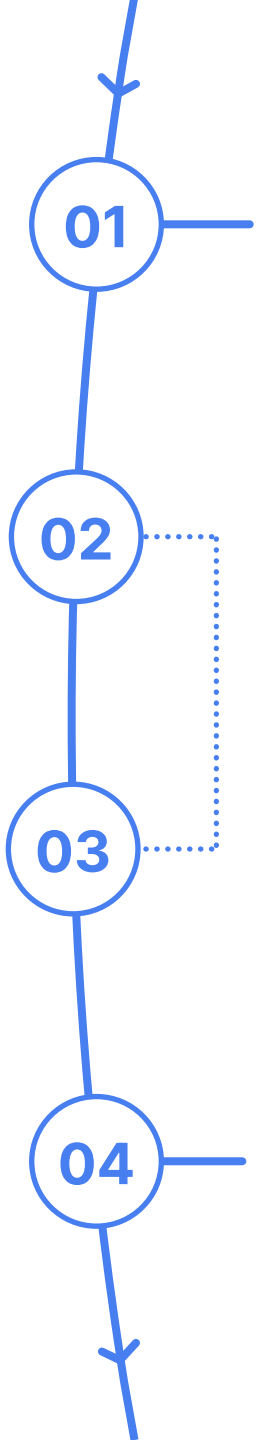
SilverCloud by Amwell

Customer Journey

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



01

Amwell Branding

Prospect chooses SilverCloud® by Amwell® as the Digital Mental Health product for their service.

02

SilverCloud® by Amwell® Branding Product Education

Customer Success provide customer with collateral to drive utilization and education e.g., clinical leaflet, patient leaflet, posters etc.

03

Patient speaks to clinician about anxiety, GP offers them access to the SilverCloud® by Amwell® platform along with a leaflet.

04

SilverCloud® by Amwell® Platform

Patient reads leaflet and accesses the platform to start their program

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

1.75″ Smallest Size

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 logo

Usage

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

SilverCloud® by Amwell®

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.

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 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, consectetuer 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

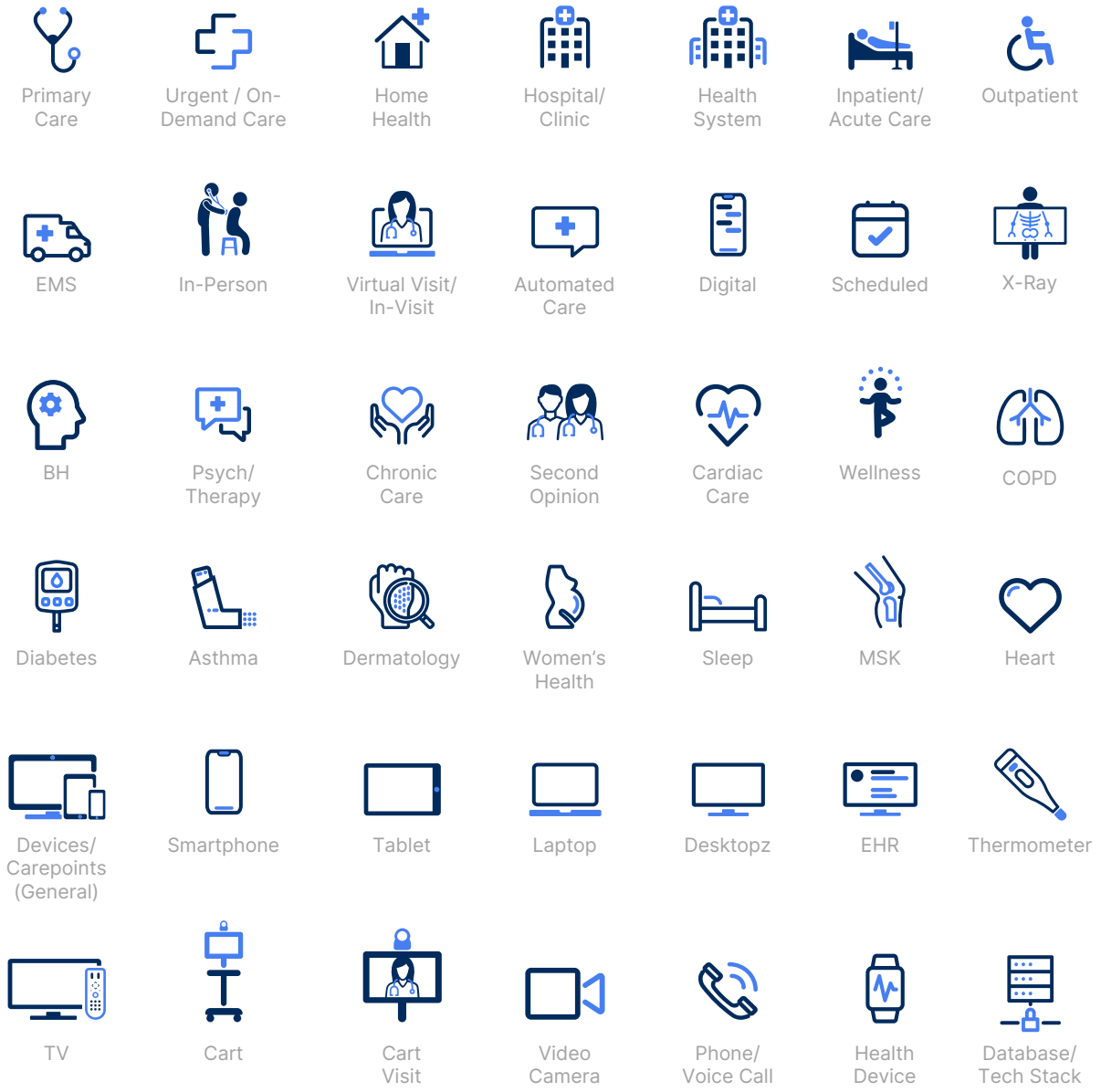
Our two-tone iconography distinguishes and elevates the brand while reinforcing our core brand pillars of partnership and collaboration.

