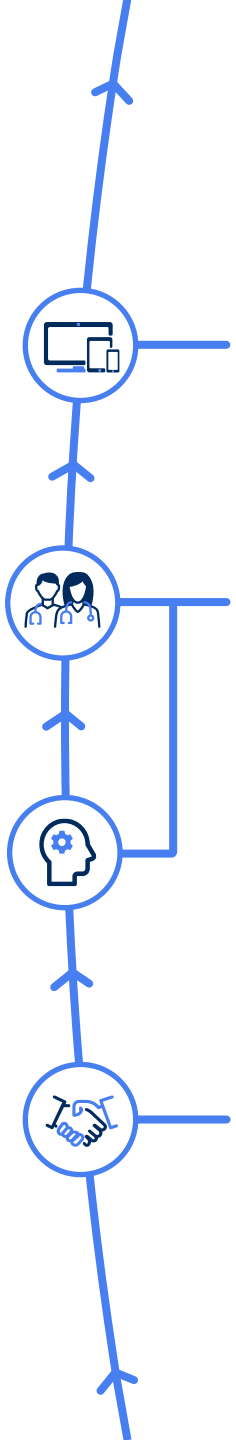
SilverCloud by Amwell

Customer Journey-

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



SilverCloud® by Amwell® Platform

4. Patient reads leaflet and accesses the platform to start their program

SilverCloud® by Amwell® Branding Product Education

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

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

Amwell Branding

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

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.

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

Color Hierarchy & Spectrum

Icons

Overview

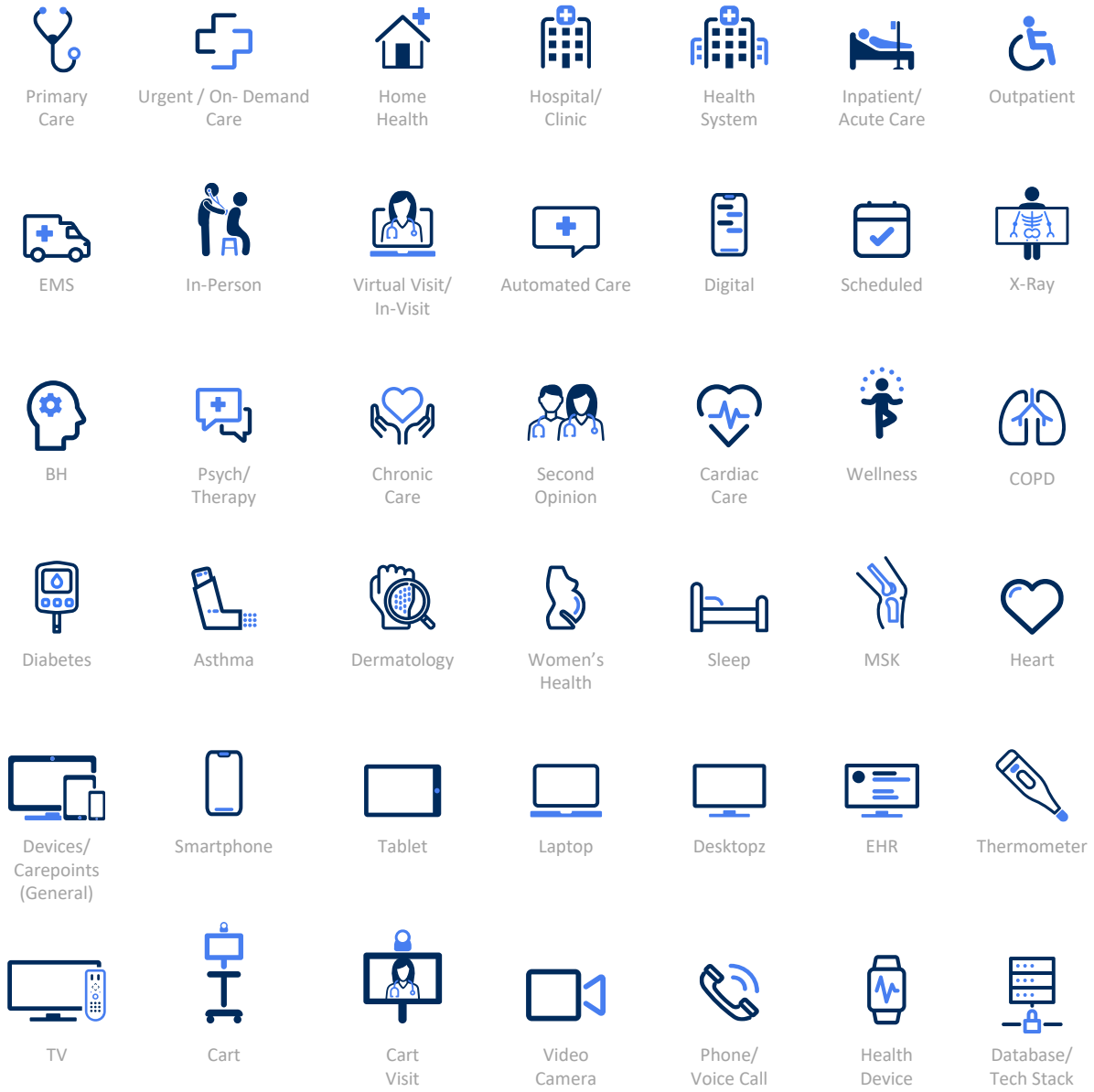
Our two-tone iconography distinguishes and elevates the brand while reinforcing our core brand pillars of partnership and collaboration.

