (CBT) interventions.

After 10 years of offering SilverCloud[®] programmes to our clients, it is now an integral part of our service model. Our clients consistently tell us that these programmes are relevant and helpful. The SilverCloud team are consistently responsive to our needs.

Chuck Rashleigh
Counselling Psychologist
Trinity College Dublin

SilverCloud[®] programmes are designed to support the Staged Care model by providing patients with the right level of care and support. Using SilverCloud[®] programmes, patients are able to utilise digital programmes and tools as a self-management tool, while they are waiting for care, between visits, and post treatment to maintain recovery.

SilverCloud by Amwell has been a proud HSE Partner since 2021 and NHS partner since 2016 – delivering digital Cognitive Behavioural Therapy (CBT), evidence-based programmes, with 20+ years of clinical research.

Contact info@silvercloudhealth.com for more information

SilverCloud[®] by Amwell (©2023, Amwell) is a leading digital mental health platform, enabling providers, health plans and employers to deliver clinically validated digital mental health care that improves outcomes and increases access and scale while reducing costs. Developed in 2013, the multi-award winning digital mental health platform is a result of nearly 20 years of clinical research with leading academic institutions.
©2023 American Well Corporation. All rights reserved. Amwell[®] and SilverCloud[®] are registered trademarks of American Well Corporation.

SilverCloud[®]

by Amwell[®]

Our Research

Backed by **two decades** of our own clinical research, the SilverCloud[®] by Amwell[®] Science team of digital and mental health experts deliver **successful outcomes and unique proof points, helping define us as leaders in the industry.**

Our solution is clinically validated and supported through our robust evidence-based behavioural change programmes, **empowering users to take control of their mental health and wellbeing.**

Our Digital Health Science Team's extensive body of work speaks volumes to the dedication and passion for using evidence-based research to improve the mental health and wellbeing of **over 1 million users to date.**

Outcomes are our North Star, with our Digital Health Science Team at the forefront of scientific excellence and evidence generation.

- 56%** of users with a clinical diagnosis of depression or anxiety were **diagnosis free at 3 months.**
- Sustainable results with a **50%** further **decrease in symptoms** scores at 12 months.
- Up to **80%** of users **show improvement in depression and anxiety symptoms**, and **65%** of users experience **clinically significant improvement.**

56+

peer-reviewed published research papers

4,700+

locations of our work in public spaces across the globe

50+

international presentations at academic conferences

90K+

participants across all research projects

20+

years research projects in the works

©2023 American Well Corporation. All rights reserved. Amwell[®] and SilverCloud[®] are registered trademarks of American Well Corporation.

With research partners across the world, including **Stanford University, Harvard University, Trinity College Dublin, Microsoft Research, and Cambridge**, digital health science and evidence generation is in our DNA.



The Science Team



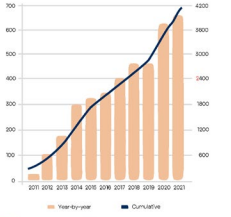
Our team brings a diverse group of academics and digital health experts from 8 different countries together, working to ensure our science helps lead us into the future.

Our scientific contributions and thought leadership continue to **grow exponentially**, and we are widely cited in the academic field, presenting at leading global conferences each year.

Our peer-reviewed research publications have increased over the years:



And the number of citations of our work has increased exponentially as a result:



1. A significant correlation was observed between the number of publications and the number of citations. (Source: American Well Corporation)
2. Data from SilverCloud health platform dashboard.

amwell 

©2023 American Well Corporation. All rights reserved. Amwell[®] and SilverCloud[®] are registered trademarks of American Well Corporation.

Executive Summary

Research

One-sheet Examples

SilverCloud[®]
by Amwell[®]

Space From Text

[EN, GB, EN, US, ES, FR, CA, CY]

Programme Description

The Space from Drug Use programme has been designed to help users self-identify an existing or potential drug use concern.

This programme was designed using Cognitive Behavioural Therapy (CBT) and Motivational Enhancement Therapy (MET) through our confidential, judgement-free platform.

This programme helps participants who are engaging in excessive, risky, or harmful drugs by:

- Encouraging users to become more aware of their relationship with these drugs.
- Educating them on the benefits of cutting back or quitting.
- Providing tools to reduce usage.

Programme Breakdown

- The Space from Drug Use programme has five modules.
- It is recommended that participants complete one module per week. Each module can take up to an hour to complete. The more time and effort put into the programme, the more the user will get out of it.
- Participants will receive encouragement and motivation throughout the programme from their supporter.

