

Lucet

Brand *Guidelines*

Version 6.0 | July 2024
Updated by Corey Crawford-Hine

Brand Assets

All brand assets are linked to the corresponding name on this page.

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Introduction

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Introduction

Introduction

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Every aspect of our identity helps the world understand who we are and what we do. It serves as a reminder to society, our industry, and clients—and even ourselves—why our work is important. When delivered with consistency, passion, and human spirit, the identity shifts from a bunch of words and images into a brand.

Our brand identity reminds the world that we are a leader in the realm of behavioral healthcare, and helps our communications remain highly potent and engaging to all audiences.

Use this document to achieve two things, from now and into the future:

1. Establish and retain a *strong and differentiated* brand position for Lucet
2. Enable the delivery of a *consistent, memorable, and distinctive* audience experience

Our brand identity is an active part of our business. It will learn, adapt, and grow in light of new discoveries and opportunities. Therefore, these guidelines will be revised to accommodate new and future needs, so please make sure you are using the latest version (find them at the link on the left).

Brand Name

CONTENTS

Brand Name

Brand Name

Our name is Lucet. *Why?*

Lucet has two meanings. It refers to an ancient thread making tool with connotations of connection and the ability to make something, and its Latin root means “to light, be clear, shine.”

Our new name has intention. It represents our desire to shine a light on the behavioral healthcare system.

Logo

CONTENTS

- Overview
- Logo Usage

Logo

Our logo is a combination of both strong and friendly letterforms that seamlessly connect to who we are as a company—experts in a human-centered marketplace.

Logos may need to be provided in varying formats, color spaces, and sizes depending on their intended use. The combinations are so expansive that not all can be made in advance. If a logo is needed, contact marketing.

LOGO REQUESTS

Lucet Marketing
marketing@LucetHealth.com

A large, bold, maroon-colored logo of the word "Lucet" in a sans-serif font. The letters are thick and rounded, with a friendly yet professional appearance. The 'L' is a simple vertical bar, the 'U' is a rounded shape, the 'C' is a simple curve, the 'e' has a rounded bottom and a horizontal bar, and the 't' has a simple vertical stem and a horizontal top bar.

Subsidiary Logo - EAP

Our Employee Assistance Program logo leans heavily on the core brand, adding a tagline to differentiate it. Two formats are available to facilitate different use cases, though the horizontal logo is considered the primary brand mark.

Logos may need to be provided in varying formats, color spaces, and sizes depending on their intended use. The combinations are so expansive that not all can be made in advance. If a logo is needed, contact marketing.

LOGO REQUESTS

Lucet Marketing
marketing@LucetHealth.com

Note: All other brand elements for Lucet EAP should follow core Lucet guidelines.



Scale & Clear Space

Our logo is optimized to work at large and small scales, but like all graphics, it has a limit. Use these minimum size values to guarantee legibility.

Our logo is special, and it needs breathing room when combining it with other graphic elements. To maintain clarity and brand recognition, it is important our logo is never obstructed, covered, or interrupted.

Lucet

We never want the logo to be smaller than 3/4 inch wide in print applications or 54 pixels wide in digital applications.



In all executions, maintain wordmark clearspace equal to 1/3 the height of "Lucet."

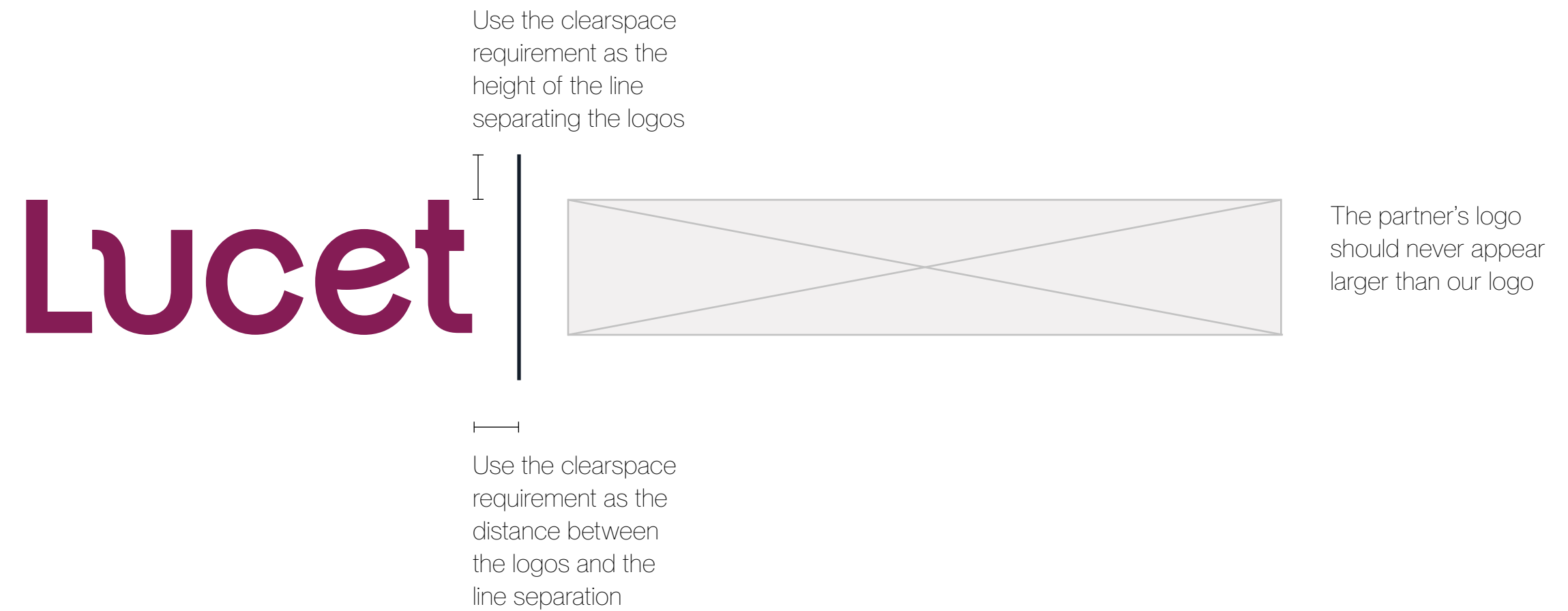
Logo Partnerships

When working with partners, we often show both brands together. For these applications, we separate both logos with a single black vertical line.

Use these partner lock-up guides when arranging horizontal logo lock-ups alongside our partners' logos.

When co-branding with a BCBS or other healthplan entity, our logo takes a secondary position (even when our other brand elements are prominent) and must appear to the right and/or below the accompanying logo. For BCBS logos, our logo also cannot appear larger than the height from the bottom of the cross to the top of the cross's crossbar. It is then centered vertically with the accompanying logo.

Note: Each healthplan may have additional cobranding requirements, such as disclaimers that must be included. These are detailed in their individual brand guidelines.



Logo Color

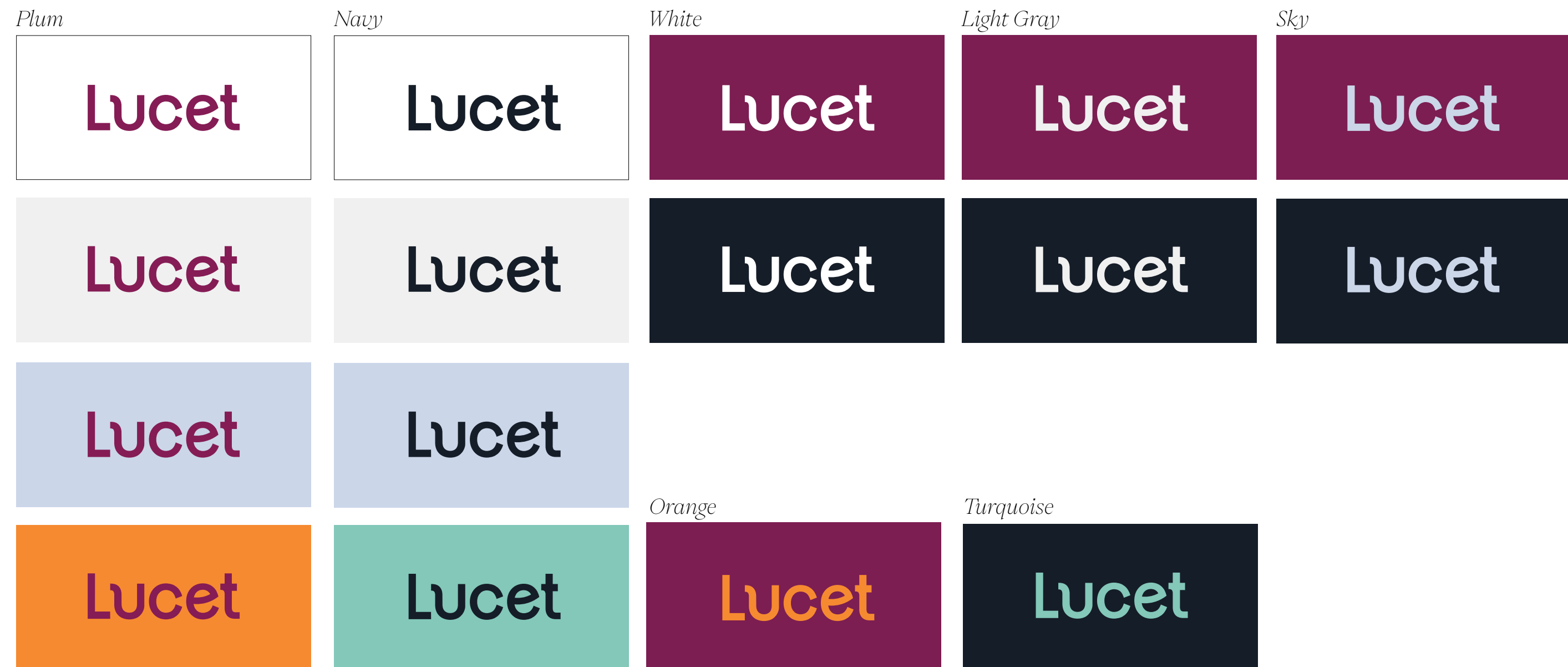
Our logo can appear in various colors, but only one two-color combination, which is designated as our primary logo. The primary logo can only be used on white and light gray from our brand color palette.