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.



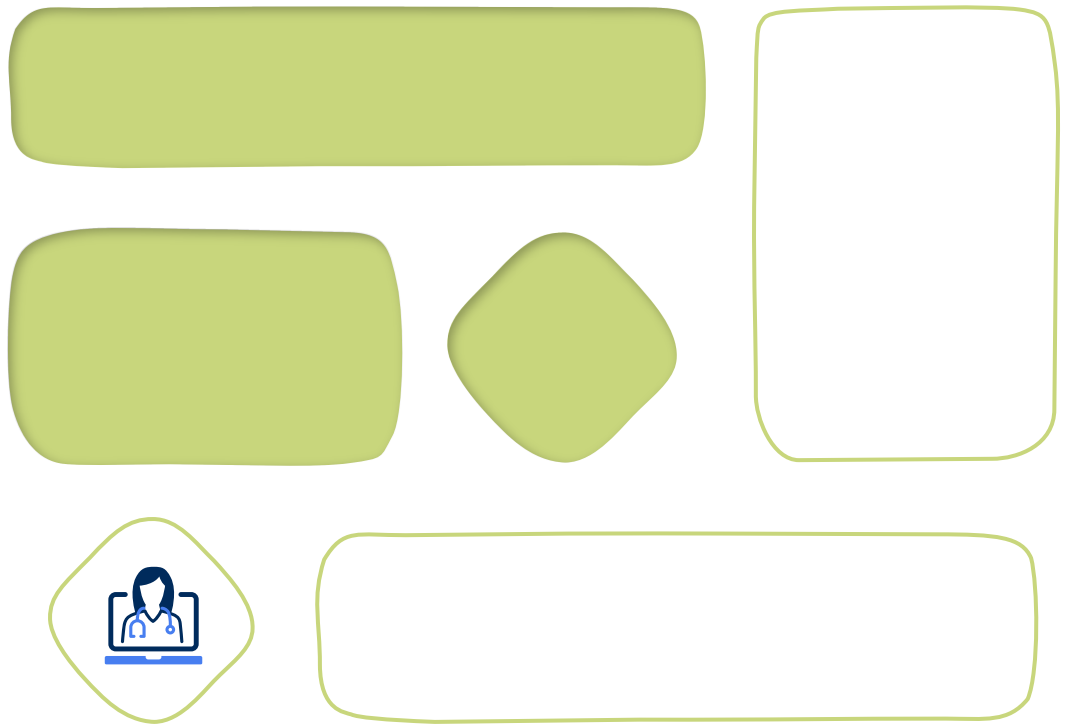
SilverCloud by Amwell Graphic Elements

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.