How it works

- Programmes are comprised of engaging content, videos, user stories, and interactive tools.
- Using MET and CBT, individuals will better understand their thoughts, feelings, and behaviours and learn how to make positive changes – proven to reduce symptoms and better manage their mental health and wellbeing.
- We recommend this programme is supported. Supporters have shown to provide 4x the engagement and personalise the programme experience for users, so they are able to reach their goals by providing weekly encouragement and ongoing motivation.
- All digital programmes are available on demand, 24/7.



[Find out more](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [amwell](#)

© 2023 SilverCloud® All Rights Reserved. SilverCloud is a registered trademark of American Well Corporation.

SilverCloud[®]
by Amwell[®]

Who should use this programme

- Those who are looking to understand what unsafe and problematic consumption looks like, and the impacts it can have on their physical and mental wellbeing.
- Those looking to build strategies to identify and cope with these triggers and increase a sense of ownership and responsibility over their decisions.
- Individuals who feel overwhelmed or uncomfortable and looking for a secure, private, and judgement-free platform to address their relationship with drugs.

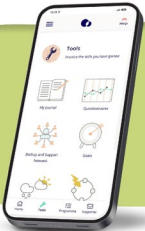
In 2020 alone, it is estimated that over 3 million, or roughly 1 in 10 people, in the U.K. used a drug¹

Interactive Tools

- My Drug Diary
- Staying in the Present Exercises
- Pros and Cons of Drug Use
- My Harm Reduction Strategies
- My Support Network
- My Plan
- SMART Goals

Modules

- Drugs and You
- Considering Change
- Reducing Harm
- Triggers and High Risk Situations
- Moving Forward



[Find out more](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [amwell](#)

References:
1. "How many people use drugs?" (2020), DrugMisuse.
© 2023 SilverCloud® All Rights Reserved. SilverCloud is a registered trademark of American Well Corporation.

SilverCloud[®]
by Amwell[®]

Resilience Programme

Resilience is the ability to cope with tough experiences. Building your resilience can help to protect your wellbeing, even when times are hard.

SilverCloud[®] by Amwell[®] is a digital therapy course. It can help you to become more resilient by learning new ways of thinking. By using the Resilience programme, you can become stronger, and gain a more optimistic viewpoint.

Knowledge and Understanding


You'll learn about different types of resilience and how they can help you. And you'll assess your current levels of resilience in each of those areas.

Skills and Strategies

The programme starts by helping you work out what's most important to you in life. You'll discover ways to build your confidence and improve your relationships. Plus, you'll learn how to create a healthy lifestyle. By tuning in to your thoughts and emotions you'll start to create a more positive outlook.

Forging Ahead

At the end of the programme, you will have learned how to increase your resilience in all areas of your life. And you'll have a plan to continue your progress so you can adapt to whatever lies ahead.



[Find out more](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [amwell](#)

© 2023 SilverCloud® All Rights Reserved. SilverCloud is a registered trademark of American Well Corporation.

SilverCloud[®]
by Amwell[®]

Is this programme for me?

This programme can help you achieve a greater sense of wellbeing and satisfaction. The techniques you learn will help you to deal with challenges, both today and in the future.

You can access the programme on your phone, computer or tablet – wherever and whenever you need it. There are seven modules to work through at your own pace. For most people it takes about eight weeks.

There may be days when you don't feel like using your programme – but even just taking a moment to log your mood or do a relaxation exercise can help you to keep going. The smallest actions can make a real difference to how you're feeling.

Cognitive behaviour therapy

This programme is based on cognitive behaviour therapy, or CBT for short. CBT has been used for many years, as an effective way to improve wellbeing. It allows you to become more aware of how you are feeling and teaches you to make the changes you need to feel better.

Modules in the Resilience programme:

- Building Resilience** – Find out how resilience can enhance your wellbeing and efficiency.
- Purpose** – Identify your values, passions and what matters most to you in life.
- Self** – Appreciate your strengths and learn to practice self-compassion.
- Connections** – Nurture your relationships and engage with others.
- Body** – Focus on your health by eating well, being physically active and getting enough rest.
- Mind** – Cultivate the habits of balanced optimism and being grateful for what you have.
- Moving Forward** – Apply what you have learned to your daily life.