Use the color pairings on this page to ensure use of the version that provides optimal contrast to maintain legibility.

Primary Logo



Secondary Color Logos



Logo Misuse

Follow these rules to ensure that our logo is always legible and appears correctly and consistently applied.

Do not change the font

Lucet

Do not alter or resize typography

Lucet

Do not skew or distort

Lucet

Do not rotate

Lucet

Do not use unspecified colors

Lucet

Do not add drop shadow

Lucet

Do not alter opacity

Lucet

Do not add strokes or effects

Lucet

Do not place logo on unspecified colors

Lucet

Color

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- Color Palette
- Color Hierarchy
- Gradient
- Color Pairings
- Color Misuse

Color Palette

With a wide range of colors, we bring a friendly, warm touch to an often sterile tech-based marketplace.

Our color palette separates us from the over-saturated behavioral health space. A touch of friendliness and warmth goes a long way.

Primary Palette

<i>Plum</i>		
PMS 235 C	C : 42 M : 100 Y : 41 K : 21	R : 133 G : 28 B : 85 #851c55

<i>Navy</i>		
PMS 7547 C	C : 84 M : 73 Y : 56 K : 70	R : 21 G : 29 B : 40 #141e29

<i>White</i>		
(Paper)	C : 0 M : 0 Y : 0 K : 0	R : 255 G : 255 B : 255 #ffffff

Secondary Palette

<i>Orange</i>		
PMS 151 C	C : 0 M : 60 Y : 100 K : 0	R : 245 G : 130 B : 32 #f58220

<i>Turquoise</i>		
PMS 3248 C	C : 55 M : 0 Y : 35 K : 0	R : 111 G : 199 B : 182 #6fc7b6

<i>Sky</i>		
PMS 657 C	C : 20 M : 9 Y : 1 K : 0	R : 199 G : 216 B : 236 #c7d8ec

<i>Light Gray</i>		
PMS Cool Gray 1 C (35%)	C : 4 M : 3 Y : 3 K : 0	R : 241 G : 240 B : 240 #f1f0f0

Color Hierarchy

Lucet leads with plum. As our color palette is applied to various executions, we must stay true to the color ratios on this page in order to maintain brand consistency.



Gradient

We utilize a gradient that shows our color palette shifting from dark to light, representing the shift from complexity to clarity that we bring to behavioral healthcare.

The gradient can only be used at full bleed with a minimum of three visible colors.

Full Palette Gradient



Limited Palette Gradient 1 — Plum, Navy, Orange



Limited Palette Gradient 2 — Plum, Orange, Turquoise



Limited Palette Gradient 3 — Plum, Sky, Orange



Limited Palette Gradient 4 — Plum, Turquoise

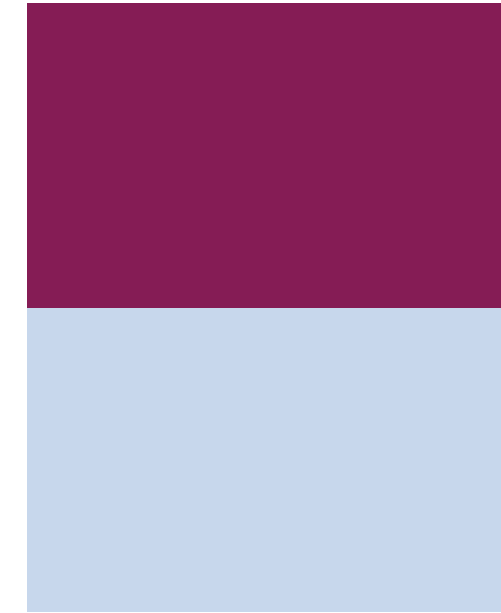


Limited Palette Gradient 5 — Turquoise, Orange



Color Pairings

These color pairings allow for flexibility and levity in the Visual Identity System. Each color pairing meets some level of web color accessibility.



Web Usage: Accessibility

These color pairings meet some level of web color accessibility. Level AAA is the highest measurable level of accessibility, and AA is the second highest.

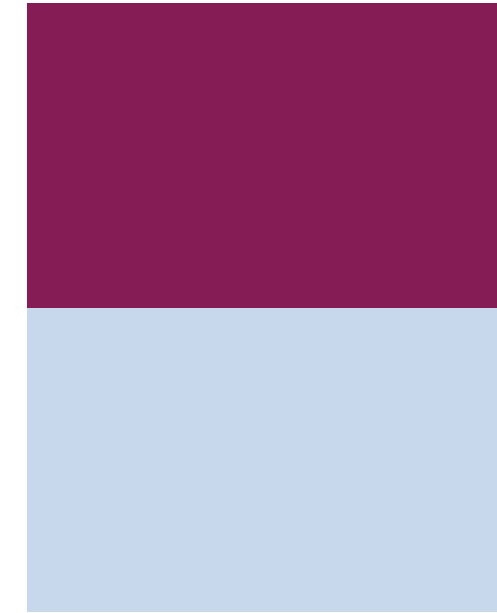
Few websites consistently reach a level of AAA accessibility across the board.

Large text is defined as 14 point and bold, or larger, or 18 point and larger.



Web Accessibility

Regular Text: Not accessible
Large Text: Passes level AA
Graphics: Pass levels AA & AAA



Web Accessibility

Regular Text: Passes level AA, not AAA
Large Text: Passes level AA
Graphics: Pass levels AA & AAA



Accessibility

Regular Text: Passes levels AA & AAA
Large Text: Passes levels AA & AAA
Graphics: Pass levels AA & AAA



Accessibility

Regular Text: Passes levels AA & AAA
Large Text: Passes levels AA & AAA
Graphics: Pass levels AA & AAA



Accessibility

Regular Text: Passes levels AA & AAA
Large Text: Passes levels AA & AAA
Graphics: Pass levels AA & AAA