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.



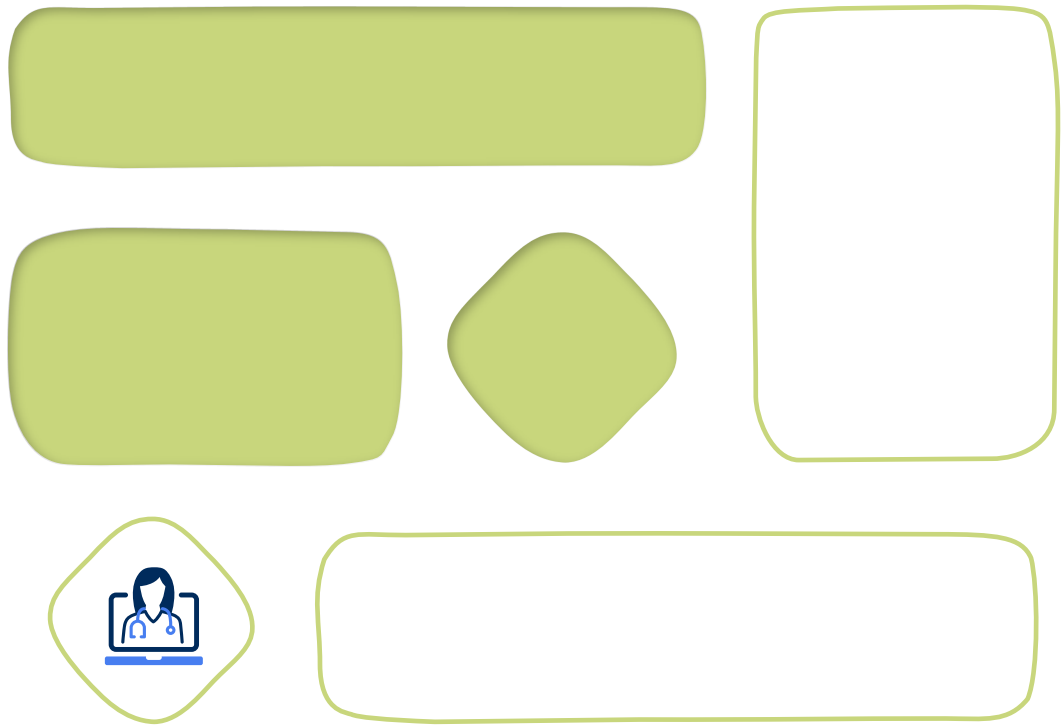
SilverCloud by Amwell Graphic Elements

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

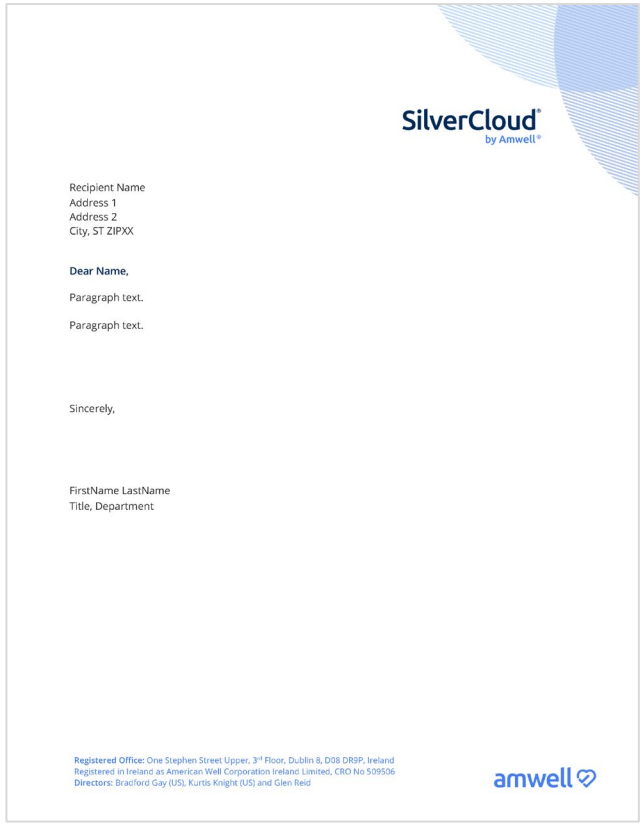
