

SERVICE INDUSTRY

CUSTOMER

Privately owned, service-sector company

CHALLENGE

Improve the health and well-being of its workforce, and continue to attract and retain the best people to deliver superior service while reducing healthcare expenditures.

SOLUTION

Castlight's health benefits platform helped reduce the company's healthcare costs and enabled employees to effectively manage their CDHP spending while being satisfied with their health benefits.

“ By using Castlight to help our employees become more engaged healthcare consumers, we found we could reduce this expenditure for both the company and employees. ”

~ Benefits Director
SERVICE INDUSTRY LEADER

Castlight delivers big savings for leading service firm while maintaining employee satisfaction

CHALLENGES

In 2010, a privately held service company—based in the Midwest with operations worldwide—unveiled a visionary strategy to become the number one company in its category. This strategy included improving employee retention as a key element. The company's business is built on the quality of its people. As such, it devotes significant attention to how it can deliver vibrant, contemporary, and engaging service that ensures the best possible customer experience. To accomplish this, the company needed to ensure that it could continue to bring on board the best people in the business.

An essential element was to improve the health and well-being of its workforce, which the company sought to achieve by upgrading its healthcare plan and wellness programs. In addition to keeping employees healthier and happier, the new benefits initiative was expected to help the firm reduce its costs—providing additional resources to invest in future growth.

“With the cost of healthcare continuing to increase, we needed to get creative with our benefits program to lessen the financial

40%

Decline in imaging costs for Castlight users over non-users

\$820,000

Decrease in cost trend for Castlight users

burden and remain a top choice for attracting and retaining employees” said a senior benefits executive at the firm. “By using Castlight, we found we could significantly reduce our healthcare expenditures.”

SOLUTION

In 2013, the company introduced a new full-replacement consumer-driven health plan (CDHP) to 10,000 of its employees. After a thorough review of health plan and third-party options, it also implemented several new benefits programs, including Castlight’s health benefits platform to help control its healthcare spending, optimize benefits, and promote programs that improve employee health and enhance productivity due to less “presenteeism” and absenteeism and greater satisfaction at work.

The company was well aware that there could be tremendous variance in the cost of medical procedures, tests, and services. The most expensive providers for routine lab work or imaging studies often were 10x as much as the least costly, yet fully competent provider. With advanced imaging such as MRIs, that can represent thousands of dollars per visit.

“Before Castlight, our employees had no way of knowing what those price differences were,” the spokesperson explained. “Once we introduced a high-deductible CDHP, it was essential that our employees had access to the cost-comparison information they needed.”

PROVIDING A BROAD SET OF SOLUTIONS

As the leading health benefits platform, Castlight not only includes many ways to reduce healthcare spending and eliminate waste, but it also offers comprehensive information about provider quality, including reviews from other Castlight users—both within and external to the service firm. Sophisticated data analytics help the company identify opportunities to manage its benefits spending more effectively and eliminate waste.

The platform also efficiently integrates the company’s impressive and growing selection of third-party wellness programs. Employees are provided with fully personalized information about care choices and education to help them spend their healthcare dollars wisely. In addition, the firm’s benefits team can use Castlight to offer incentives to promote programs, motivate employees to adopt healthier behaviors, or opt for more cost-effective care alternatives.

POWER IN THE PALM OF YOUR HAND

With a user-friendly web and mobile experience, employees can take Castlight with them wherever they go, and quickly perform searches for providers or care when needed, view pertinent details about a particular provider, check their benefits status, or verify how much a specific service should cost—even in a provider’s waiting room.

Mobile has become a key channel for the company’s employees to access Castlight, with usage soaring by 5x in the last quarter of 2014—supported by a campaign prepared jointly by the firm and Castlight’s communications team.

RESULTS

EMBRACING THE CASTLIGHT PLATFORM

Employees enrolled in the company’s high-deductible CDHP quickly embraced Castlight to get needed information, while more effectively managing their spending. Registration in 2013 reached around the 50% mark, then climbed again during the open enrollment period in 2014 to just over 60% at year-end.

Equally important, the company’s Castlight users have an exceptionally high return rate that exceeded 50% during 2014. This indicates that many employees rely on Castlight whenever they need medical care or services—with the average number of page views reaching nine per session in January, 2015.

MORE THAN \$800,000 SAVED IN TWO YEARS

The savings for Castlight users at the service firm are quickly adding up. Users enjoyed an 8% lower trend in their healthcare spending. That translated into \$820,000 in savings over the past two years for the privately held company, coming from many different areas:

- Castlight users' utilization of expensive emergency room care decreased by 11% compared with non-users
- Imaging costs for Castlight users plummeted 40% overall compared with non-users, and users who searched for advanced imaging providers up to 30 days before the service paid 18% less than non-users
- The cost trend for laboratory services was 10% less for Castlight users than non-users
- The company's users even spent 10% less on office visits than non-users

HELPING TO MEET CORPORATE OBJECTIVES

With the company having achieved a number of the ambitious business objectives it set forth back in 2010, new goals are now on the horizon. A fundamental component of the firm's corporate strategy, which has served it well over its lengthy history, is ensuring that it provides caring, consistent, customer-centered service at all of its business locations worldwide. This makes the quality of its people a key focus for the company.

Castlight appreciates the opportunity to build a close partnership with the company to help attract and retain a first-class group of employees by providing a top-flight benefits package—supported by the fully integrated programs and services delivered by Castlight's health benefits platform.

Castlight Health, Inc. (NYSE: CSLT) is a leading health benefits platform provider. Our mission is to empower people to make the best choices for their health and to help companies make the most of their health benefits. We offer a health benefits platform that engages employees to make better healthcare decisions and guides them to the right program, care, and provider. The platform also enables benefit leaders to communicate and measure their programs while driving employee engagement with targeted, relevant communications. Castlight has partnered with more than 190 customers, spanning millions of lives, to improve healthcare outcomes, lower costs, and increase benefits satisfaction.

For more information, visit www.castlighthealth.com and connect with us on [Twitter](#) and [LinkedIn](#) and [Facebook](#).