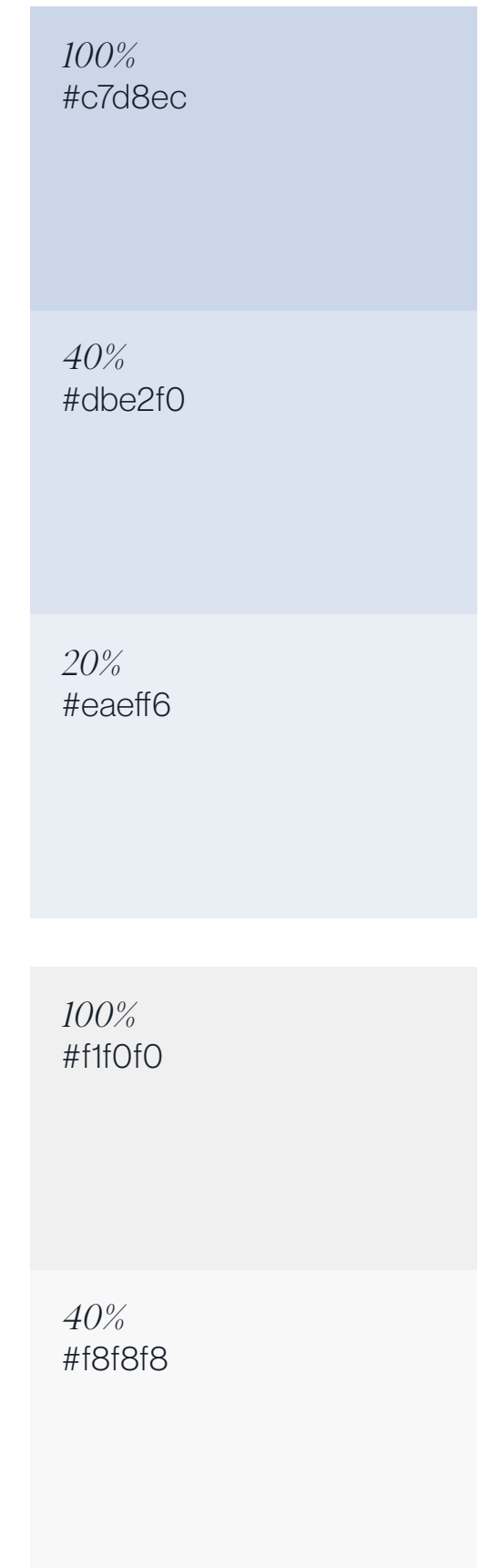
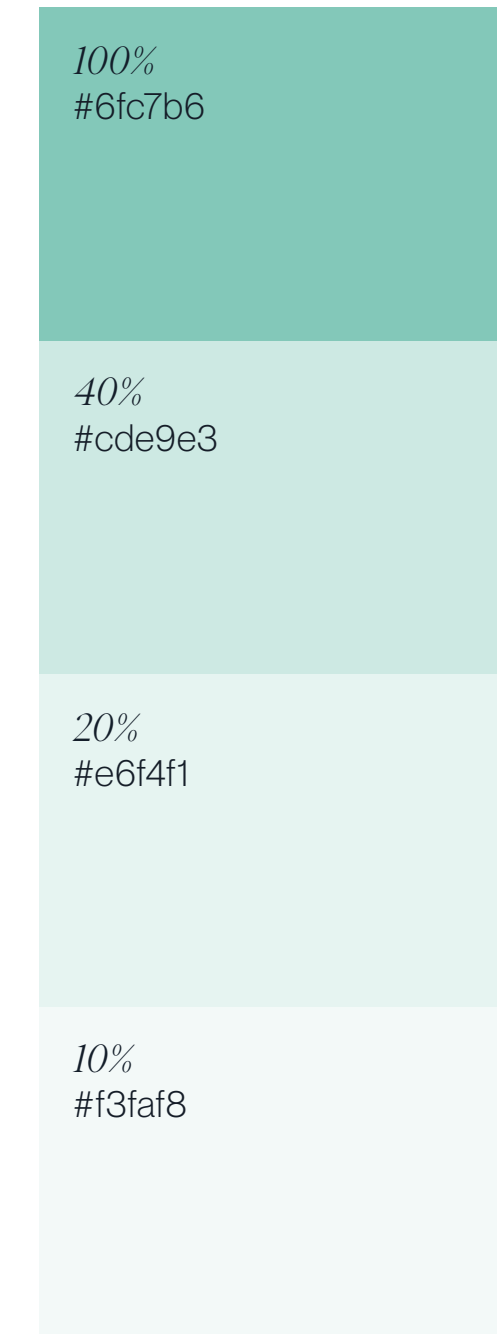
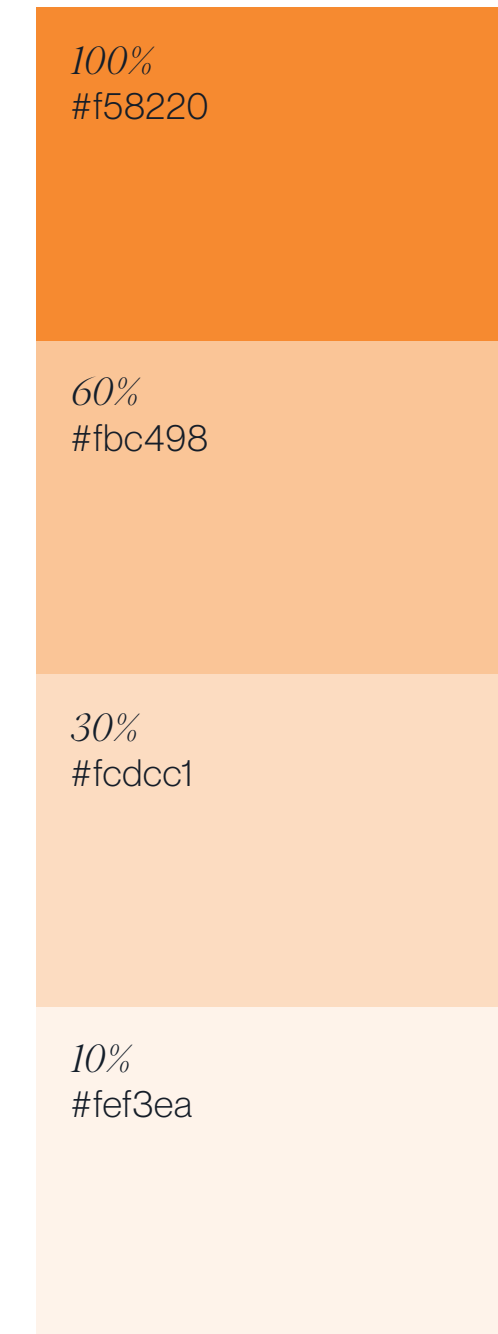
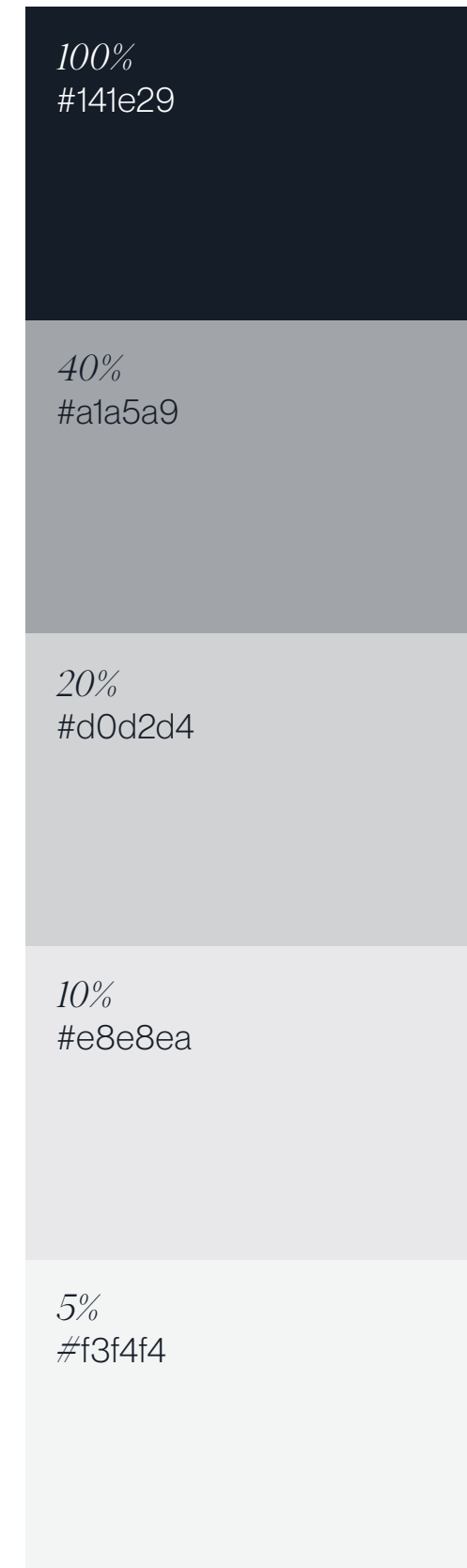
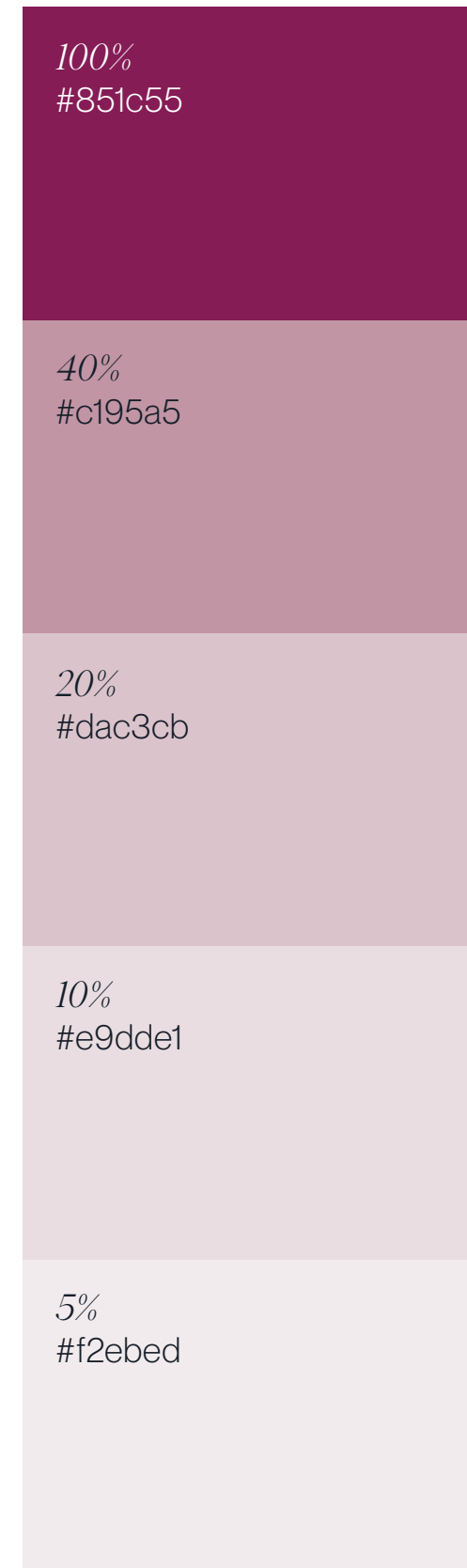


Accessibility

Regular Text: Passes levels AA & AAA
Large Text: Passes levels AA & AAA
Graphics: Pass levels AA & AAA

Web Usage: Color Palette

Most colors in the brand color palette can be used in the tint percentages outlined on this page to provide variety in product design, such as on the Lucet tech platform and the website.



Color Misuse

To ensure that we are using color to best effect, we always avoid using color in these ways.

Using unspecified colors



Using low contrast color combinations



Using incorrect color combinations



Combining several colors



Using the gradient in the logo



Color blocking



Typography

CONTENTS

- Type Pairing
- Type Specifications
- System Typefaces

Type Pairing

The typefaces that are permissible to be used within the Lucet brand for all digital and print applications are Neue Montreal as our primary typeface and Eiko Italic as our secondary typeface.

Primary Typeface

Neue Montreal

Medium, Book, Light

Use

Neue Montreal Book is used in nearly all digital or print applications. The few exceptions being the use of the lighter or darker weights when absolutely necessary—typically for optimal contrast or headlines when needed.

Secondary Typeface

Eiko Italic

Light, Thin

Use

Eiko Italic is used to create visual emphasis in messaging. It should be used in headlines, and sparingly in body copy.

Eiko Italic will always appear in the Light weight when paired with Neue Montreal Book. Eiko Italic Thin is only used when Neue Montreal Light is used.

Type Specifications

Follow the guidelines on this page when typesetting headlines and body copy in digital and print applications.

Product Headline

Navigate & Connect

Neue Montreal Book
 Tracking: 0
 Leading: Equal point size (i.e. 36 pt font size with 36 pt leading)
 Title Case
 Left-aligned, Optical Kerning
 Plum / Navy / Light Gray / White

Secondary Product Headline

Navigate & Connect

Neue Montreal Book
 Tracking: 0
 One line headers with body font size within 2 pts
 Title Case
 Left-aligned, Optical Kerning
 Plum / Navy

Messaging Headline

Connecting people to the *care they deserve*

Neue Montreal Book
Eiko Italic Light
 Tracking: 0
 Leading: Equal point size (i.e. 36 pt font size with 36 pt leading)
 Sentence Case
 Left-aligned, Optical Kerning
 Plum / Navy / Light Gray / White

Secondary Messaging Headline

Connecting people to the *care they deserve*

Neue Montreal Light
Eiko Italic Thin
 Tracking: 10
 Leading: Equal point size to font (i.e. 24 pt font size with 24 pt leading)
 Sentence Case
 Left-aligned, Optical Kerning
 Plum / Navy
 Max. font size: 24pt

Body Copy

These are your brand guidelines. They have been assembled to make it easy for you to understand how, when, and why to use your brand. These guidelines are a tool, and we encourage you to use them when planning, making, or implementing every piece of communication.

