

Pediatric and adolescent behavioral health

blueprint

Finding trustworthy care for your kids and teenagers can be overwhelming. Arkansas Blue Cross and Blue Shield offers mental health support such as virtual therapy, psychiatry or coaching to make sure you get the right support for your kids and teens. Powered by Brightline, our pediatric and adolescent behavioral health program is available for children from 18 months up to 18 years old.

What is Brightline?

We're working with Brightline because it's evidence-based work with kids, teens and their families that has shown strong results. 96% of families continue care after their welcome center. With Brightline, you and your child will get:

- Fast access to personalized support (no long waitlists)
- Video visits with licensed therapists and coaches
- One-stop digital platform to manage care
- Resources and support for parents and caregivers

Getting started is easy.

1.

Step 1: Visit helloworldbrightline.com/abcbs to create your account.

We'll confirm your kid's Arkansas Blue Cross plan information, and what services are covered.

2.

Step 2: Tell us about your family.

Based on your answers to our short questionnaire, we'll recommend therapy or coaching.

3.

Step 3: Book your kid's first session.

Your dedicated mental health expert will help guide next steps.

Support for parents

- Use our one-stop digital platform to chat with your coach, navigate your child's care plan, track progress and manage appointments
- Access our library of expert-backed resources
- Your coach will work with you to manage your kid's care over time



Questions? For questions about insurance coverage or the cost of services, call Brightline at 888-224-7332, Monday through Friday, 8 a.m. – 9 p.m. (CST). To talk to an Arkansas Blue Cross representative, call 800-238-8379.