The Resilience programme contains many helpful tools and activities including:

- Personal stories** – Find out how other people face their challenges and how this programme has helped them. It can help to realise you are not alone.
- Quizzes** – Test your knowledge about resilience. Learn the factors that influence it.
- Mindfulness exercises** – Take a moment to slow down and find peace with our relaxation podcasts.
- Goal Setting** – Setting goals can increase your resilience, by making you feel more in control of your life.
- Resilience Star** – Achieve balance in your life, by mapping out what matters to you.
- Balanced Optimism Tool** – Challenge yourself to find the most helpful ways of thinking about what you are facing.

"It is reassuring to know that I have the strength to deal with whatever lies ahead"
Jo, SilverCloud[®] user

[Find out more](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [amwell](#)

© 2023 SilverCloud® All Rights Reserved. SilverCloud is a registered trademark of American Well Corporation.

Clinician

Patient

Case Study Examples



Case Study:

How the Health Service Executive in Ireland doubled the take-up of digital mental health services in 18 months.

Recent comprehensive research from Maynooth University and Trinity College Dublin, revealed that “42% of Irish adults have a mental disorder”. To address the growing need for mental health support, the Health Service Executive (HSE) partnered with SilverCloud® by Amwell to make evidence-based, guided digital cognitive behavioural therapy (CBT) courses available to referring clinicians for the adult population.



Organisation
Health Service Executive, Ireland

Industry
Public Healthcare

Scale
10,000+ referrals

Programmes

- Depression
- Anxiety
- Depression and Anxiety
- GAD (Generalised Anxiety Disorder)

The challenge

With public health services creaking under the weight of unprecedented demand for mental health treatment, the HSE needed a way to expand access to mental health care across the country.

GPs, Primary Care Psychologists, and other colleagues in the HSE, required the tools and support to provide mental health care in a more modern and efficient way.

Partnering with SilverCloud® by Amwell, the HSE piloted the use of evidence-based digital cognitive behavioural therapy (CBT) programmes to improve access to mental health support. The pilot enabled healthcare professionals to refer their patients and clients to an eight-week supported programme that could be accessed within 24 hours.

There were several challenges to success. For patients, the possible cost of treatment, fear of stigma, or difficulties in taking the first step to talk to someone needed to be overcome. In addition, there was potential scepticism among healthcare professionals about the effectiveness of providing support online.

The guided digital CBT service was launched in April 2021 and target milestones were set to track progress. Over 18 months the pilot measured:

- the number of referrals
- the source of referrals
- the activation rate post referral
- user demographics
- user satisfaction rate

References:
1. Hyland P, Valleiras F, Shevlin M, Bernal RP, Butler S, Hartman TK et al. State of Ireland's mental health findings from a nationally representative survey. *Epidemiology and Psychiatric Sciences*. 2022; Jul 123(1):47. e47. doi:10.1017/S2045796022000312

©2023 American Well Corporation. All rights reserved. Amwell® and SilverCloud® are registered trademarks of American Well Corporation.

The solution

Guided digital CBT is proven to help depression and anxiety by addressing underlying symptoms and empowering the patient to take control of their health. The SilverCloud® mental health platform provides a private and confidential online space for patients or clients to learn more about their thoughts and feelings. The evidence-based programmes can be accessed at any time, on any device that is connected to the internet.

User demographics

The majority of users were female (72%), white Irish (85%) and aged between 18-44 years (76%). Nationwide reach was good, with Dublin registering the highest number of users.

Programmes

Overall, users expressed a positive expectation of the benefits they thought they would see, with 89.1% saying that they believed digital CBT on the SilverCloud platform was at least somewhat likely to work for them.

The Anxiety programme was the most used, accounting for 51% of participants. This was followed by Depression & Anxiety with 29% and Depression with 17%.

"I found the supporter feedback to be really helpful in clarifying things for me and pointing me in the right direction. I definitely benefitted a lot from this and from the entire programme."

- Hazel, 40, Galway

SilverCloud programmes can be delivered with speed and flexibility. They are free at point of use and include a Supporter – a mental health professional who can offer advice, answer questions, and provide motivation and accountability.

The outcomes

During the pilot, the service saw over 11,000 referrals from GPs, Primary Care Psychologists, Counselling in Primary Care and Jigsaw. At each stage targets were met and exceeded, with the overall target of 1,000 activated accounts being reached before November 2021, almost six months ahead of schedule.

Referrals

GPs made the most referrals, at 89%. Primary Care Psychology and Counselling Primary Care were the next highest, at 4.4% and 2.9% respectively.