Neue Montreal Book
 Tracking: 10
 Leading: 6 pts above font size
 Sentence Case
 Left-aligned, Optical Kerning
 Navy and Black only
 No hyphenation unless absolutely necessary

System Typefaces

The system typefaces that are permissible to be used within the Lucet brand when Neue Montreal and Eiko Italic are not available are Arial Nova and Walbaum Display.

These typefaces are preloaded into all Microsoft programs.

System Primary — Microsoft

Arial Nova Regular, Light

Use

Arial Nova is used in situations where Neue Montreal can not be used.

System Secondary — Microsoft

Walbaum Display *Regular Italic, Light Italic*

Use

Walbaum Display is used where Eiko Italic can not be used

System Grid

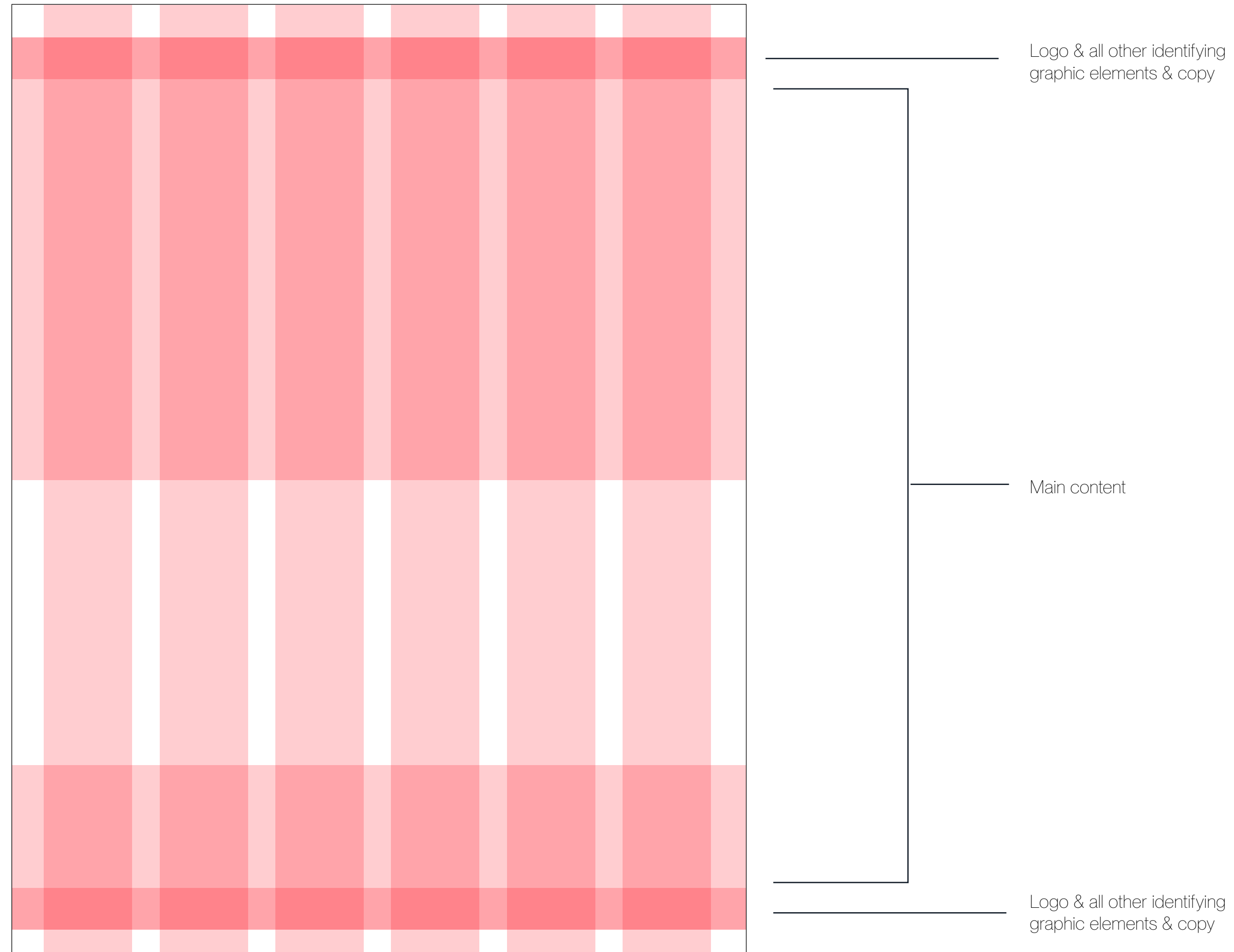
CONTENTS

- Vertical Grid
- Horizontal Grid
- Grid Use Examples

Vertical Grid

All of our visual executions follow a simple grid structure in order to maintain brand consistency across all Lucet communications.

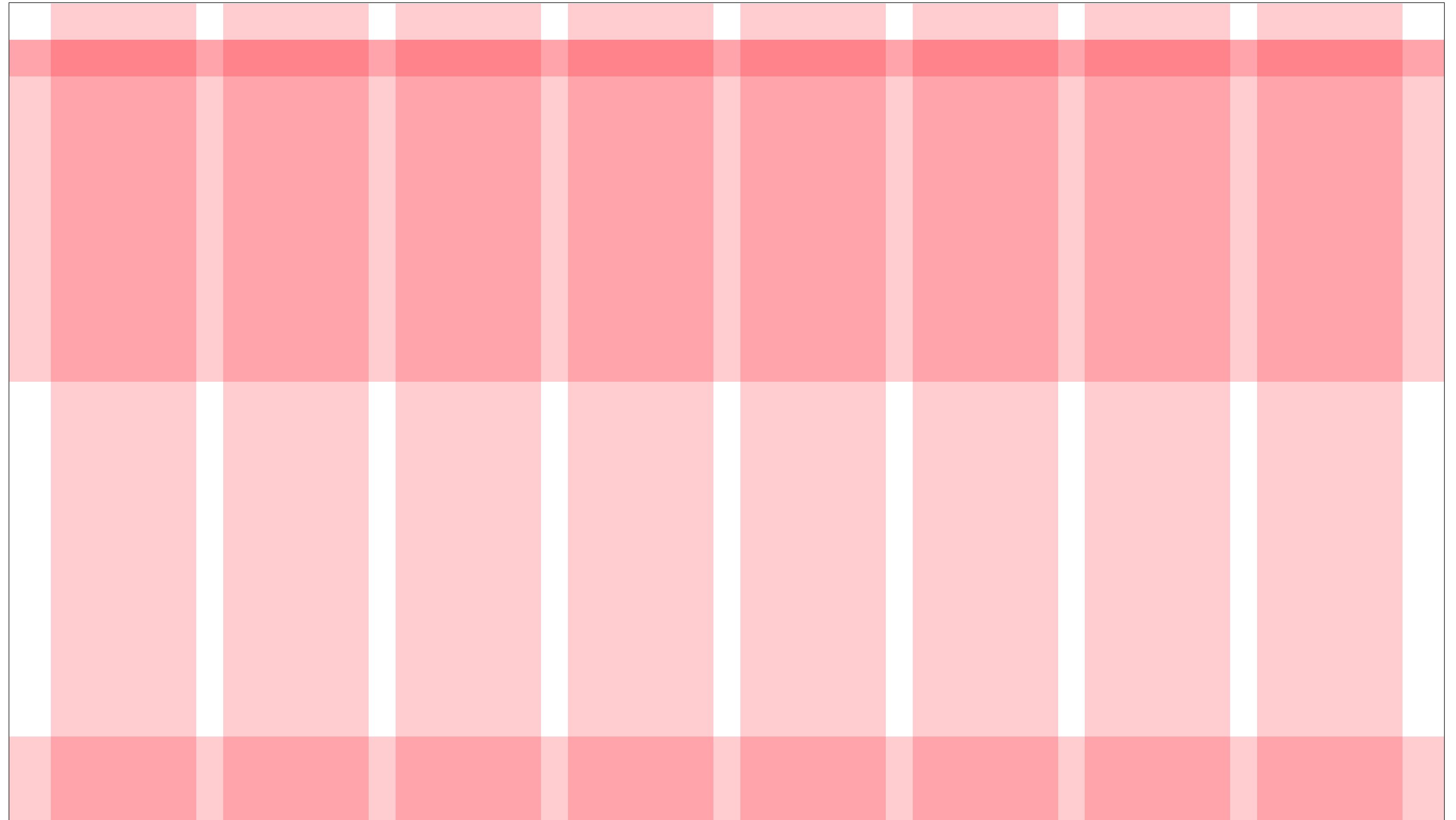
Both the vertical and horizontal grids follow similar rules with adjustments for format constraints. Examples of these grids in use can be found on pages 44-46.



