

## OCTOBER 2016 - RELEASE NOTES

### Cancer Care Opportunity

#### ACTION | CONSUMER APPROACH TO ENGAGEMENT

##### WHAT YOU NEED TO KNOW

- The Action module now has a new addressable opportunity with Cancer Care
- Cancer is a life-changing diagnosis that requires healthcare, emotional, and financial support through complicated decisions
- Action's Cancer Care opportunity connects adults who are likely to have cancer treatment needs with benefit programs that can assist with decision support, healthcare advocacy, emotional support, and financial planning

**Discover confidential support programs**



A change in your healthcare needs can make every day life more difficult to manage. The good news is you are eligible for programs, through your employer, that can help.

[LEARN MORE](#)

##### TARGETED, RELEVANT OUTREACH TO AT-RISK INDIVIDUALS

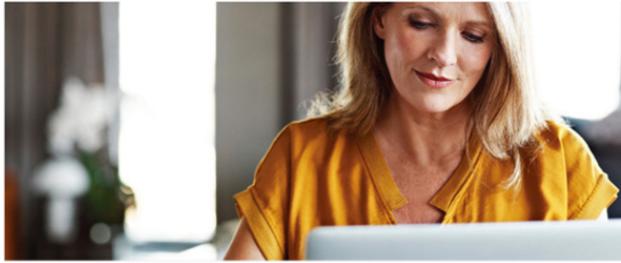
Action's Cancer Care opportunity connects adults who are likely to have cancer treatment needs with second opinion programs and Centers of Excellence (COE) programs to ensure that patients have the expert medical resources they need to win over cancer and choose the best treatment options given their priorities. Additionally, Action's Cancer Care opportunity connects cancer patients with employee assistance programs (EAP) and healthcare advocacy programs to provide healthcare benefit navigation, emotional support, and financial planning services at a critical time.

##### INTRODUCTION/SUMMARY

Cancer is a collection of related diseases defined by uncontrollable cell growth and is the second leading cause of death in the United States. There are over 100 types of cancer and myriad cancer treatment options including chemotherapy, immunotherapy, surgery, stem-cell transplant, hormone therapy, and palliative care. (Source: National Cancer Institute)

For patients diagnosed with cancer, life can be turned upside down. Patients need high quality care, expert medical guidance, and assistance navigating their healthcare benefits. However, cancer treatment options and cancer care benefits are highly complex and the implications of provider choice and treatment decisions on patient quality of life, disease prognosis, and medical costs are not always accessible to patients and their families.

## A doctor's perspective on making tough healthcare decisions



A Castlight clinician talks about how to reduce the uncertainty that comes with serious health conditions.

**TARGETED, RELEVANT OUTREACH TO AT-RISK INDIVIDUALS**

## WHY WE BUILT IT?

- Cancer is a life-changing diagnosis that will affect 39% of men and women at some point during their lifetime (Source: National Cancer Institute)
- Providing patients with access to expert medical guidance and high quality cancer care through Second Opinion Programs and Centers of Excellence improves both patient quality of care and medical cost efficiency
- Patients with cancer treatment needs have healthcare navigation, emotional support, and financial planning needs that are often addressed by employer sponsored benefit programs such as healthcare advocacy and employee assistance programs