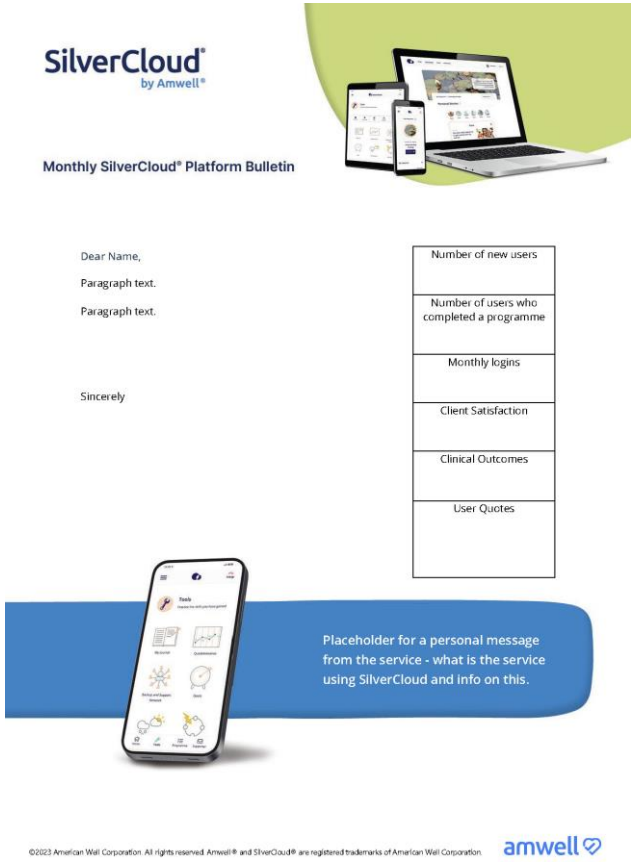
The shadow on the organic elements helps this become a space. A nod to our history with programs being called 'Space for...' or 'Space from...' and represents the safe space we are providing for our platform users to explore their own mental wellness.

Icons can be added within organic shapes to compliment this.