Horizontal Grid

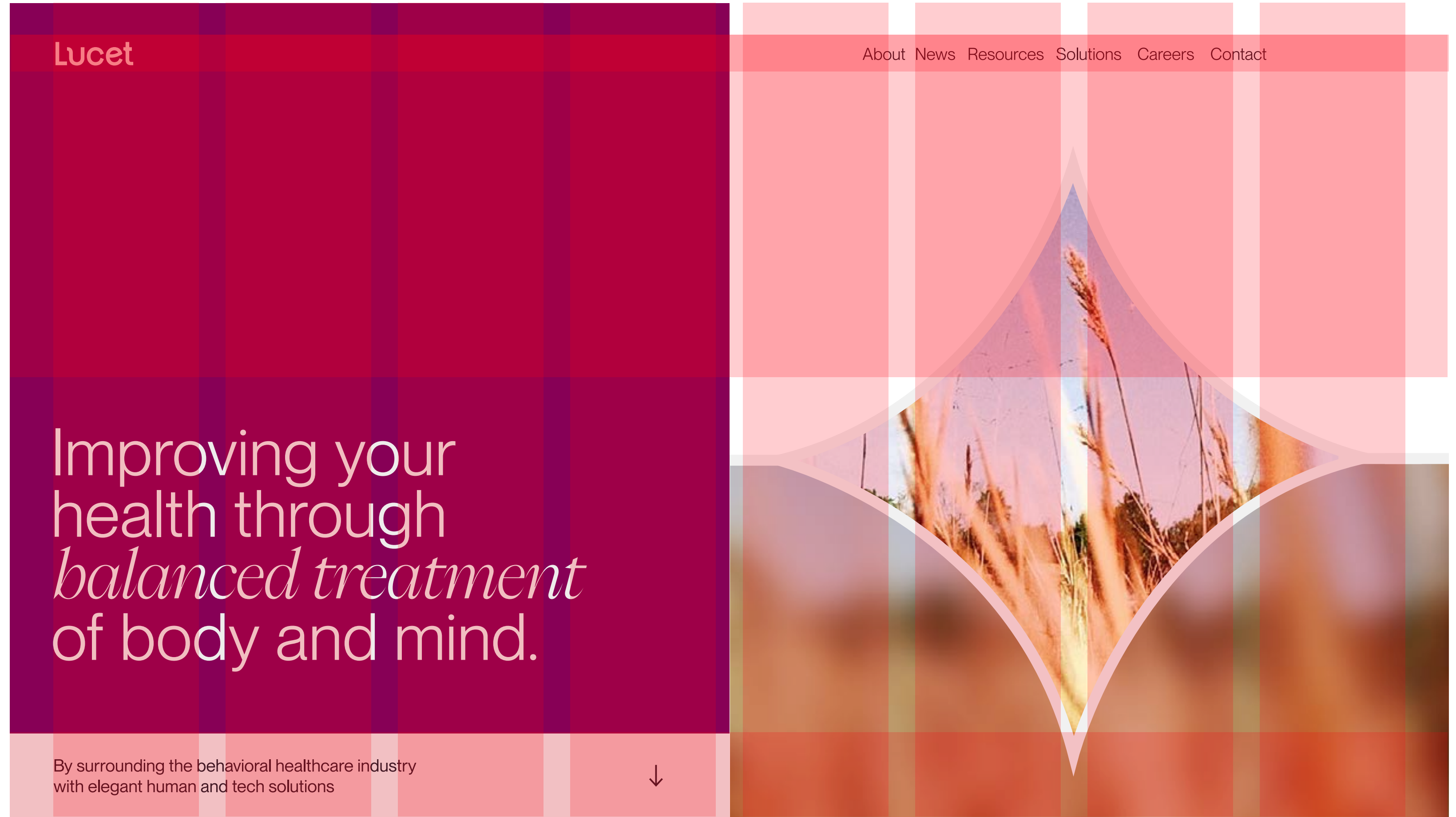
All of our visual executions follow a simple grid structure in order to maintain brand consistency across all Lucet communications.

Both the vertical and horizontal grids follow similar rules with adjustments for format constraints. Examples of these grids in use can be found on pages 44-46.



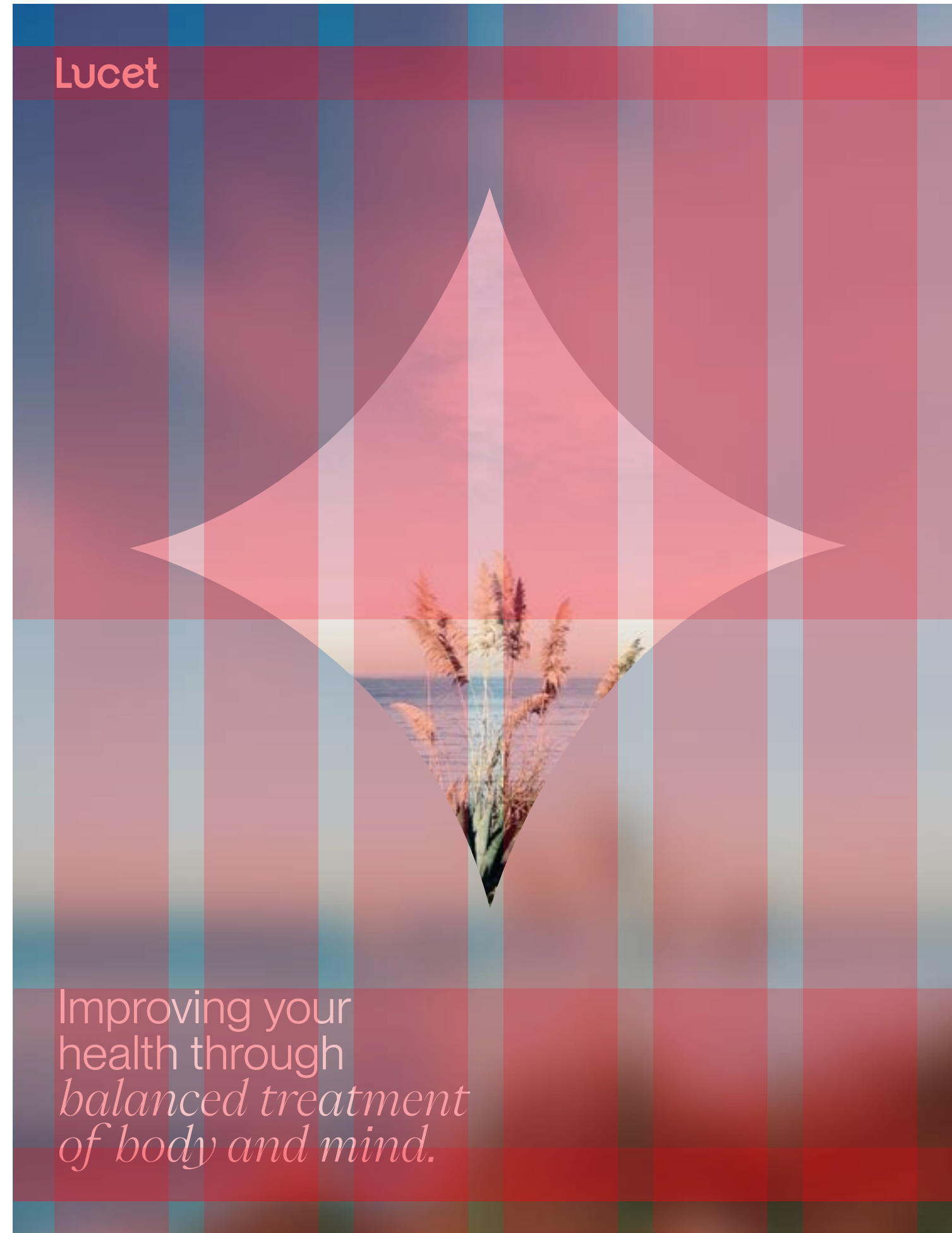
Grid Use Examples

Website



Grid Use Examples

Print



Grid Use Examples

Large Scale Presentation



Photography

CONTENTS

- Portrait Photography
- Nature Photography
- Photographic Blur

Portrait Photography

Our business is centered around real people, so we want our portrait imagery to feel like real people. Photo backgrounds should remain simple and contain only one or two colors.

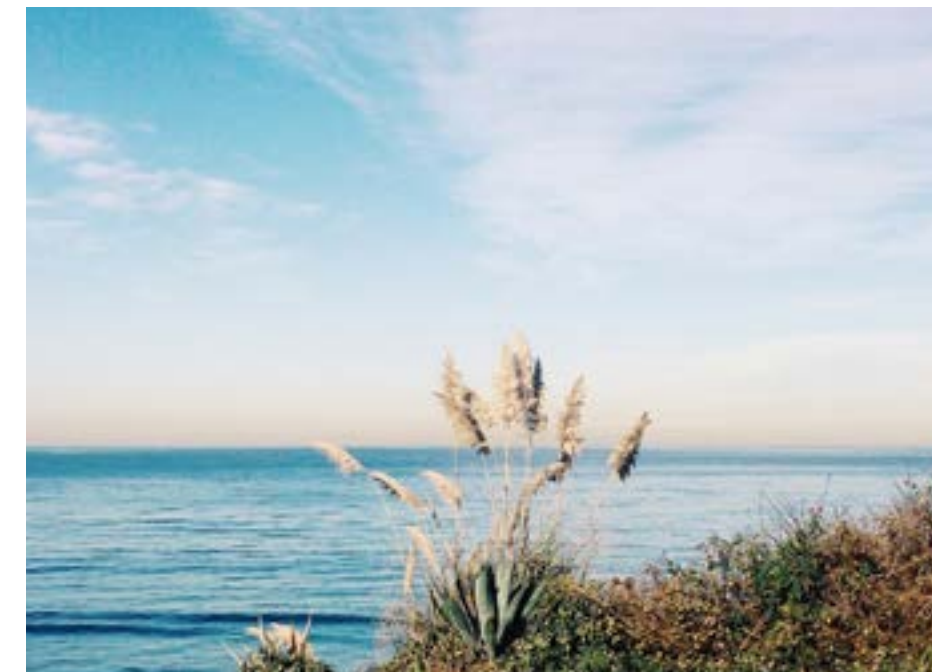
Whenever possible, select photos that are reminiscent of our brand color palette.



Nature Photography

Nature photography is used as a way to visualize the light and clarity that Lucet brings to the mental and behavioral healthcare.

Photo selections should be simple and free of visual chaos and reflect the colors found in our brand color palette whenever possible.



Photographic Blur

We often use a blur effect over our photography. This is done by adding a 50px field blur filter over photos of places and 130 px blur over photos of people in Photoshop.

This effect should always be used in tandem with our spark graphic acting as a focal point, examples of this usage can be found on page 50.

Not all photography needs a treatment or effect.



