

“The ability to instantly post targeted messages to our associates in Castlight has been easier and better than we expected. Customizing messages by using specific Ferguson language and links to our internal website has made our communications much more powerful and drives our associates to one source of information, which has been critical during the pandemic.”

Ferguson has grown from a commercial and residential plumbing supply company to a nationwide distributor across multiple businesses. With over 1,400 locations and 25K+ associates, Ferguson launched their Castlight program through Anthem in 2017 and moved to Castlight Complete in 2020.

Ferguson has approached COVID-19 and working from home (WFH) by launching several initiatives to foster connection and promote supportive resources for their associates. Castlight is proud to be a part of their associate-focused, COVID-19 strategy for managing WFH and planning for the future.

Results



~2k associates visited
Community since launch
in April



Launched weight
management program to
~14K registered users



52% of Ferguson's
registered population has
engaged on a monthly
basis with Castlight during
the COVID pandemic



Leveraging Castlight to Build Connection & Plan Ahead

Castlight's comprehensive platform supported Ferguson in providing efficient communications and helpful programs and resources to stay informed and connected to care during this challenging time.

- **Incentivizing resumption of preventative care:** Ferguson understands the importance of preventative care and has designed a program to reward and encourage these visits to close gaps in care and keep associates healthy.
- **Launching new employee benefit programs:** Ferguson launched a Castlight ecosystem partner program specifically focused on healthy eating and activity to support associates while sheltering in place. In addition, Ferguson is getting ready to launch a corporate, steps-based activity challenge for a fun, competitive way to stay active and promote cross team collaboration.
- **Centralizing communications:** Ferguson leveraged Castlight's Communications Suite to serve as a guidepost to direct associates to current COVID-19 information. Ferguson has also participated in Castlight customer councils to share best practices and learn how other organizations are managing COVID-19 and plans for returning to work.
- **Staying connected through Castlight Community:** Castlight's employer-specific *Community* social platform has helped associates to stay connected and share personal encouragement. Within the first 2 weeks of launching *Community*, >70 associates submitted a post.