63% of those in the moderate to severe ranges showed reliable improvement in their anxiety symptoms

49% of those in moderate to moderately severe ranges transitioned to recovery from depression

95% of users agreed the modules were interesting and relevant

93% agreed the modules were helpful and enabled them to make progress

95% overall satisfaction rate

Research and recent experience continues to show that people engage well with digital mental health support. Access to evidence-based programmes on the SilverCloud platform is a really important and helpful addition to the range of support provided by the HSE.

The next steps

Following the success of the pilot, the HSE announced a national partnership with SilverCloud by Amwell. Through this partnership, clinicians across the Republic of Ireland can now refer patients to the SilverCloud digital CBT programmes.

The number of referrals and account activations continues to increase, suggesting a good demand for the service among clinicians and patients. Both Amwell and the HSE continue to evaluate and learn from service delivery with recommendations being made from the data gathered.

Jim Ryan,
Assistant National Director
HSE Mental Health Operations



[Find out more](#)



©2023 American Well Corporation. All rights reserved. Amwell® and SilverCloud® are registered trademarks of American Well Corporation.

Print examples

SilverCloud
by Amwell®

Online Mental Health Support that Works!

If you're feeling anxious, low, depressed or overwhelmed, SilverCloud® by Amwell's online programmes can help you to take control and cope better.

-  **Easy to use**
Once you've been referred, you can access the SilverCloud® platform online or on your phone, whenever you need to.
-  **Proven to work**
Used by over 1 million people. Most feel better within 3 months.
-  **Right for you**
Programmes are private, judgement-free and tailored to your needs.

Ask your healthcare specialist or find out more here:



amwell 

"This has given me a different way of looking at my emotions and feelings. It helps me to feel calmer."

- Susan, 48

©2023 American Well Corporation. All rights reserved. Amwell® and SilverCloud® are registered trademarks of American Well Corporation.

Posters

Print examples

SilverCloud
by Amwell®

Give Your Patients Fast Access to Mental Health Support that Works!

SilverCloud® by Amwell® delivers evidence-based digital Cognitive Behavioural Therapy that supports your patients in thinking and feeling better.

There's a whole host of programmes available, suitable for a wide range of existing mental health conditions, with clinical assessment questionnaires included within the platform.

Programmes are accessible 24/7 from a desktop, tablet, or mobile device. Each one can be personalised to meet your patients' needs.

You have the option to refer patients to a self-guided pathway. Or, for additional motivation, you can assign a supporter.

Up to
80%
of users showed improvement in depression and anxiety symptoms¹.

56%
of users with a clinical diagnosis of depression or anxiety were diagnosis-free after three months².

Helped over
1M
patients to think and feel better.



SilverCloud® programmes can be integrated into patient care pathways:

- As part of a care plan
- While a patient is waiting for care
- Between visits
- Post-treatment to maintain recovery

Offer an instant solution, with proven outcomes to support your patients.

¹ <https://www.silvercloudhealth.com/uk>
² <https://www.silvercloudhealth.com/uk/programmes/wellbeing>

©2023 American Well Corporation. All rights reserved. Amwell® and SilverCloud® are registered trademarks of American Well Corporation.

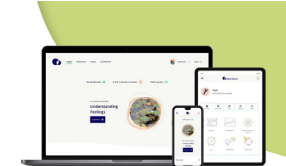
The SilverCloud platform:

- Helps you meet patient demand, with scalable evidence-based support
- Has been created by experts and is backed by leading research
- Is trusted by thousands of clinicians around the world

How it works

- Programmes are comprised of engaging content, videos, user stories and interactive tools.
- Using Cognitive Behavioural Therapy (CBT), individuals will better understand their thoughts, feelings and behaviours, and learn how to make positive changes.
- Patients can work through the modules at their own pace – most programmes take around eight weeks to complete.

For more information about the programmes and how to refer your patients, [service to insert instructions]



What programmes are available?

SilverCloud programmes can support patients experiencing:

- Anxiety
- Depression
- Anxiety & Depression
- Insomnia & Sleep Issues
- Generalised Anxiety Disorder (GAD)
- Health Anxiety
- Obsessive Compulsive Disorder (OCD)
- Panic
- Phobia
- Social Anxiety
- Depression, Anxiety & Chronic Pain
- Depression, Anxiety & Lung Conditions
- Low Mood, Anxiety and Diabetes
- MS and Depression
- RA and Depression
- CHD, Depression & Anxiety
- Breast Cancer, Depression & Anxiety
- Bipolar toolkit

amwell

©2023 American Well Corporation. All rights reserved. Amwell® and SilverCloud® are registered trademarks of American Well Corporation.