For this reason, the use of organic shapes allows us to reflect the softer edges to one's own mental wellness and how this appears for them.

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.

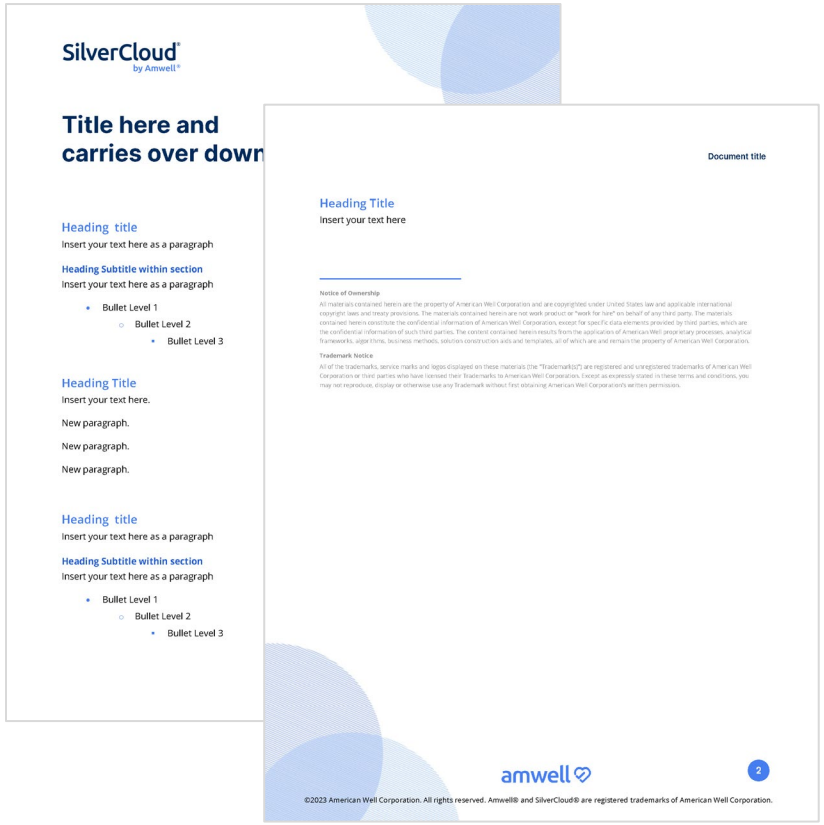
Icons can be added within organic shapes to compliment this.