## HOW DOES IT WORK?

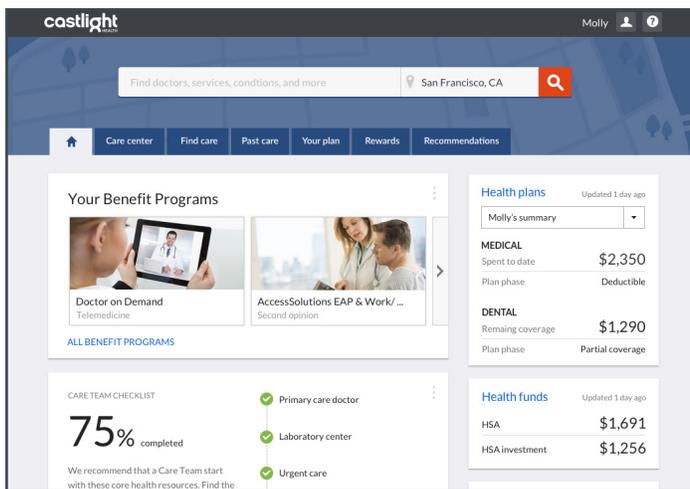
- Castlight segments adults who are likely to have cancer treatment needs in the Cancer Care opportunity
  - Targeting is based on claims and mindshare data
- Castlight delivers personalized recommendations that connect adults who are likely to have cancer treatment needs to programs that are equipped to provide clinical decision support, healthcare navigation, emotional support, and support for financial well-being (e.g., Second Opinion Programs, Centers of Excellence, EAP, and Healthcare Advocacy vendors)

# Spend to Date and Browse for Care Homepage Updates

## SPEND TO DATE AND BROWSE FOR CARE WIDGETS | SINGLE PLATFORM FOR HEALTH BENEFITS

### WHAT YOU NEED TO KNOW

- Employees are making critical healthcare decisions on Castlight's health benefits platform on a daily basis. To make better healthcare decisions, they need a simple way to understand and access their benefits
- Castlight is enhancing the Spend to Date and Browse for Care widgets on the homepage to make it even faster and easier for employees to understand and access their benefits.
- Enhancements include:
  - A redesign of the Spend to Date widget to...
  - more clearly articulate the employee's Medical, Pharmacy, and Dental spend
  - support multiple Health Fund Balances, such as an HSA and FSA or the Cash Balance and Investment Balance of an HSA
  - A refresh of the Browse for Care widget to match the look and feel of the new Spend to Date widget



SPEND TO DATE WIDGET APPEARS ON THE RIGHT SIDE OF THE CASTLIGHT HOMEPAGE

### INTRODUCTION/SUMMARY

To make better healthcare decisions, employees need a simple way to understand and access their benefits. Specifically, employees need to access and understand their spend-to-date across Medical, Pharmacy, and Dental as well as their health accounts available to pay for care. Castlight is making it even faster and easier for employees to access and understand their spend to date directly from the homepage. The spend to date widget has been redesigned to more clearly articulate the employee's medical, pharmacy, and dental spend and now supports multiple health fund balances, such as an HSA and FSA on Urgent Care search results.

### WHY WE BUILT IT?

- Employees are making healthcare decisions using our platform on a daily basis, and understanding their spend to date is an important component of these decisions
- As consumer-directed health plans have become prevalent, more and more employees have multiple health fund balances and are investing HSA dollars separately from cash balances

## HOW DOES IT WORK?

- There are now separate sections for health plans and health funds on the right side of the homepage
- Spend-to-date is shown for medical, pharmacy, and dental (previously, the employee used a dropdown for non-medical spend-to-date)
  - "\$ to covered" has been removed
  - Pharmacy and dental only appear for customers with those features
- Health funds now supports multiple balances, such as an HSA and FSA or the Cash Balance and Investment Balance of an HSA
- The HSA link has been updated
  - If "HSA" is linked to an external website that link has been removed (and will appear in the Your Plan tab instead)
  - If the HSA is listed in Benefit Programs, "HSA" will now link to the listing in Benefit Programs
  - The employee will not see the HSA section on the homepage if they are on a medical plan that does not have HSA or the HSA vendor is not integrated with Castlight