Leaflet

Web examples

SilverCloud
by Amwell®

Our Solutions ▾ Our Platform ▾ The Research ▾ Content Library ▾ About ▾ Contact ▾ UK ▾

Evidence-based, digital mental health and wellbeing courses, that work.

Empowering individuals to manage their mental health and wellbeing. The SilverCloud® by Amwell® interactive courses are trusted by the NHS, HSE, corporate employers and higher education institutions to deliver effective support at scale.

[See SilverCloud In Action](#)

WITH RESEARCH PARTNERS ACROSS THE WORLD, DIGITAL HEALTH SCIENCE AND EVIDENCE GENERATION IS IN OUR DNA.



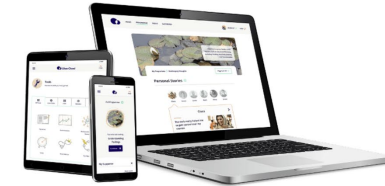
Banner Health



What we do

Looking to gain access to the SilverCloud® platform for yourself?

The SilverCloud® platform is available to you through your GP, certain healthcare plans, and Universities. Take a look at our members page to find out how you can access the SilverCloud® platform in your area.



[Learn More](#)

Clinically validated, confidential, & on-demand programmes

[All](#) [Health systems](#) [Health plans](#) [Employers](#) [Higher ed](#)



Wellbeing

Helping participants create positive changes that allow them to reduce stress and increase resilience through various techniques drawn from Positive Psychology.



Mental Health

Helping participants better understand and manage their mental health symptoms through evidence-based programmes.



Chronic Conditions

Supporting the mental health impact of living with a long-term condition.



Substance Use

Helping users assess their relationship with drugs and alcohol to determine their need to quit or cutback.



Family

Supporting the mental health and wellbeing of new parents, children, teens, and their caregivers.



Digital Tools

A comprehensive array of digital health tools empowering providers to enhance the patient care experience.

Web examples

Created by our team of experts and supported by nearly **two decades** of clinical research, our behavioural change programmes are backed by the **market's most robust evidence**.

- Up to **80%** of participants show improvement in depression and anxiety symptoms.
- 93%** users satisfaction.
- Up to **65%** of users achieve clinically significant improvement.
- Helped over **1M+** users think and feel better.
- Trusted by **500+** organisations

For Health Systems

Scale mental health services with on-demand access to evidence-based care to support your patients' with their wellbeing, mental health, chronic conditions, substance use, and family.

[Learn more](#)

For Health Plans

Whole mental health care for your members, clients and their employees through a suite of quality support through evidence-based, clinically validated mental health programmes and tools.

[Learn More](#)

For Employers

Leverage the most trusted digital, on-demand platform for your employee's mental health and wellbeing.

[Learn More](#)

For Higher-Ed

Deliver digital, on-demand mental health and wellbeing programmes to help meet the needs of your faculty and entire student population – anywhere, anytime.



[Learn More](#)

SilverCloud[®]

by Amwell[™]

Our Solutions	Our Platform	The Research	Content Library	About
Health Systems	Mental Health Programmes	About SilverCloud [®] Science	Blog	Our Story
Health Plans	Wellbeing Programmes	Our Research Papers	Case Studies	Press Coverage
Employers	Family Programmes		Podcast – CBTalks	Careers
Higher Ed	Substance Use Programmes		Thought Leadership	Cybersecurity
NHS	Chronic Conditions Programmes			
CYP	End User			
HSE				

Sign Up For Our Newsletter



Print examples

SilverCloud[®]
by Amwell[®]

Deliver Mental Health, that works!

Scale Access and Optimise Outcomes with Evidence Based Digital Cognitive Behavioural Therapy.

Up to **80%** of patients show improvements in symptoms

Up to **65%** achieve clinically significant improvement

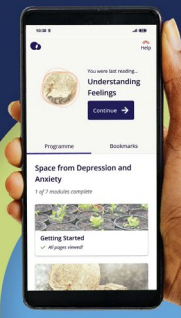
93% global user satisfaction


20+ years of clinical research

Evidence-based, on-demand programmes to support:

- Mental Health
- Wellbeing
- Chronic Conditions
- Substance Use
- Children & Young People
- + Digital Tools

- Instant access whilst awaiting therapy
- Support patients between therapy sessions
- Post-treatment tools to maintain recovery
- Integration into patient management systems
- Flexible treatment options for your care pathways



amwell 

©2023 American Well Corporation. All rights reserved. Amwell[®] and SilverCloud[®] are registered trademarks of American Well Corporation.