Graphic Elements

CONTENTS

- The Spark
- The Spark in Photography
- The Spark as Graphics
- Iconography

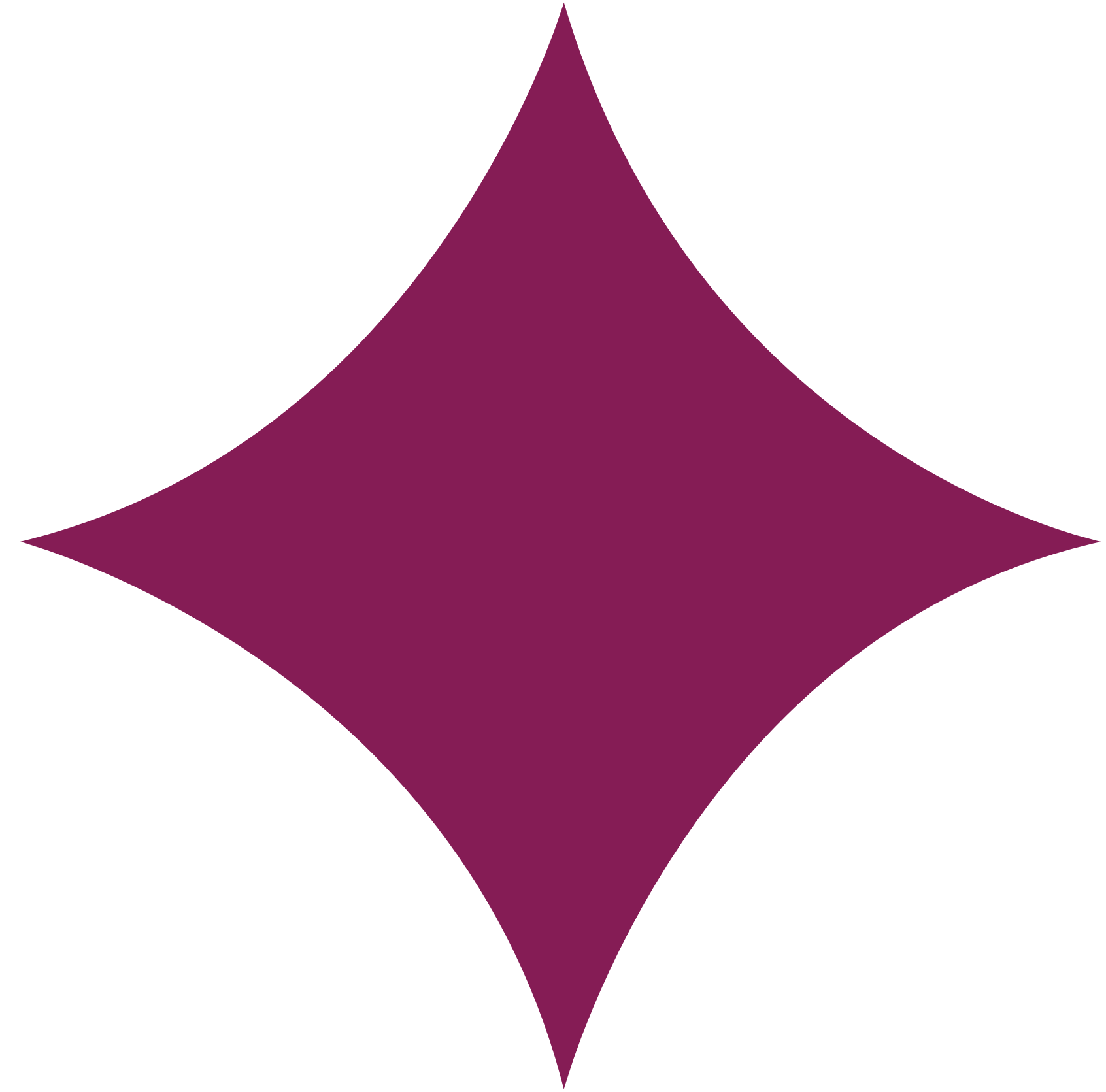
The Spark

Taken from the negative space in our logo (see example to the right), the spark alludes to the light and clarity that we convey with our brand.

We use the spark to literally create clarity with our brand assets, as well as to crop and frame messaging and photography. Its form is carried throughout the system creating continuity within the Lucet brand.



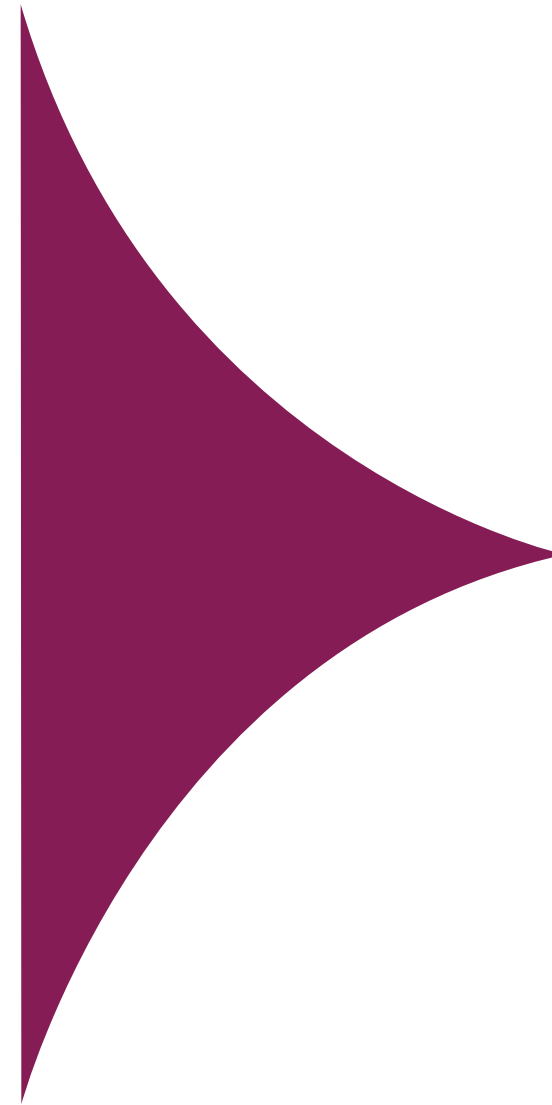
For Reference Only
This is not a usable graphic.



The Spark

Approved Crops

In order to create a more dynamic system, our spark can be cropped in 3 different ways, all shown on this page.



Referred to as the Side Crop



Referred to as the Field Crop



Referred to as the Corner Crop

The Spark

Photography Applications

The focal spark can be used with photography as a holding shape when placed on a blurred background, or as a cropped frame. The entire shape should be visible and centered in a photo when used with blurred photography.

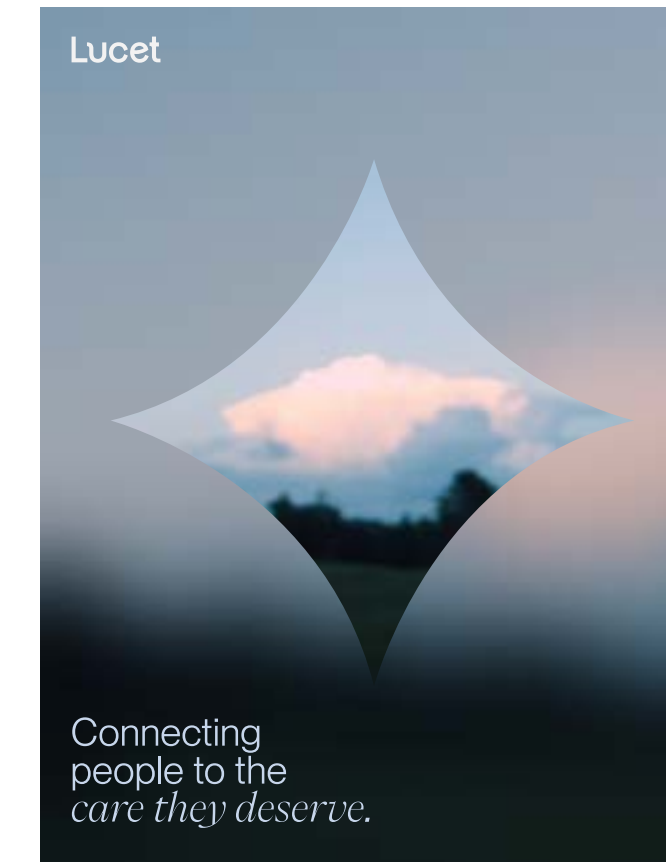
The spark can also be used as a framing device for photography. The spark should only be used like the frames seen on this page.

Not all photography needs a treatment or effect.

As a holding shape

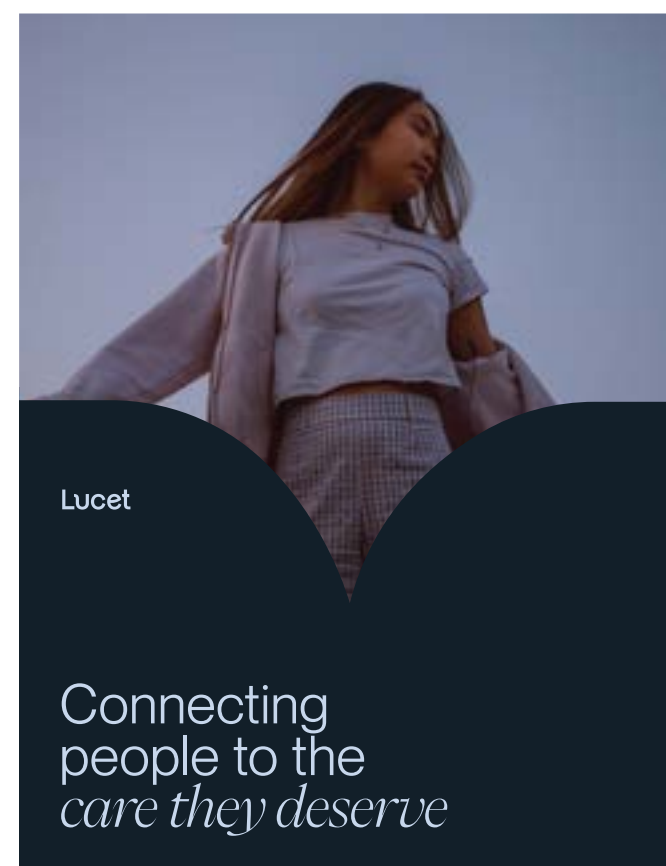


As a focal point



Note: The imagery used in the focal point must match the blurred imagery used in the background.