Letterhead Examples

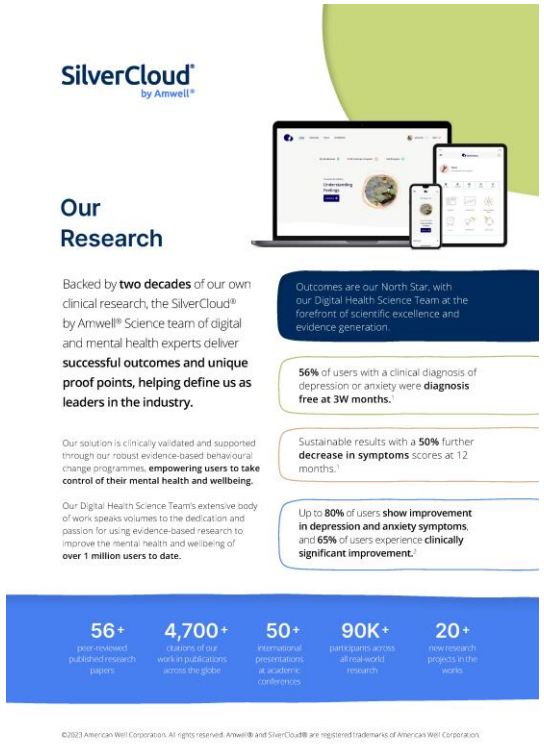
General



Client

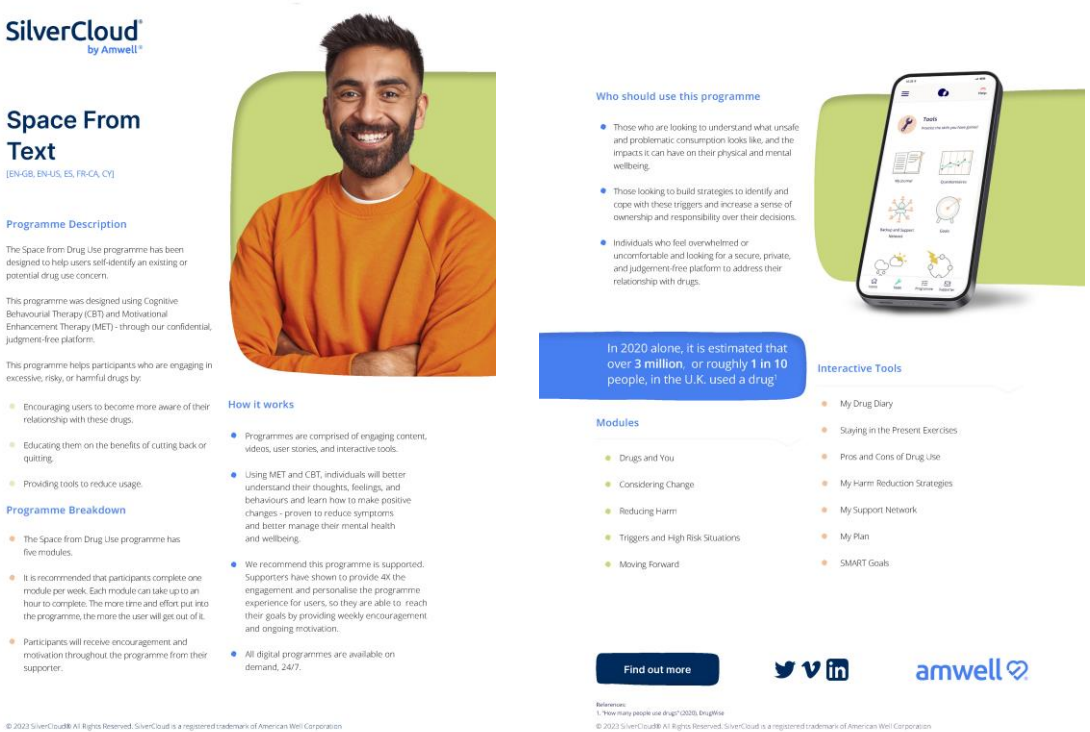
One-sheet Examples

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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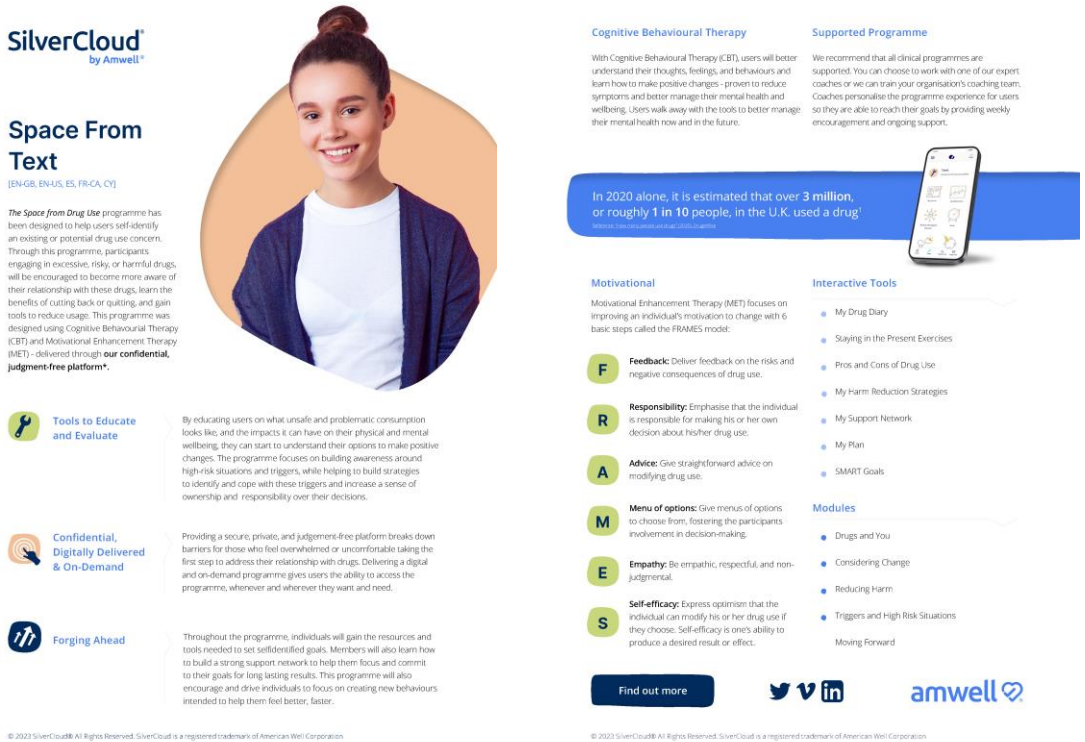
General



SilverCloud® by Amwell®

Space From Text

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

The Space from Drug Use programme has been designed to help users self-identify an existing or potential drug use concern. Through this programme, participants engaging in excessive, risky, or harmful drugs, will be encouraged to become more aware of their relationship with these drugs, learn the benefits of cutting back or quitting, and gain tools to reduce usage. This programme was designed using Cognitive Behavioural Therapy (CBT) and Motivational Enhancement Therapy (MET) - delivered through **our confidential, judgment-free platform*.**

Tools to Educate and Evaluate

By educating users on what unsafe and problematic consumption looks like, and the impacts it can have on their physical and mental wellbeing, they can start to understand their options to make positive changes. The programme focuses on building awareness around high-risk situations and triggers, while helping to build strategies to identify and cope with these triggers and increase a sense of ownership and responsibility over their decisions.