SilverCloud[®]
by Amwell[®]

Deliver Mental Health, that works!

Scale Access and Optimise Outcomes with Evidence Based Digital Cognitive Behavioural Therapy.

Up to **80%** of patients show improvements in symptoms

Up to **65%** achieve clinically significant improvement

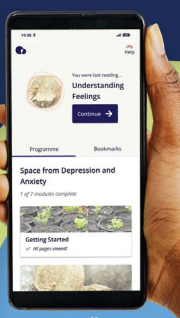
93% global user satisfaction


20+ years of clinical research

Evidence-based, on-demand programmes to support:

- Mental Health
- Wellbeing
- Chronic Conditions
- Substance Use
- Children & Young People
- + Digital Tools

- Instant access whilst awaiting therapy
- Support patients between therapy sessions
- Post-treatment tools to maintain recovery
- Integration into patient management systems
- Flexible treatment options for your care pathways



amwell 

SilverCloud[®]
by Amwell[®]

Deliver Whole Employee Wellbeing

Evidence-based, clinically validated digital mental health and wellbeing solution for businesses

Helped over **1M** users to date*

Up to **80%** of participants show improvement in depression and anxiety symptoms*

Trusted by **500+** organisations*

Instant access to digital mental health programmes and interactive tools to support:

- Parents & caregivers of anxious children or teens
- Anxious children or teens
- Perinatal period for paternity leave and after
- Stress & Resilience
- Poor Sleep
- Chronic Conditions such as diabetes and chronic pain
- Money Worries & more

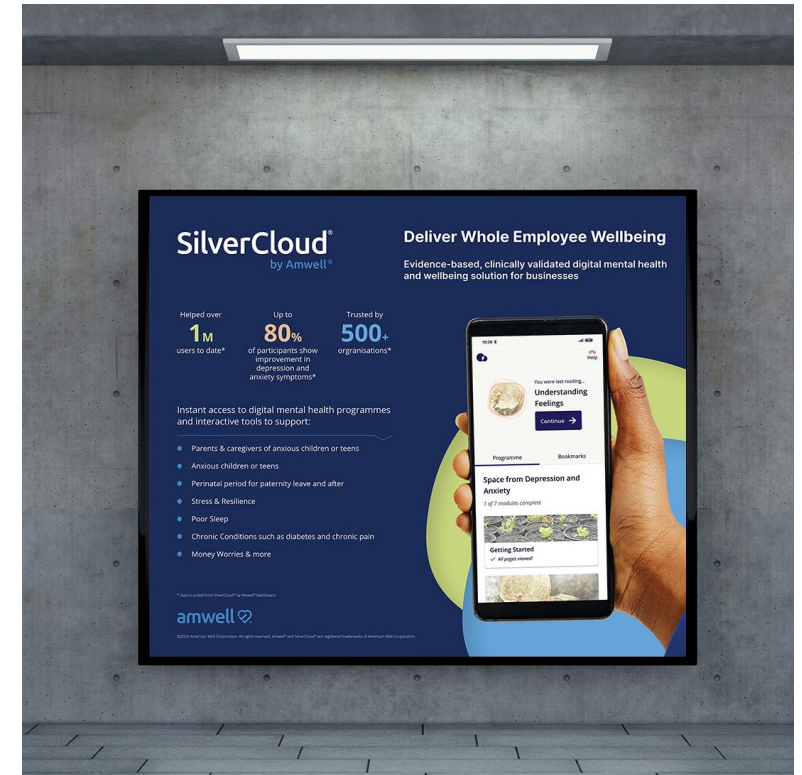


amwell 

* Data pulled from SilverCloud[®] by Amwell[®] dashboard.
©2023 American Well Corporation. All rights reserved. Amwell[®] and SilverCloud[®] are registered trademarks of American Well Corporation.

Display

Print examples



Display Mockup

SilverCloud by Amwell Podcast

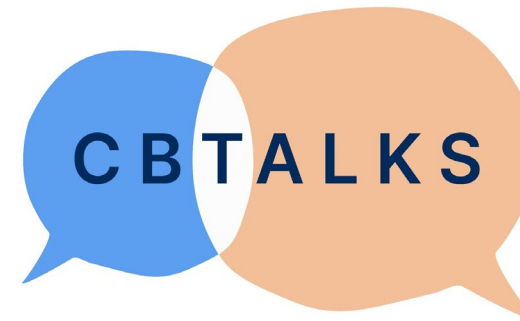
In this mental health podcast, we explore different aspects of mental health, including common mental health conditions, treatment options, coping strategies, and personal stories of individuals who have experienced mental health challenges.

