

FINANCIAL SERVICES

CUSTOMER**CHALLENGE**

In order to attract and retain quality employees, Fifth Third Bank sought to provide a highly competitive benefits program that would be affordable to both employees and the bank.

SOLUTION

Fifth Third chose Castlight as a simple, integrated solution to help employees understand and access their health benefits while guiding them to the right care and right provider.

“ Castlight is an extremely convenient platform to help employees get the information they need to be better stewards of their healthcare and more in control of their well-being. ”

~ Doug Stahlgren
ASSOCIATE VICE PRESIDENT, SENIOR EMPLOYEE BENEFITS ANALYST
FIFTH THIRD BANK

Castlight helps Fifth Third employees make better healthcare decisions

Founded in 1858, Fifth Third Bank (Fifth Third) is a financial services company consisting of four primary business operations: Commercial Banking, Branch Banking, Consumer Lending, and Wealth & Asset Management. Headquartered in Cincinnati, Ohio, Fifth Third employs 18,500 people and operates 1,191 regional branches, with many of its employees in the Ohio region. The employee base is more than 60 percent female, 36 percent of employees are millennials, and all employees are computer literate with 95 percent working on PCs on a daily basis.

CHALLENGES

The 150+ year-old Fifth Third, like many in the retail industry, continually needs to attract and retain quality employees. In order to meet this ongoing challenge, the bank needed to offer highly competitive benefits that would be affordable to both employees and the company.

The bank previously offered employees the choice of several plans, including a consumer-driven health plan (CDHP). Participation in the non-CDHP plans was far greater, with only 18 percent of eligible employees opting for the CDHP. Effective January 1, 2015, Fifth Third restructured its healthcare benefits to a single carrier, added another CDHP plan and contributed to a health savings account (HSA) to help offset the cost to the

42%

of employees said Castlight impacted their healthcare decision

84%

Employee favorability rating

employee. Fifth Third contributes \$250 to employees with single coverage, and \$500 if an employee has double or family coverage.

Doug Stahlgren, assistant vice president and senior employee benefits analyst, understood that transitioning a greater number of employees to a CDHP would be challenging to many who would soon be paying more out-of-pocket costs at first. He and his team needed to educate the employee base about their new benefits so that they would be able to receive the high quality of care available to them.

SOLUTION

In choosing Anthem to be its sole health plan provider, Fifth Third was pleased to learn that Castlight Health is an Anthem partner. In evaluating various solutions, Fifth Third quickly recognized that Castlight was the comprehensive solution needed to help their employees more easily understand their health benefits and make better healthcare decisions.

In a novel move, Fifth Third fully funds the entire HSA employer contribution amount in January, versus spreading it out over the course of the year. Now that employees had health care dollars to spend, the next step was to help them become better healthcare consumers.

Castlight proved to be a key piece of the puzzle that:

- Gives employees a simple way to understand and access all of their health benefits.
- Empowers employees with personalized information about their health needs, including medical and pharmacy benefits.
- Provides real-time insights into employee needs for Fifth Third to create targeted, actionable communications and emails.

RESULTS

SUCCESSFULLY ENGAGING EMPLOYEES WITH CASTLIGHT

After an extensive email campaign and coverage in various newsletters, Fifth Third officially launched Castlight in March 2015. The results were impressive:

- The company exceeded the registration goal of 29 percent of households; by the end of 2015, household registration was 35 percent.

- Employees continued to use Castlight; 65 percent returned within 1 year.
- CDHP participation increased from 18 percent to 46 percent.

A year-end survey proved that Castlight was indeed making an impact on employees.

- 42 percent said Castlight played a role in at least one healthcare decision they had made in the past year.
- 84 percent indicated they would like Fifth Third to continue providing Castlight as a resource to them.
- Almost 70 percent are likely to recommend Castlight to a friend or colleague.

EMPLOYEE QUOTES

MAKING BETTER HEALTHCARE DECISIONS

Fifth Third employees are successfully using the Castlight platform to find the right care, provider and benefit.

"I started using an HSA this year and find it helpful to have all medical expenditures tracked in one place."

"I was referred to a general surgeon and when I looked at the reviews on Castlight, I decided that this was not the person for me. So I went back to my doctor to ask for another name."

"My husband had a CAT scan scheduled. Using Castlight, I saved money going to a place nearer my home vs the hospital's recommendation."

"When I log on to the Fifth Third network in the morning, I can access Castlight. There are no passwords to remember, which I love. And it's super easy to find information about a doctor or specialist, where I can get a specific procedure done, or even the cheapest place to get my prescriptions filled."

REAL-TIME INSIGHTS FOR TARGETED COMMUNICATIONS

Castlight provides real-time data on aggregate employee search activity, so Stahlgren and his team can now confidently view data on employee needs related to specific health conditions by gender, region and more. This allows them to identify opportunities to provide employees with

the information and benefit programs they are looking for and continually adjust their benefits strategy on an as-needed basis. For example, as the bank accumulates more data, Stahlgren's team can start identifying where a lunch-and-learn on preventing diabetes may be helpful in a particular region.

AN INTEGRATED HEALTH BENEFITS PLATFORM

When Fifth Third employees use Castlight, they have immediate, personalized access to all of their health benefits, including medical and pharmacy benefits, Health Savings Account, telehealth, 24/7 Nurseline, and all their past care and claims-related information.

Stahlgren has also seen an increase in employees' use of preventive care services as they use the Castlight platform to search for a primary care physician and/or location to receive these services.

The bottom line for Fifth Third is increased engagement with benefits, better healthcare decisions and visibility for the benefits team.

Communications Plan

ENGAGE MORE EMPLOYEES, MORE OFTEN

Fifth Third's successful communications effort was a calculated, multi-channel approach developed in conjunction with the Castlight team. Pre-launch communications focused on getting HR personnel, managers and key internal stakeholders on board with the new benefits program.

The multi-message launch communications to employees featured three waves, each designed to resonate with a specific audience segment:

- **Wave 1: Twenty lucky employees who registered would receive a paid vacation day.** A low-budget incentive with a proven, strong appeal to employees.
- **Wave 2: Spotlight article in a home-mailed newsletter, "Nine Ways to Save."** For audiences who are managing their family's healthcare usage and interested in containing healthcare-related costs.
- **Wave 3: Focus on the Castlight mobile application.** Especially relevant to retail employees, who routinely use smartphones and tablets.

These tactics, along with executive support in each Fifth Third location, helped the bank achieve success with the Castlight health benefits platform.

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