

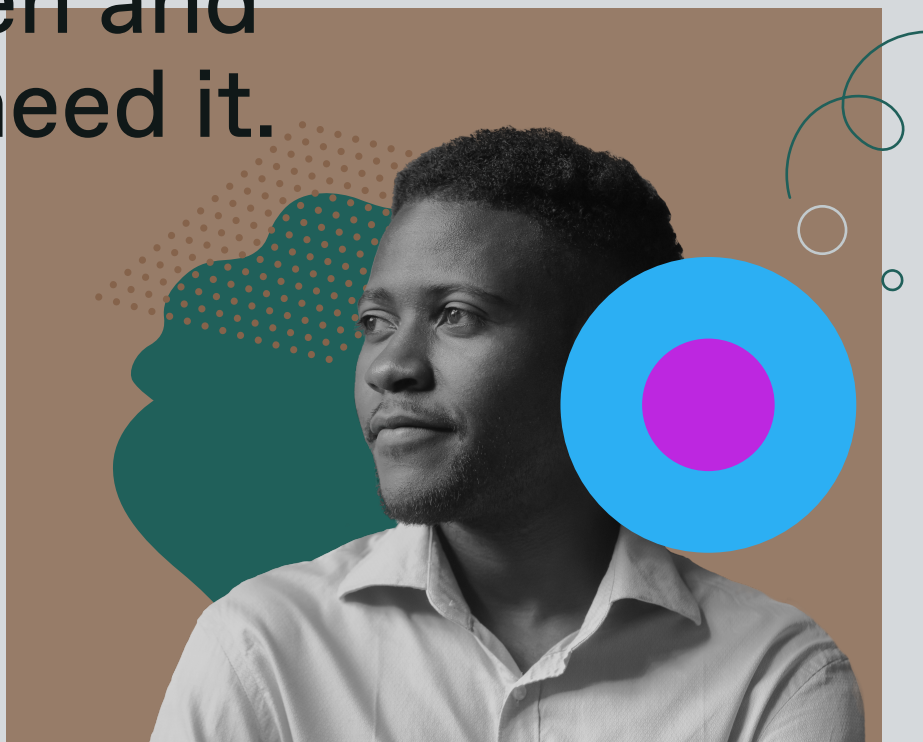


CASE STUDY

Helping a youth  
behavioral health org  
standardize  
inclusivity for  
LGBTQ+ and BIPOC  
care.

brightline<sup>+</sup> + **violet**

# Brightline brings virtual behavioral health care to kids, teens, and their families, when and where they need it.



Brightline is dedicated to providing intersectional, inclusive care, and while it's done an exceptional job at hiring the right providers, it was difficult for them to understand if their hiring efforts were truly paying off.

So Brightline partnered with Violet to objectively benchmark and educate their care delivery teams on delivering inclusive health care.

Through the benchmarking process, Brightline was able to uncover additional providers to help launch their LGBTQ+ and BIPOC-focused care verticals.

Today, over 60 of Brightline's behavioral and mental health providers are onboarded and engaged with the Violet platform. In the first 10 weeks since joining the platform, Brightline users have completed over 240 hours of education.



“Violet has been a great partner to Brightline as we ramp up our care teams and ensure that they are trained and certified in care models supporting diverse populations. It’s been a delight working with Gaurang and the Violet team.”

Naomi Allen, CEO

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Brightline shares our vision, and passion, for building identity-centered care journeys for the many communities they serve.

[joinviolet.com](https://joinviolet.com)

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