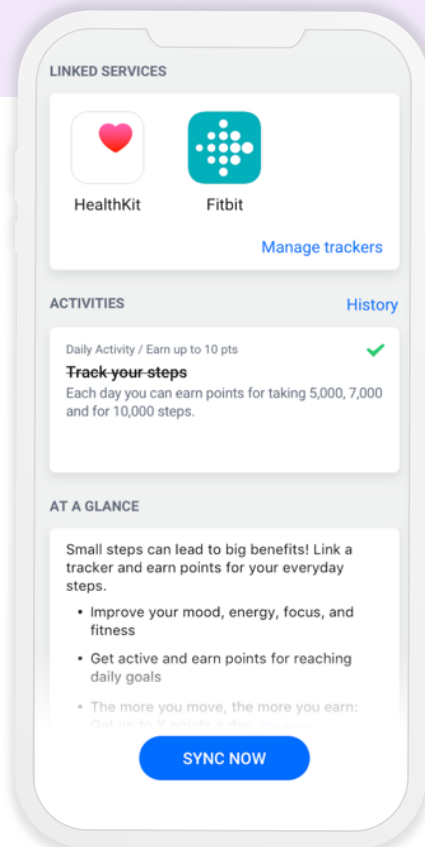


*“Fitbit has been a great partner to Castlight and has played a big role in helping keep our employees healthy and active.”*

Castlight is on a mission to make it as easy as humanly possible for individuals to navigate the healthcare system and live happier, healthier, more productive lives. Recognizing that steps challenges can have significant impact on engagement, Castlight uses company-wide challenges to encourage employees to proactively manage their health and to motivate tracking of daily steps and sleep through their integrated devices like Fitbit.

## Goals

- Make it easy for employees and customers to track activity and encourage healthy behaviors
- Use Fitbit activity towards rewards and participation in Challenges
- Create a fun, gamified way for employees to manage their health



## The Castlight Teams Challenge

In Fall of 2020, Castlight employees leveraged their trackers such as Fitbits to participate in a company-wide steps challenge. This challenge was a great way to bring employees together in a time when it's common to feel isolated and disconnected.

Challenges, after all, are a highly effective way to engage individuals. Not only do challenges drive 3x more active users during a challenge, but it results in 25% more users returning to Castlight after for continued engagement in their health.

Teams not only increased their activity but also had a great time doing it, building culture and comradery in the process.

## Results



**1/3** Over a third of the company participated in the Challenge



**2X** Through the help of Fitbit, employees have tracked an average of 8,600 steps a day in the Challenge—more than twice the average American step count\*



**34M** Castlight employees tracked 34 million steps during the Challenge

\*Source: [Mayo Clinic](#)