**Health plans** Updated 1 day ago

Molly's summary ▼

**MEDICAL**

Spent to date **\$2,350**

Plan phase **Deductible**

**DENTAL**

Remaining coverage **\$1,290**

Plan phase **Partial coverage**

**Health funds** Updated 1 day ago

HSA **\$1,691**

HSA investment **\$1,256**

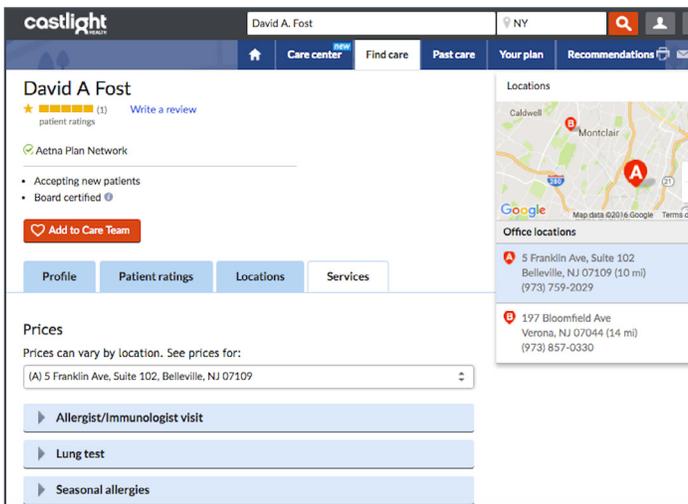
NEW SPEND TO DATE WIDGET MAKES IT EASIER FOR EMPLOYEES TO UNDERSTAND THEIR PLAN

# Search & Pricing Enhancements

## SEARCH & PRICING | ADVANCED COST & QUALITY DECISION SUPPORT

### WHAT YOU NEED TO KNOW

- Supporting employees seeking information about the price of medical services is critical towards enabling better health decisions
- Castlight is deploying several enhancements to search results and provider profiles, including support for sorting of specialty provider searches by Narrow Network and a simplification of provider profile page to improve employee understanding of services delivered



### INTRODUCTION/SUMMARY

Search and estimated prices on Castlight are fundamental features that enable our users to easily, quickly, and accurately research information and make health decisions through accurate, relevant, and personalized results. In October 2016, Castlight is simplifying the provider profile page to ensure employees are able to quickly and easily find the most important information relative to their health decisions. Further, Castlight added the functionality to sort searches by provider type, such as a search for Acute Care Hospital, by Narrow Networks. Put together, these enhancements continue to enable Castlight to provide a best-in-class cost and quality decision support experience for employees.

### WHY WE BUILT IT?

- Supporting a best-in-class search functionality for employees is critical towards enabling employees to make better health decisions
- Put together, these enhancements support employees with more information about their care decisions, including identifying high value providers in search results and more easily finding key information on provider profile pages

### HOW DOES IT WORK?

- For employees with Narrow Networks, searches by provider type, such as a search for Acute Care Hospital, will now offer the ability to sort provider results by Narrow Network providers
  - For clients that desire it, Narrow Network providers will also default to the top of search results