As a frame

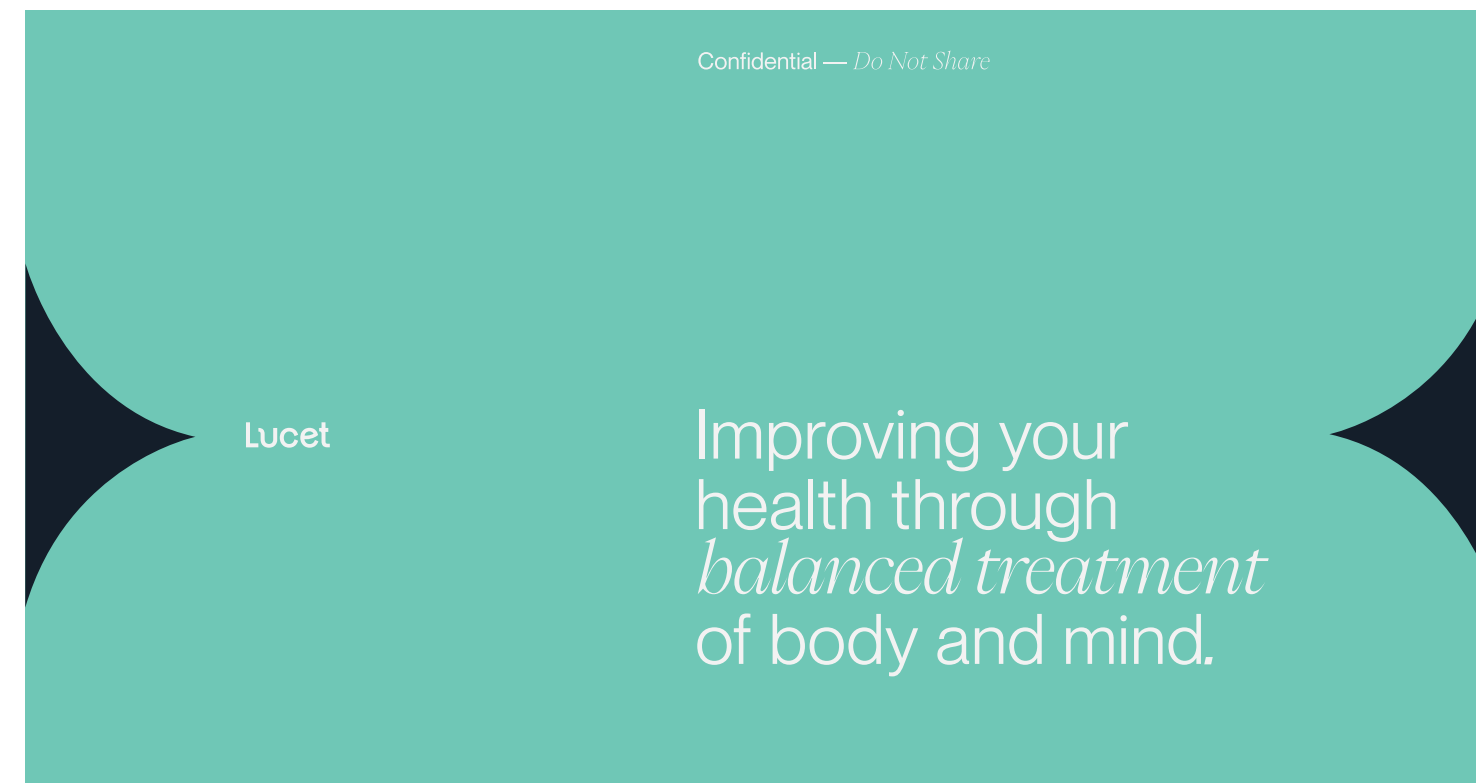


The Spark

Graphic Applications

When used without photography, the spark will mostly be seen as a cropped element—rarely as a complete shape. The executions on this page are examples of how the spark can show up in graphic applications.

The spark in presentations



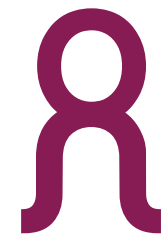
Iconography

Icons are used to supplement our communications and to help identify features and capabilities in our internal and sales applications.

There are eleven custom icons that have been developed from the same visual language as the letterforms in our logomark. Custom icons can be used as graphics in digital and print applications, excluding the Lucet platform.

The Noun Project is an icon library that is used as a guide and source for icons not captured in the custom icons on this page. Other icon libraries can be used to source icons, as long as the guidelines are followed for selection.

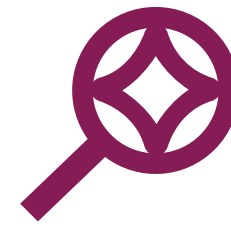
Custom Iconography



People



Platform



Insights



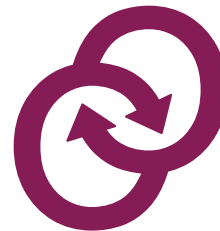
Solutions



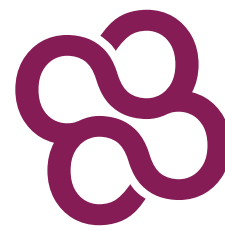
Values



Identify



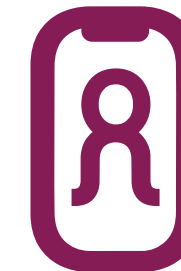
Navigate



Connect



Targeted Identification



Member Call

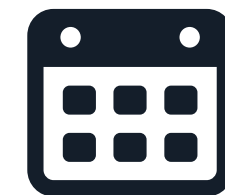


Risk Screen Triage

Icon Library Selection Guidelines

- + All icons chosen from a library should be primarily made of outlines, with only small areas infilled with solid color.
- + The outline weight should match the custom icons as closely as possible at the proper size, usually bold or semibold.

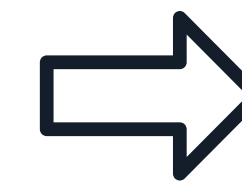
The Noun Project Examples



Direct Scheduling



Partnership



Arrow

Boilerplates

Boilerplates

The Lucet boilerplate appears in the footer of many prospect and member-facing materials. Because of the varying audiences, the messaging may be unique.

Press Release

About Lucet

Lucet is the only end-to-end solution enabling member connection to care across the entire acuity spectrum and supporting patient-provider matching— improving access through quality, speed and outcomes. Our unique combination of people, clinical expertise and technology is changing how health plans manage their networks, providers manage care pathways, and members manage their health. Powered by more than 14 million assessments and more than 20 years of data, Lucet is proven to successfully identify and connect people across the entire acuity spectrum with the right care in less than five days on average, and often as little as one day. For more information, visit LucetHealth.com.

Digital

Align and amplify your behavioral health ecosystem with Lucet, the only end-to-end solution enabling member connection to care across the entire acuity spectrum and supporting patient-provider matching— improving access through quality, speed and outcomes. Our unique combination of people, clinical expertise and technology is changing how health plans manage their networks, providers manage care pathways, and members manage their health. Powered by a cross-disciplinary team of experts, including compassionate care navigators and clinical case managers, and an advanced technology platform built upon 20+ years of clinical research, analytics and our proprietary Behavioral Health Index (BHI®), Lucet is proven to successfully identify and connect people across the entire acuity spectrum with the right care in less than 5 days on average, and often as little as 1 day.

Print - Health Plans

Improved Access. Faster Care. Better Outcomes.

Enhance your behavioral health ecosystem with Lucet, the only end-to-end solution enabling member connection to care across acuity through tailored patient-provider matching.

Let's better behavioral health, together.

Print - Providers

Let's better behavioral health, together.

Lucet brings decades of clinical experience, research and innovation to behavioral health. Our mission is to help providers like you improve the quality of care delivery and outcomes for your patients with support from our care team.

Print - Members

Let's connect you to mental health care, today

Lucet's team of behavioral health professionals are here to help you navigate your mental health journey with confidence. Whether you are looking for immediate care or do not know where to start, we will guide you through every step.

Print - EAP

Your well-being is our priority

Lucet EAP provides confidential support, counseling services and resources to help you overcome life challenges and live a happy, balanced life.

Brand Applications

White Papers

White Paper | Measurement-Based Care

Measurement-Based Care: Lucet's Approach to Behavioral Health Care Delivery & Clinical Success



Lucet | The Behavioral Health Optimization Company

855-340-6297 | LucetHealth.com | theluceteam@LucetHealth.com

WHITE PAPER | Measurement-Based Care

Lucet

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- 4 | Measurement-Based Care as the Gold Standard
- 6 | The Lucet Model
- 8 | Value to Patients
- 10 | Value to Providers
- 13 | Value to Health Plans
- 15 | Conclusion
- 16 | APA Reference

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WHITE PAPER | Measurement-Based Care

Lucet

Introduction

Behavioral health is at an inflection point, with prevalence rates at almost 1 in 3 individuals¹, a shortage of mental health workers, and system fragmentation between provider supply and patient need compounding and complicating access to much needed behavioral health treatment.

While access is a top priority, health care systems need a long-term roadmap beyond patient entry into care. Key to health outcomes is ensuring patients are connected into ongoing, quality care with a well-matched provider. To combat this crisis, patients, providers and payers alike require a systematic and evidence-based approach to treatment that can quickly identify mental health issues and impart patients and their providers with the feedback needed to advance outcomes throughout their mental health journey.

Measurement-based care (MBC), also referred to as feedback-informed care, is the practice of leveraging standardized, routine monitoring of symptoms and patient progress to help inform and adjust treatment goals and objectives in a shared collaboration with patients. With twenty years of research demonstrating its positive impact on treatment outcomes, reducing attrition, improving symptom reduction (de Jong et al., 2021²), detecting nonresponse, and strengthening the therapeutic alliance, MBC is widely accepted as a key foundation of effective care and a driver of overall treatment success.

Despite the weight of evidence of effectiveness, feedback-informed care continues to face challenging barriers to adoption and is significantly underutilized in behavioral health (Lewis et al., 2018)³, with less than 20% of behavioral health practitioners integrating it into their practice.

Lucet's approach to measurement-based care overcomes these barriers and delivers a comprehensive, holistic measure of a patient's overall mental well-being, enabling an efficient care delivery model to facilitate improved patient health outcomes.