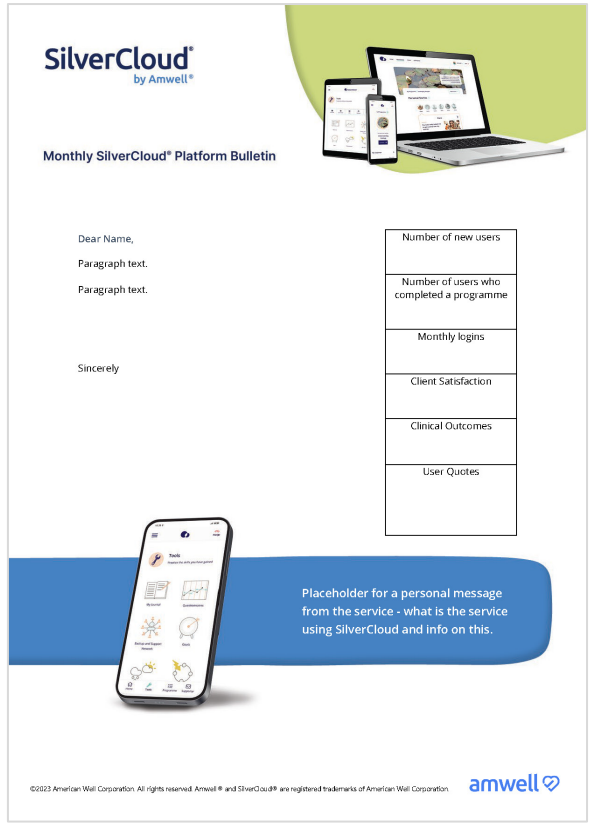
Letterhead Examples



General



Word



Client/Customer

One-sheet Examples

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, judgment-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.

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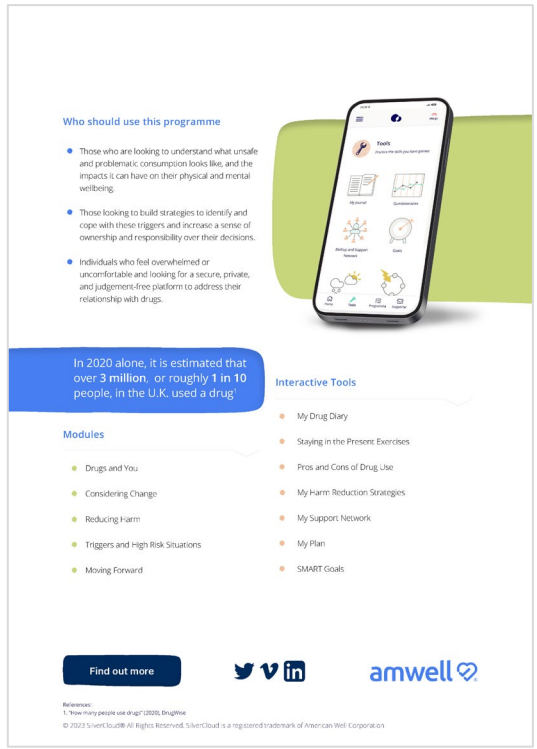

Who should use this programme

- 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 drug[1]

Modules

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

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

Find out more

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References:
1. "How many people use drugs?" (2020). DrugWise

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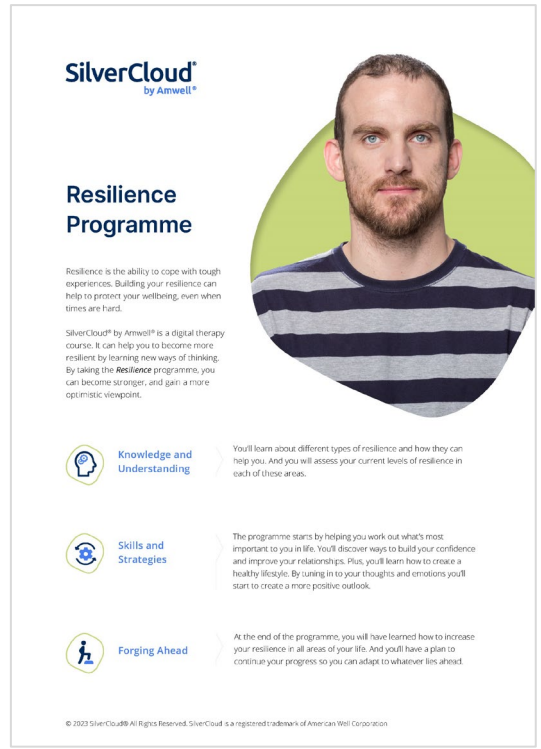
Clinician



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 taking 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 will assess your current levels of resilience in each of these 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.

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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.

"It is reassuring to know that I have the strength to deal with whatever lies ahead."

Jo, SilverCloud® user

The *Resilience* programme contains many helpful tools and activities including:

- **Personal stories** – Find out how other people face life's 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.