We also discuss the stigma surrounding mental illness and ways to promote mental health awareness and understanding.

Our goal is to provide a safe and supportive space for listeners to learn, share, and engage in conversations about mental health.

SilverCloud[®]
by Amwell[®]

P R E S E N T S



Presenter Name
Title
Company



Guest Name
Title
Company

Social Media Examples - Events

SilverCloud
by Amwell®

Next Generation Mental Health:
Reimagining Workplace Mental Health and Wellbeing

08th Dec | 123 Houndsditch
13:00 BST | Liverpool Street, London

[Register now](#)



Name Surname
Job Title
SilverCloud

SilverCloud
by Amwell®

Live Webinar Series

Customer Showcase
Reduce absenteeism, presenteeism and turnover by providing market-leading employee wellbeing solutions

[Register now](#)

08th Dec
from 13:00 BST

- 13:00 Name Surname
Job Title | Company
- 14:00 Name Surname
Job Title | Company
- 15:00 Name Surname
Job Title | Company
- 16:00 Name Surname
Job Title | Company

SilverCloud | **Thrive**
by Amwell®

Next Generation Mental Health:
Reimagining Workplace Mental Health and Wellbeing

08th Dec | 123 Houndsditch
13:00 BST | Liverpool Street, London

[Register now](#)



SilverCloud | **Thrive**
by Amwell®

Next Generation Mental Health:
Reimagining Workplace Mental Health and Wellbeing

08th Dec | 123 Houndsditch
13:00 BST | Liverpool Street, London

[Register now](#)



Name Surname
Job Title
SilverCloud

SilverCloud
by Amwell®

Next Generation Mental Health:
Reimagining Workplace Mental Health and Wellbeing

08th Dec
13:00 BST

123 Houndsditch
Liverpool Street, London

[Register now](#)



Name Surname
Job Title
SilverCloud

SilverCloud
by Amwell®

Live Webinar Series

Customer Showcase
Reduce absenteeism, presenteeism and turnover by providing market-leading employee wellbeing solutions

[Register now](#)

08th Dec
from 13:00 BST

- 13:00 Name Surname
Job Title | Company
- 14:00 Name Surname
Job Title | Company
- 15:00 Name Surname
Job Title | Company
- 16:00 Name Surname
Job Title | Company

SilverCloud
by Amwell®

Live Webinar Series

Customer Showcase
Reduce absenteeism, presenteeism and turnover by providing market-leading employee wellbeing solutions

[Register now](#)



SilverCloud
by Amwell®

Live Webinar Series

Customer Showcase
Reduce absenteeism, presenteeism and turnover by providing market-leading employee wellbeing solutions

[Register now](#)

08th Dec
from 13:00 BST

- 13:00 Name Surname
Job Title | Company
- 14:00 Name Surname
Job Title | Company
- 15:00 Name Surname
Job Title | Company
- 16:00 Name Surname
Job Title | Company

Social Media Examples – Thought Leadership

SilverCloud
by Amwell®

Whitepaper
**Meeting the Challenge:
Workplace Mental Health
in Ireland Today**

[Download now](#)



SilverCloud
by Amwell®

Whitepaper
**Meeting the Challenge:
Workplace Mental Health
in Ireland Today**

[Download now](#)



SilverCloud
by Amwell®

Whitepaper
**Meeting the Challenge:
Workplace
Mental Health
in Ireland Today**

[Download now](#)



SilverCloud
by Amwell®

Whitepaper
**Meeting the Challenge:
Workplace Mental
Health in Ireland
Today**

[Download now](#)



SilverCloud
by Amwell®

👉 The Pandemic accelerated the conversation about mental health in the workplace... but we still have a long way to go. 👉



Leisha McGrath,
Chartered Work &
Organisational Psychologist

SilverCloud
by Amwell®

👉 Organisations must invest in the wellbeing of their employees. If they don't it will inevitably have an impact on their capacity to attract and retain talent. 👉




Angel Enrique,
Senior Health Scientist,
Amwell

Social Media Examples – Toolkits

SilverCloud[®]
by Amwell[®]

Mental health =
physical health.
Prioritise it.



SilverCloud[®]
by Amwell[®]

Make sure stress
is not your default mode
this term. Look after
your mental wellbeing



SilverCloud[®]
by Amwell[®]

Emotional Resilience
supports balance,
wellbeing and
better coping.