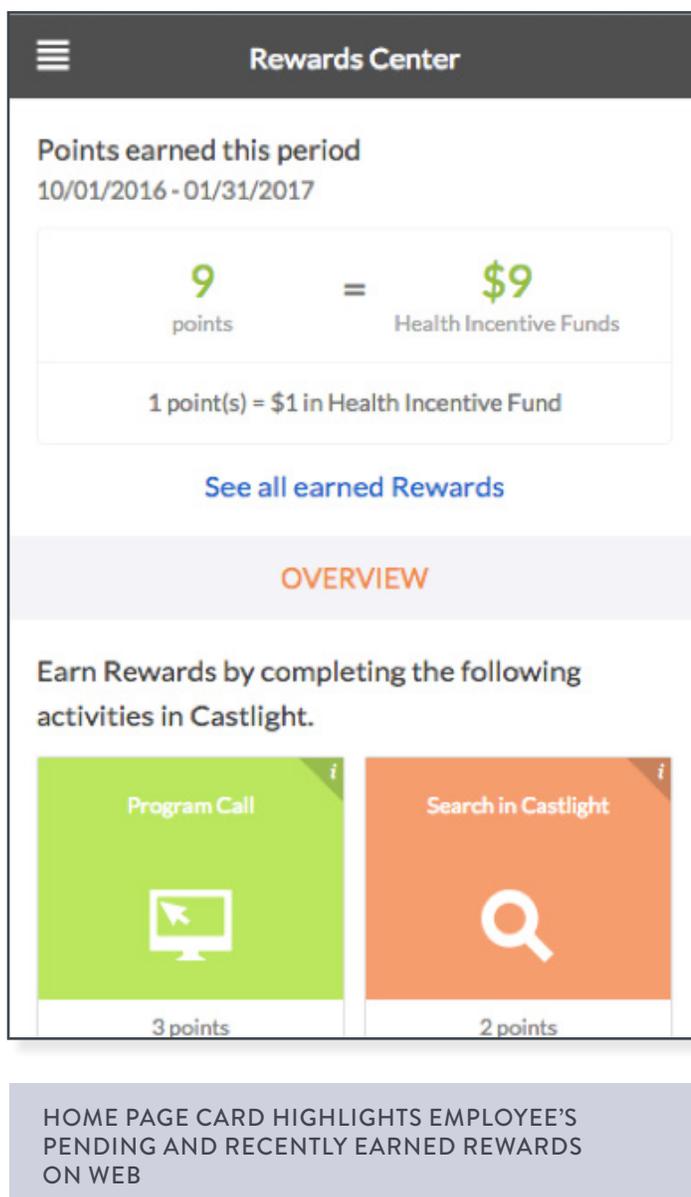
- For all employees, the provider profile page tab previously named “Prices” will be re-named to “Services” and will continue to display the services delivered by that specific provider
  - Further, to improve performance of the application, prices for each service will no longer appear in the header of each line but rather will appear when the employee clicks on the service to open the accordion for more information
- Finally, for users that have a fixed co-pay for a certain service, Castlight will now display “You Pay: \$X” instead of “You Pay: up to \$X” in some situations, given the member liability is set by the plan design

# Rewards Engagement Enhancements

## REWARDS | CONSUMER APPROACH TO ENGAGEMENT

### WHAT YOU NEED TO KNOW

- Castlight Rewards enables customers to incentivize employees for high value actions on the Castlight platform
- Employers are now able to reward employees that connect with their employer-provided benefits programs via a phone call from mobile. The update includes the support of the “Mobile Call to Benefits Programs” as a rewardable activity



### INTRODUCTION/SUMMARY

Castlight’s Rewards feature motivates employees to make better health decisions by driving awareness and utilization of the Castlight health benefits platform. Employees, spouses, and adult dependents can get points for performing activities on our platform, such as registering for Castlight, searching for care, or connecting with health benefits.

Specifically, Rewards provides employers the ability to configure and enable incentives for activities including registration, search, viewing plan information, viewing past care, viewing recommendations, adding a provider to a Care Team, viewing Benefit Programs in Care Center, clicking on insurance cards in Care Center, clicking on the Try Me button in Care Center, viewing educational content, submitting a provider review, and opening a targeted message.

As of the October deploy, Rewards now provides employers the ability to reward users for connecting telephonically via mobile with their employer-provided benefit programs via the [“Click to Call”](#) functionality in the mobile application.

### WHY WE BUILT IT?

- The “Mobile Call to Benefit Programs” rewardable activity was built to increase user awareness of and participation in their benefits programs
- The addition of mobile only rewardable activities helps drive use of the Castlight mobile app

## HOW DOES IT WORK?

- All users with an active rewards program that has the “Mobile Call to Benefit Programs” activity configured to on will be rewarded for placing a call via mobile to any Benefit Program
- The user will see the activity under the Rewards tab, and will also receive a confirmation banner in the mobile app after placing a call

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) and connect with us on [Twitter](#) and [LinkedIn](#) and [Facebook](#).



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