Confidential, Digitally Delivered & On-Demand

Providing a secure, private, and judgement-free platform breaks down barriers for those who feel overwhelmed or uncomfortable taking the first step to address their relationship with drugs. Delivering a digital and on-demand programme gives users the ability to access the programme, whenever and wherever they want and need.

Forging Ahead

Throughout the programme, individuals will gain the resources and tools needed to set selfidentified goals. Members will also learn how to build a strong support network to help them focus and commit to their goals for long lasting results. This programme will also encourage and drive individuals to focus on creating new behaviours intended to help them feel better, faster.

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Cognitive Behavioural Therapy

With Cognitive Behavioural Therapy (CBT), users 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. Users walk away with the tools to better manage their mental health now and in the future.

Supported Programme

We recommend that all clinical programmes are supported. You can choose to work with one of our expert coaches or we can train your organisation's coaching team. Coaches personalise the programme experience for users so they are able to reach their goals by providing weekly encouragement and ongoing support.

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

Motivational

Motivational Enhancement Therapy (MET) focuses on improving an individual's motivation to change with 6 basic steps called the FRAMES model:

- **F** — **Feedback:** Deliver feedback on the risks and negative consequences of drug use.
- **R** — **Responsibility:** Emphasise that the individual is responsible for making his or her own decision about his/her drug use.
- **A** — **Advice:** Give straightforward advice on modifying drug use.
- **M** — **Menu of options:** Give menus of options to choose from, fostering the participants involvement in decision-making.
- **E** — **Empathy:** Be empathic, respectful, and non-judgmental.
- **S** — **Self-efficacy:** Express optimism that the individual can modify his or her drug use if they choose. Self-efficacy is one's ability to produce a desired result or effect.

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

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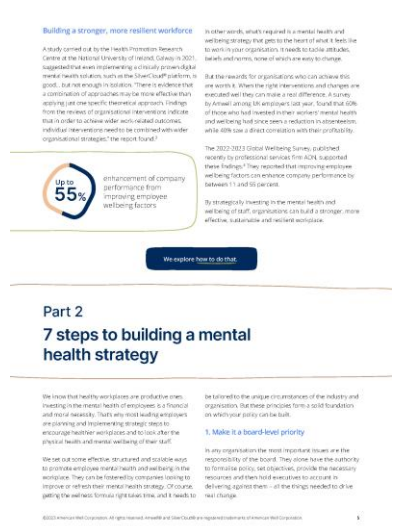
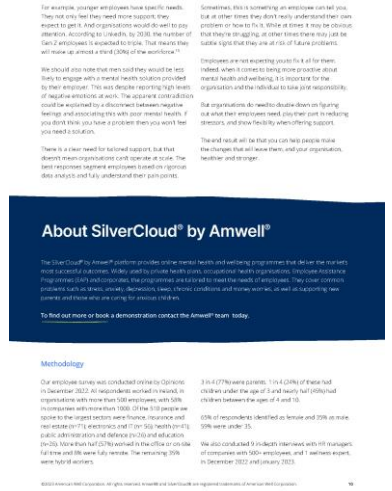
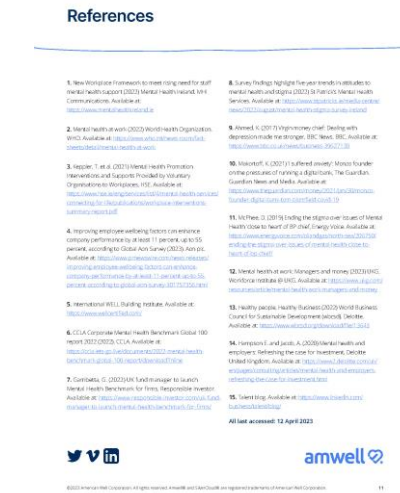
Family

