

 UTILITIES

**CUSTOMER**

**aggreko**

**CHALLENGE**

Support the introduction of a consumer-directed health plan (CDHP) and educate employees about all of their health benefits.

**SOLUTION**

Castlight's health benefits platform seamlessly integrates all of Aggreko's health and wellness programs into a simple and intuitive experience, improving utilization of Aggreko's existing benefit programs and allowing employees to make better healthcare decisions.

*"Using Castlight as a centralized benefits toolbox has been critical. Castlight has created a single, integrated employee experience—helping us reach people at the moment they need care."*

*~ Luke Prettol*  
NORTH AMERICAN HUMAN CAPITAL MANAGER  
AGGREKO

## Aggreko powers informed healthcare decision-making

UK-based Aggreko is the leader in modular, mobile power and temperature-control solutions. The company's nearly 8,000 employees serve customers in almost every industry worldwide: in Brazil, where Aggreko supplied the power to broadcast the 2014 FIFA World Cup, in Mozambique and Namibia, where it assists power utilities, or anywhere that a show such as Cirque du Soleil, music festivals, or a major golf tournament needs power and temperature-control services.

**CHALLENGES**

In 2012, Aggreko introduced a full-replacement consumer-directed health plan (CDHP) to its just over 1,000 medical-eligible employees in the U.S. Luke Prettol, Aggreko's North American human capital manager, realized that for the CDHP to be beneficial, employees needed better data.

"With a PPO, companies have little levers they can pull or push to manage costs," Prettol said. "With a CDHP, you're really beholden to the employees to make better decisions. It was clear that employees can't make informed decisions if they aren't able to correlate the cost and quality of care."

67%

Household registration with Castlight

53%

Lower cost of imaging for Castlight users

## SOLUTION

After exploring various options, Aggreko selected Castlight's health benefits platform for its U.S.-based employees. The solution engages employees to make better healthcare decisions and enables benefit leaders to more effectively communicate and measure their programs.

"Castlight is far more than just a directory for pricing and quality," explained Prettol. "The platform is so blindingly simple—highly intuitive and informative. Employees rely on the solution to not only quickly review and choose providers, but also to easily learn about a condition or illness or verify the status of their benefits."

## SOPHISTICATED SEGMENTATION ALLOWS FOR TARGETED MARKETING

Aggreko leveraged the data from Castlight and its plan provider to perform sophisticated segmentation, which has enabled it to use highly targeted marketing to get employees engaged with Castlight.

Aggreko's segments include:

- Young Invincibles—Employees under 30
- Families—Middle-aged employees
- Sunsetters—Employees nearing retirement

To introduce the solution, Aggreko "branded" Castlight internally as "your benefits toolbox," and marketing themes were developed for each employee segment. For example:

- Young Invincibles—"Tools to help you stay awesome"
- Sunsetters—"Tools to take care of what matters most"

In addition, with an overwhelmingly male workforce, a key theme for email messaging to employees was "Show healthcare who's boss." But when mailers were prepared to send home, Aggreko appealed to spouses with the line, "You wouldn't pay \$150 for a pair of jeans you could get for \$30."

"We worked closely with the Castlight team and together we devised a great strategy and approach," Prettol remarked. "We've also kept our focus on high utilizers, where we expect to see the most bang for the buck."

## RESULTS

### ENGAGEMENT GOALS MET WITHIN ONE WEEK

When Castlight was initially launched in 2014 Aggreko set a registration goal of 40%.

- 40% target was surpassed within one week
- 67% of Aggreko's employees are registered today
- Castlight can be accessed from anywhere at any time using a computer, tablet, or mobile phone

This level of engagement has been accomplished with the help of individual employees acting as internal champions for Castlight. These champions are spread across all U.S. locations, many with as few as 8 employees at a company site.

### EMPLOYEE SPOTLIGHT COUNTING ON CASTLIGHT



One Aggreko employee used the platform to find a pediatrician for a new baby. "Castlight was fantastic," he said. "With the information and patient reviews, it was like being able to interview pediatricians virtually."

Another employee's spouse wanted to reduce her \$400 monthly cost for medication. Using Castlight's advanced search capabilities, she was able to identify a mail-order option that cut the expense to \$750 for a three-month supply—a savings of nearly \$2,000 annually.

### CREATING A SIMPLE, INTEGRATED EXPERIENCE

One of the more innovative things Aggreko has done is to use Castlight as a seamless, centralized platform. The company offers an impressive array of third-party wellness programs such as:

- Doctors on Demand video consults
- Grand Rounds second opinions
- SurgeryPlus for referrals to surgical centers of excellence

These benefits offerings have all been integrated into Castlight.

“Using Castlight as a centralized benefits toolbox has been critical,” commented Prettol. “Castlight has created a single, integrated employee experience—helping us reach people at the moment they need care because that’s when they’re most attentive.”

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Equally important, Castlight has proven to be very popular with employees and is enhancing retention for Aggreko. “We’ve had COBRA employees specifically ask if they could continue using Castlight,” Prettol stated. “In addition, in a recent benefits survey we conducted, the Castlight platform was ranked number two—only beaten out by a wellness program that offered employees substantial cash incentives. That’s impressive.”

**EMPLOYEE SPOTLIGHT**  
**A PRESCRIPTION FOR**  
**PEACE OF MIND**



One of the criticisms of CDHPs is the risk of care avoidance, leading to potentially larger medical claims and long-term disabilities. Castlight effectively addresses this.

Before Castlight, an employee said, “Honestly, I’m scared to go to the doctor so I put things off. And because of that, my condition got worse.

“Now with Castlight, I know what I’m going to pay. I can plan ahead, walk in, and I’m not afraid anymore. That kind of peace of mind is reassuring.”

**DELIVERING COST SAVINGS AND EMPLOYEE RETENTION**

The Castlight platform has also enabled employees to dramatically reduce their healthcare costs.

- 53% savings on advanced imaging for members who used Castlight to search for a service before an appointment, compared to those members who didn’t search
- 38% savings on lab services for Castlight searchers compared to non-searchers
- Decreased overutilization of ER visits by employees at sites across the country

About Castlight Health: 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 can guide 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 enterprise customers, spanning millions of lives, to improve healthcare outcomes, lower costs, and increase benefits satisfaction.

For more information, visit [www.castlighthealth.com](http://www.castlighthealth.com). Follow us on [Twitter](#) and [LinkedIn](#) and Like us on [Facebook](#).