Find out more

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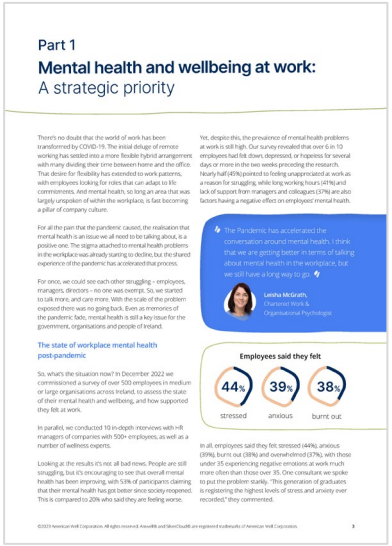
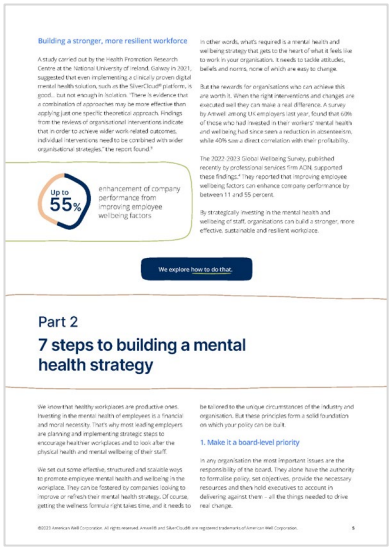
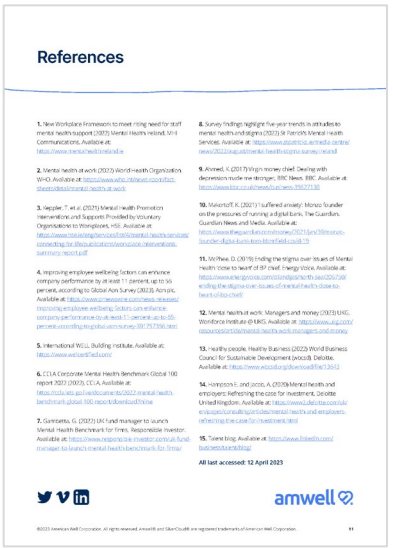
Patient

White Paper Examples







Case Study Examples

SilverCloud® by Amwell® | HSE

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"[1]. 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, Vallières F, Shevlin M, Bentall RP, Butter S, Hartman TK et al. State of Ireland's mental health: findings from a nationally representative survey. Epidemiology and Psychiatric Sciences. 2022 Jul 1;31:e47. e47. doi: 10.1017/S2045796022000312

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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.

> "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

Activation rates

Once a referral is made, it's up to the patient to take the next step and activate their account. The activation rate from the pilot was positive with a rate of 57.7% to 66.7% being achieved across all referral routes. Primary Care Psychology had the highest activation rate followed by GPs and then Community Mental Health. In all, over 7,000 accounts were activated.

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%.

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.
>
> **Jim Ryan,**
> Assistant National Director
> HSE Mental Health Operations

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.

Find out more

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Print examples

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.

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

Up to **80%** of users showed improvement in depression and anxiety symptoms[1].

56% of users with a clinical diagnosis of depression or anxiety were diagnosis-free after three months[2].

Helped over **1M** patients to think and feel better.

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

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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*