White Paper Examples

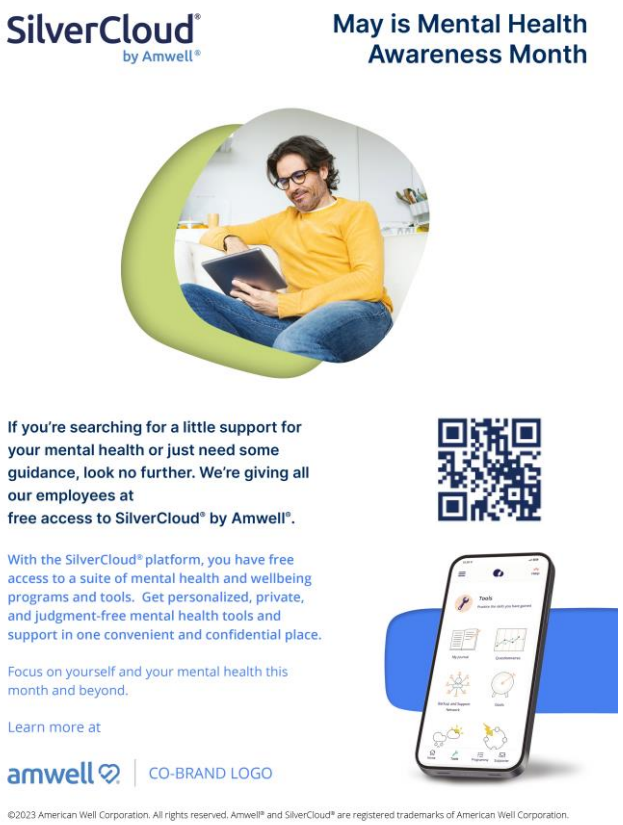






Print examples

Display



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

SilverCloud by Amwell Podcast

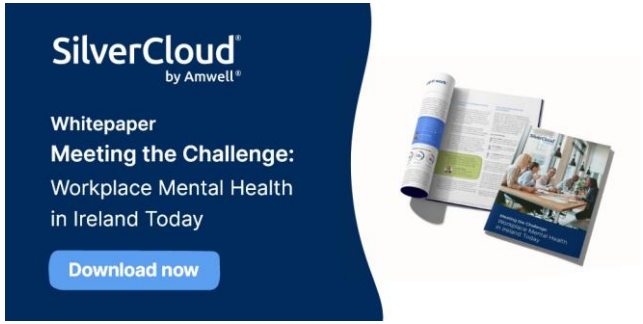
In this mental health podcast, we explore different aspects of mental health, including common mental health conditions, treatment options, coping strategies, and personal stories of individuals who have experienced mental health challenges.

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



HTML5 Ad Examples

CYP Whitepaper

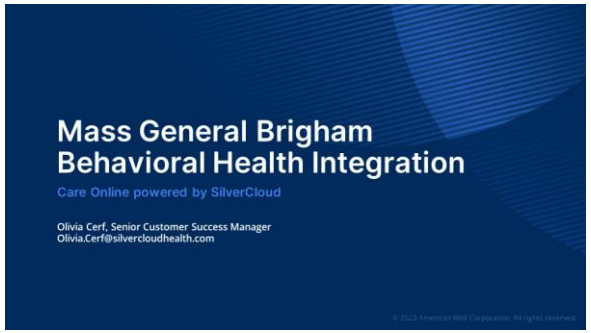
Perinatal Case Study

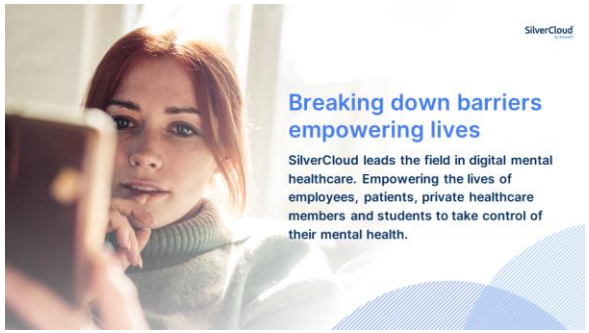
Workplace Whitepaper

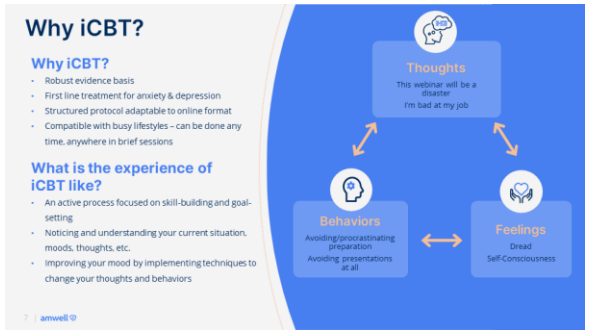
SilverCloud by Amwell Slide Decks

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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