Mental health =
physical health.
Prioritise it.

SilverCloud[®]
by Amwell[®]



Make sure stress
is not your default mode
this term. Look after
your mental wellbeing

SilverCloud[®]
by Amwell[®]



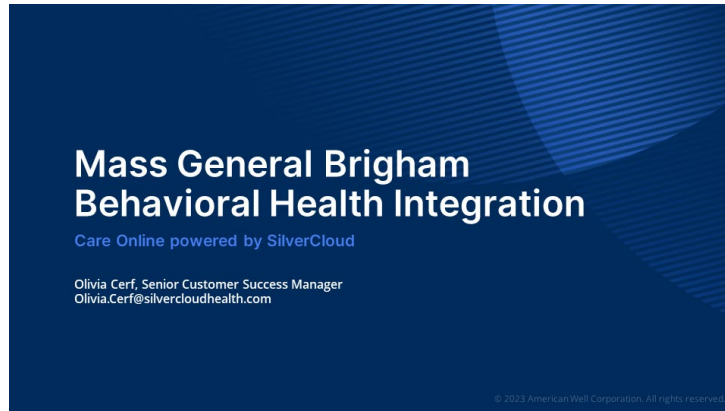
Emotional Resilience
supports balance,
wellbeing and
better coping.

SilverCloud[®]
by Amwell[®]

SilverCloud by Amwell Slide Decks

For the slide presentations we are leaning on the Amwell style to give clear, crisp and simplified messaging.

This will allow us to produce consistent decks with use of an engaging visual language.



**Mass General Brigham
Behavioral Health Integration**

Care Online powered by SilverCloud

Olivia Cerf, Senior Customer Success Manager
Olivia.Cerf@silvercloudhealth.com

© 2023 American Well Corporation. All rights reserved.

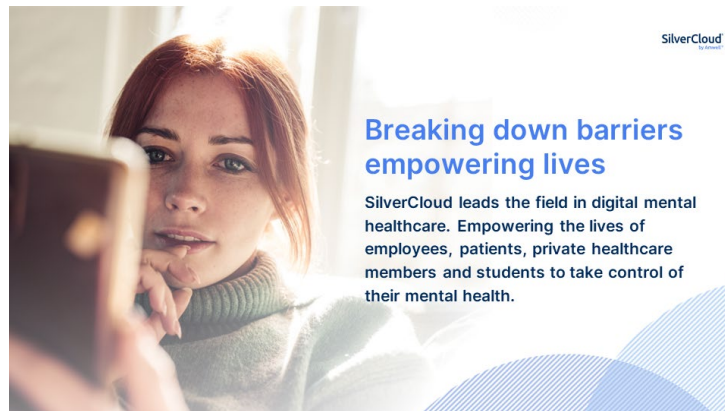


Sign up for SilverCloud

To request a referral to SilverCloud,
contact the MGB EAP:

866 724 4327

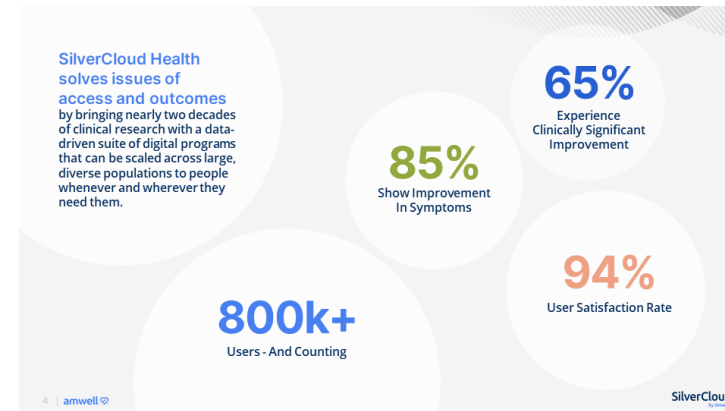
13 | amwell



**Breaking down barriers
empowering lives**

SilverCloud leads the field in digital mental healthcare. Empowering the lives of employees, patients, private healthcare members and students to take control of their mental health.

4 | amwell



SilverCloud Health solves issues of access and outcomes by bringing nearly two decades of clinical research with a data-driven suite of digital programs that can be scaled across large, diverse populations to people whenever and wherever they need them.

- 85%** Show Improvement In Symptoms
- 65%** Experience Clinically Significant Improvement
- 94%** User Satisfaction Rate
- 800k+** Users - And Counting

4 | amwell

amwell ®