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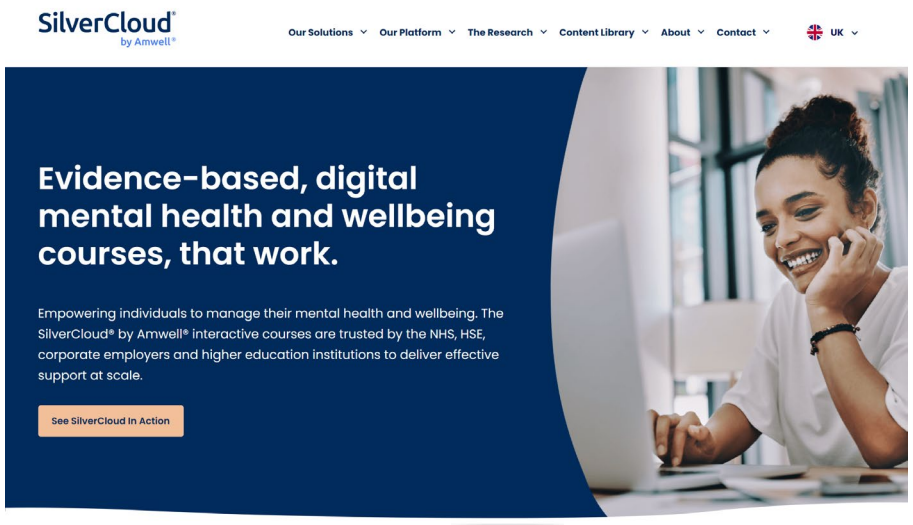
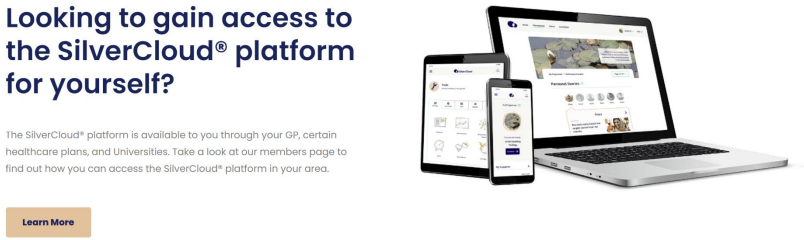
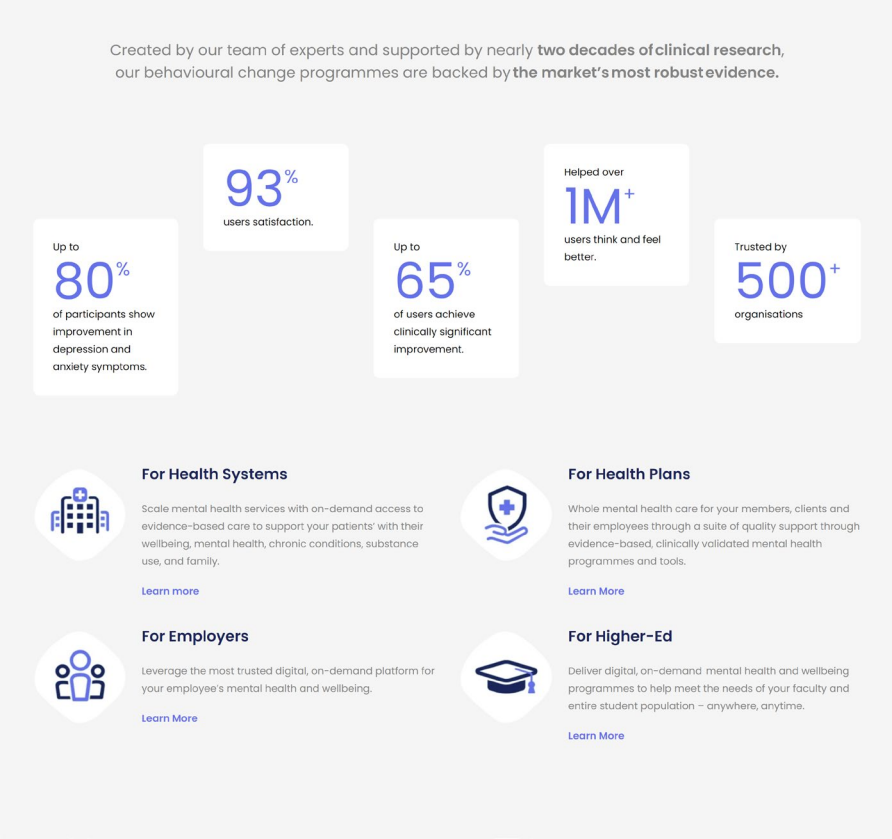
Leaflet

