



## Manufacturing

### Customer

**Rockwell  
Collins**

### Challenge

Reach more than 16,000 employees in approximately 15 locations across the U.S. to enhance healthcare decision-making as part of a transition to a full-replacement CDHP.

### Solution

Castlight provides a cloud-based suite of applications that lets employers manage and optimize their investment in healthcare benefits, known as Enterprise Healthcare Management.

**58%**

Employee registration with Castlight in the first eight months

**49%**

Return usage (average of nine searches/month)

## Castlight helps Rockwell Collins shift to an innovative benefit design and create smarter healthcare consumers

Rockwell Collins is a pioneer in the development and deployment of innovative communication and aviation electronics for both commercial and government applications. Its expertise in flight deck avionics, cabin electronics, mission communications, simulation and training, and information management is delivered by a global workforce and a service and support network that extends to more than 150 countries. Fiscal year 2014 sales were just under \$5 billion.

The company first introduced a consumer-directed health plan (CDHP) as an option for its employees in 2011. By the end of 2013, approximately 30% of the company's employees had chosen the CDHP over a traditional exclusive provider organization (EPO) plan. In January 2014—recognizing the trend to high-deductible health plans and looking to help manage healthcare costs—Rockwell Collins eliminated the EPO, offering only CDHPs to its employees. To implement this new benefit design rollout with minimal employee disruption, and provide essential information and education to make its employees better healthcare consumers, Rockwell Collins chose Castlight's innovative Enterprise Healthcare Management platform.



## Challenges

Rockwell Collins has built its business by bringing the best and brightest engineering professionals into the organization. The company is known for having unsurpassed engineering expertise, and recruiting and retaining these professionals is key to its success.

The decision to only offer CDHPs—where employees would be faced with paying the full cost for medical procedures and services—was a major change for Rockwell Collins. The company wanted to shorten the learning curve about CDHPs and proactively respond to the needs of its engineers and support staff, while avoiding significant employee disruption or decreasing employee satisfaction with benefits.

To accomplish this, Rockwell Collins was looking for a solution that would enable their employees to easily make smarter healthcare decisions and achieve better outcomes, with comprehensive, targeted, and individually tailored education.

## Solution

The company chose Castlight to provide a comprehensive solution that would enable them to manage and optimize their investment in healthcare benefits while empowering employees to improve their healthcare decisions and make more informed choices. According to Samantha Towleron, Director of Global Benefits, Rockwell Collins selected Castlight for two primary reasons:

- **Ease of use** — Castlight offers simplicity and ease of navigation for employees, together with an ability to drive employee awareness and engagement
- **Personalization** — The Caslight solution is personalized and makes it easy to understand network discounts, review a range of price and quality information, and take advantage of other features that enhance the employee experience

The fully integrated Castlight platform consolidates the employee experience into a “one-stop shop” with plan information, claims details, and care history in one place. Prior to Castlight, Rockwell Collins employees had to consult a variety of internal and external websites.

In addition, Castlight not only provides information for better decisions about medical care, but also helps simplify the purchase of prescription drugs for a superior and personalized healthcare experience. Further, Castlight created a campaign to encourage employee engagement with its comprehensive programs and solutions to help meet the company’s objectives.

### Creating better healthcare consumers

To support the rollout of the CDHPs, Rockwell Collins wanted to ensure employees had all the information needed to fully value and better understand their benefits—so they could effectively navigate the system and make the right choices for themselves and their families. Castlight delivers personalized cost, network, and historical claims data—together with relevant educational and quality information—to create a vital resource that supports healthcare consumerism.

“To reach 58% in registered employees eight months into the program is awesome. What’s even better is that people are going back—we have a 49% return rate—which is where a majority of the benefits come from.”

–Megan Schmitt, Senior Benefits Analyst  
Rockwell Collins



“Under our old EPO plan, employees weren’t paying full cost,” said Megan Schmitt, Senior Benefits Analyst for Rockwell Collins. “They were benefitting from in-network discounts, and paying co-pays rather than the full amount. We knew that we needed good consumer education to go with the change to full-replacement CDHP.”

### Delivering a nationwide communications campaign

Part of the Castlight solution was a far-reaching communications campaign. Working closely with Rockwell Collins, Castlight’s team created an integrated communications strategy to reach a diverse employee population at locations across the U.S.

“It was very beneficial having Castlight helping us,” Schmitt remarked. “Their knowledge, ideas, and experience were second to none.”

## Results

Rockwell Collins’ goal was to register 50% of its 16,000 salaried workers in the U.S. by the end of year one. The company dramatically exceeded that, reaching 58% within eight months of launch. More importantly, employees are truly engaged in the solution, which is where a majority of the benefits come from. The company has seen 49% return usage, with an average of approximately nine searches monthly.

Rockwell Collins’ employees are using Castlight to search for care options and services *before* they visit the doctor — and in the process are discovering that there can be significant cost and quality differences.

“One employee said, ‘I had no idea the cost for [a service] could vary from \$150 to \$400,’” stated Schmitt. “Another commented, ‘I just discovered that my doctor doesn’t

have very high quality ratings.’ Our employees are becoming true healthcare consumers with Castlight.”

Additionally, employees have found Castlight very simple to navigate. Schmitt noted that she rarely receives calls about difficulty in using the solution. In fact, employees have said that while making the transition to a CDHP has been a big change, they appreciate that Rockwell Collins supported them with a solution that provides quality and cost transparency as well as individualized education.

For 2015, the company has lowered the deductible in one of its CDHPs and has also adjusted the premium level down on one plan to provide a lower entry point and make it more affordable. This can be ideal, especially for younger employees who expect to be healthy throughout the year, and are willing to risk somewhat higher out-of-pocket costs if they need to see a doctor more often.

Rockwell Collins is also looking forward to incorporating a second-opinion program into the Castlight platform to help employees explore not only whether they’ve found the best provider from a value standpoint, but also whether there might be a better alternative care option entirely.

From a corporate perspective, the company is very pleased with the Castlight solution, with its ability to help employees understand and value their benefits as well as to help the company achieve their cost management goals. “Obviously, containing healthcare costs over the long run is important,” Schmitt remarked. “But knowing that our employees have access to such a valuable resource and that we’re well prepared for whatever changes are coming to healthcare benefits are equally important.”

Castlight Health, Inc. (NYSE:CSLT) is a leader in Enterprise Healthcare Management. We believe great healthcare builds great business, and U.S. enterprises can gain control over the \$620 billion spent annually on healthcare, transforming a crippling cost into a strategic business advantage. Recognized [as a top 2014 software platform](#) by the HR Technology Conference & Exposition, the Castlight Enterprise Healthcare Cloud enables employers to understand and manage their healthcare investments while helping employees make the best possible healthcare decisions. Castlight is a great place to work, honored with a [Glassdoor Employees’ Choice award](#) and recognized by Rock Health for [Diversity in Leadership](#).

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CS-009-A-Rockwell