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WHITE PAPER | Measurement-Based Care

Lucet

The Lucet Model

The Lucet model and suite of measurement-based care tools, which include our proprietary Behavioral Health Index (BHI)⁴, enable a valid, reliable, reproducible and responsive systematic evaluation of a patient's clinical presentation and overall mental health acuity.

Focusing on utility, feasibility and specificity, our validated BHI provides a brief, personalized measure with a broad scope. At its core, the BHI was designed to measure change across three phases of therapeutic outcomes, capturing three distinct factors: subjective well-being (SWB), symptoms and functioning. Assessing SWB and functioning is critical in the field of behavioral health and global acuity indexes play an important part in this process.

A tailored and comprehensive suite of measures with broad reach, the BHI and initial and ongoing assessments are evidence-based tools also supports escalation of services for high acuity individuals. The delivery of BHI serves as a key measure for comparison throughout treatment and can serve as a leading indicator of behavioral health acuity. For patients that are scheduled through Lucet's technology platform, the BHI and comprehensive screening results are

"Lucet allows me to use data to inform care"
— Provider on Lucet platform

The Lucet Model includes:
BHI. The backbone of Lucet's model is the BHI. During initial screening a member completes the BHI, which includes six questions that incorporate the GAD and PHQ assessments, to develop an understanding of their current acuity and treatment needs. This process is fast, efficient and actionable to support appropriate routing to the clinically appropriate treatment options. The use of evidence-based tools also supports escalation of services for high acuity individuals. The delivery of BHI serves as a key measure for comparison throughout treatment and can serve as a leading indicator of behavioral health acuity. For patients that are scheduled through Lucet's technology platform, the BHI and comprehensive screening results are

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WHITE PAPER | Measurement-Based Care

Lucet

The Lucet Model



Behavioral Health Index (BHI)
Develops an understanding of current acuity and treatment needs

Initial & Ongoing Assessments
Measures common mental and behavioral states in real time

Expected Treatment Response
Generates a projected improvement curve for patients

obtained and delivered to providers before a patient's first appointment.

"Great for implementing/assessing in treatment for best patient care practices."
— Provider on Lucet platform

Initial and Ongoing Assessments: Routed to patients securely and electronically prior to their appointments. Lucet's assessments take 3–5 minutes for a patient to complete and measure depression, anxiety, trauma, substance use, suicidal ideation, harm to others and psychiatric history. The assessment also includes a scale measuring therapeutic alliance, aiding clinicians in collaborative discussions regarding goal consensus and patient experience in treatment. Lucet's platform provides real-time reports, trends and alerts for these domains in a convenient and user-friendly patient dashboard (EHR integrations available).

Expected Treatment Response: Patient intake acuity (BHI) and assessment factors generate an expected treatment curve for patients with a similar clinical profile, enabling timely and effective early intervention for nonresponse as well as facilitation of discussions regarding treatment.

Since Lucet's MBC tools have been in use, they have undergone several changes and adjustments to become the clinical measures they are today. Lucet's specialized internal research team regularly reviews and conducts psychometric testing, aligning with improvements in the field and technology to assure the relevance and accuracy of these instruments. The MBC instruments' reliability and validity are constantly assessed, confirming their effectiveness in clinical practice. Lucet's team remains dedicated to continuous advancement to give providers the most precise and accurate measurement-based care tools possible.

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patient's level of distress. Patient evaluation of overall quality of life, experience of care and severity of symptoms have demonstrated strong correlation⁵, supporting a holistic clinical picture from patient experience through external symptom presentation.

and functioning in addition to symptoms. The BHI's global and human-centric approach identifies people experiencing total clinical distress, supporting a more complete picture of their therapeutic process. Adding the evaluations of emotional well-being and functioning allows for the scale to be more robust and humanistic, thereby enabling a clinician to evaluate and support a patient's overall sense of wellness, rather than diagnostic symptomology. The BHI can help flag need for additional assessment and clinical interviewing to provide a holistic and collaborative feedback-informed care journey.

Severity	Percentiles
Low	1–25%
Moderate	26–75%
High	76–99%

The Behavioral Health Index (BHI) distinguishes itself from typical symptom measures by covering subjective well-being

Behavioral Health Index Facilitating Holistic Health Care

PHQ	GAD	BHI
76 members identified with active depression	46 members identified with active depression	85 members identified with active depression
7 members potentially not flagged for ongoing care (anxiety only, well-being, global functioning)	37 members potentially not flagged for ongoing care (anxiety only, well-being, global functioning)	Only 2 members potentially not flagged for ongoing care (anxiety only, well-being, global functioning)
Members identified as needing additional treatment as the tools' remission indicators	Members missed by the tool (classified as in remission)	

The BHI's worth increases through regular and intentional application during treatment. The BHI and additional information from the assessments informs the other tools and features on Lucet's technology platform, including the Expected Treatment Response. A new BHI score is generated with each new assessment and the individual's progress is tracked along their projected trajectory of improvement, helping answer the question of how a patient with similar characteristics typically improves in treatment. The numerical and visual data provided by the BHI on Lucet's technology platform guides the clinical conversations and decision-making to develop discrepancies and/or reinforce consistencies, and is essential for fostering dialogues on patient progress.

When used during treatment the BHI can evaluate global change over the course of therapy rather than assess each of these three periods of therapeutic outcomes independently. This allows a clinician to monitor patients' advancements across multiple domains and enables them to adjust therapies to meet the distinctive needs of each patient at various stages of treatment.

Lucet's model effectively balances the tension between information gathering and patient experience, providing a full and individualized picture of each patient's journey and promoting data-driven treatment dialogues for improved results.

"Excellent tool to measure progress week to week and a resource that provides information for very specific symptoms. It's also great to see patient responses to questions about their progress."
— Provider on Lucet platform

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The BHI's worth increases through regular and intentional application during treatment. The BHI and additional information from the assessments informs the other tools and features on Lucet's technology platform, including the Expected Treatment Response. A new BHI score is generated with each new assessment and the individual's progress is tracked along their projected trajectory of improvement, helping answer the question of how a patient with similar characteristics typically improves in treatment. The numerical and visual data provided by the BHI on Lucet's technology platform guides the clinical conversations and decision-making to develop discrepancies and/or reinforce consistencies, and is essential for fostering dialogues on patient progress.

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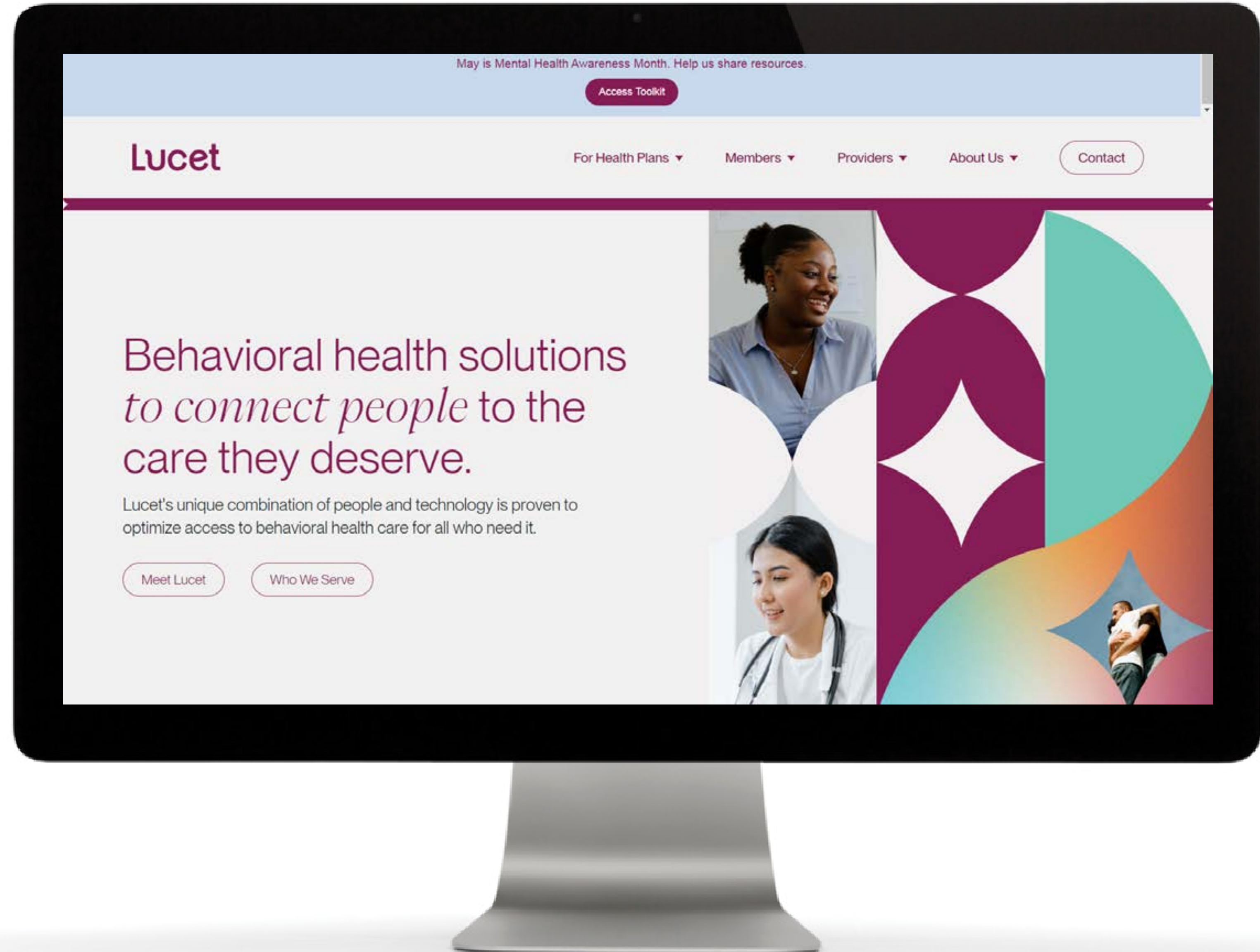
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Website



Appendix

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Brand Assets

Questions?

VISUAL BRAND OR EDITORIAL GUIDELINES

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