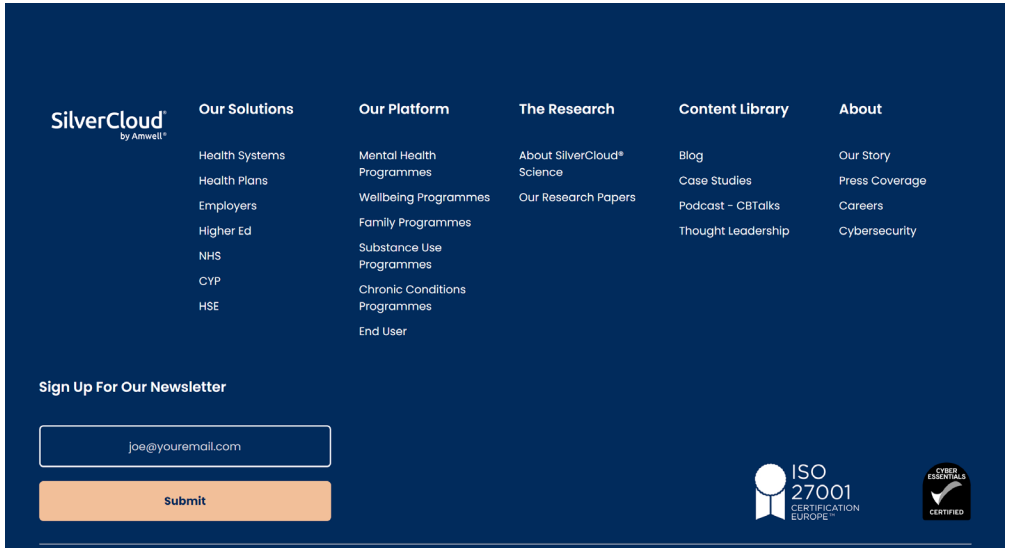
Web examples



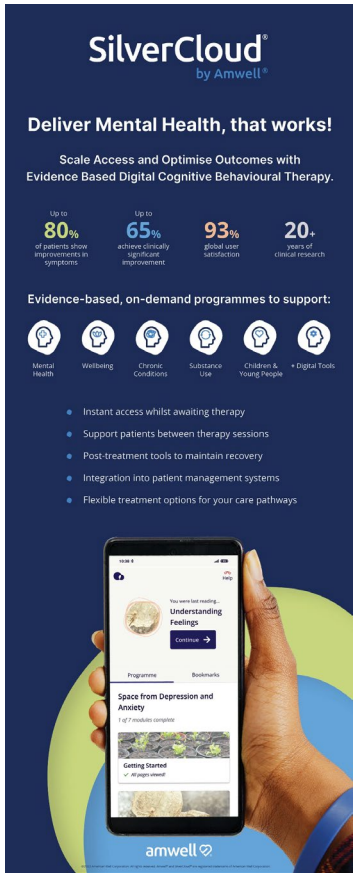


Web examples



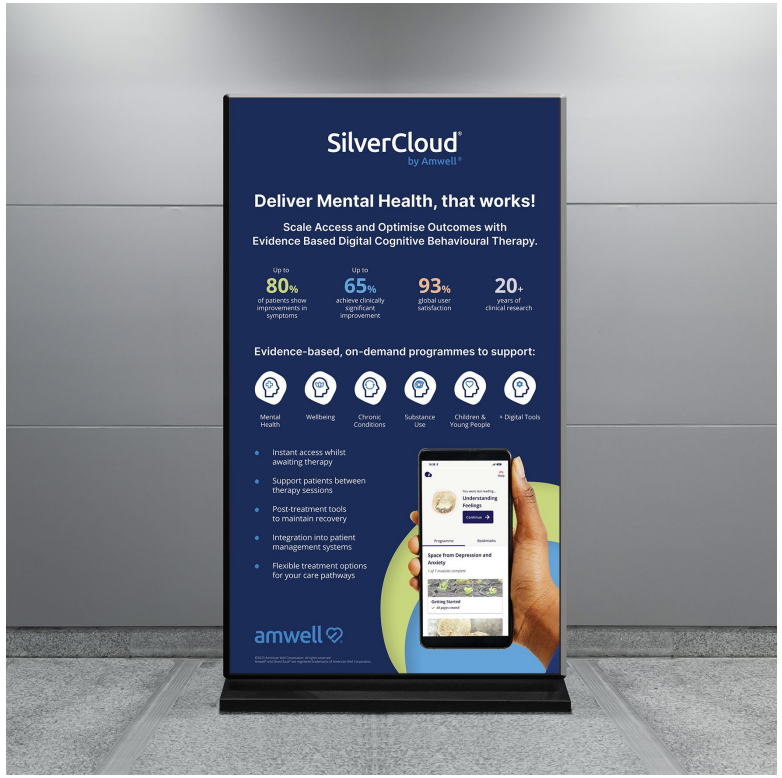


Print examples



Display

Print examples



Display Mockup

SilverCloud by Amwell Podcast

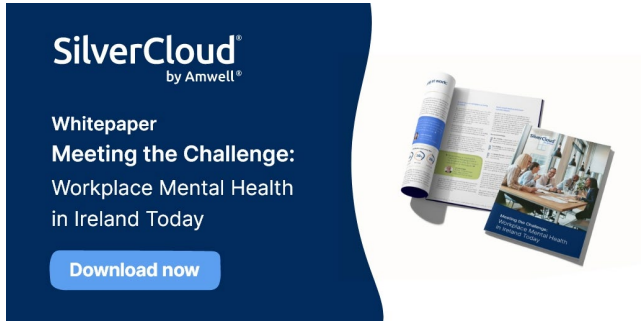
In this mental health podcast, we explore different aspects of mental health, including common mental health conditions, treatment options, coping strategies, and personal stories of individuals who have experienced mental health challenges.

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

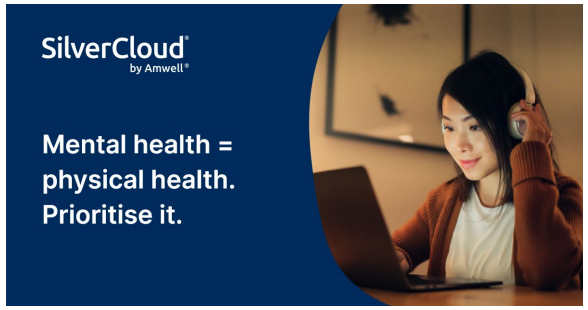
Our goal is to provide a safe and supportive space for listeners to learn, share, and engage in conversations about mental health.

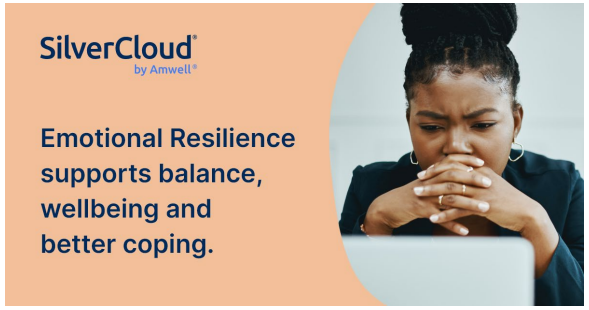
Social Media Examples - Events

Social Media Examples – Thought Leadership



Social Media Examples – Toolkits

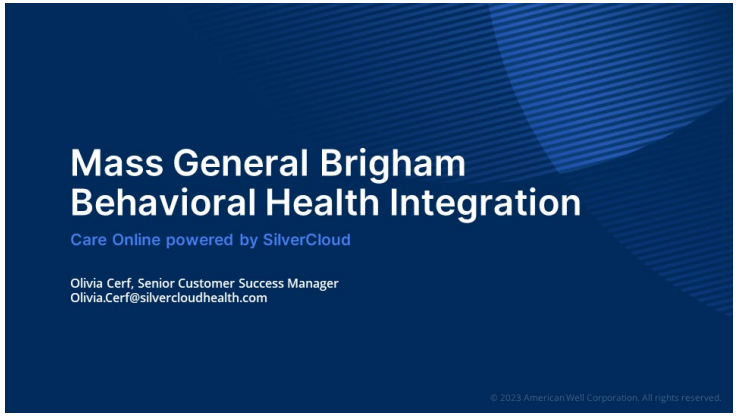


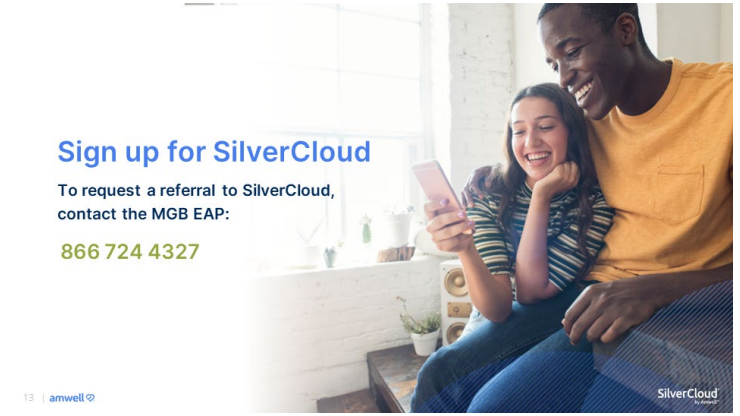


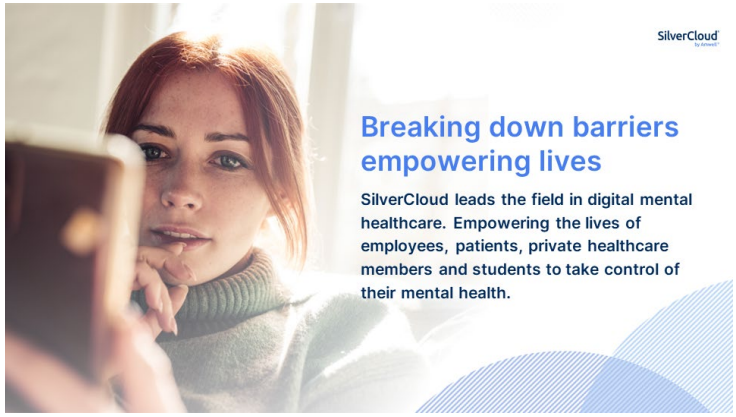
SilverCloud by Amwell Slide Decks

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.







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