Smarter Transparency for Health Plans

Move your member experience from traditional transparency to guided health decision support, connecting your members to the right resource exactly when they need it.

Transparency is no longer just about cost and quality. It's about understanding the universe of decisions a member is faced with when they have a health event, and guiding them through those decisions. From providers and locations to treatments and programs, the choices can be overwhelming.

Castlight can help.

We not only have the best cost and quality tool on the market, but the ability to intercept and guide a member at the exact moment they are making a decision—setting up your members and your plan for better health and financial outcomes.

Castlight and health plans have a shared goal: to support members and provide a best-in-class experience, while improving health outcomes and driving down costs. We deliver deep personalization to steer members to personalized wellbeing and clinical interventions, based on their specific health needs, at the moment when they have them. Just as importantly, we have the flexibility to follow your rules and priorities, and customize results according to what's available in your plan - including narrow networks and network optimization.

Castlight's SmartMatch Technology

The right health decision will look different for every member of your population. Castlight knows that. Our search results, driven by SmartMatch, are unique to the individual user and their search terms. In real time, our algorithm will provide a prioritized list of providers in your network based on:

Preferred network   **High quality**   **Procedure outcomes**   **Lower cost**   **Convenience**

Empowering our users to make their own best healthcare decisions is how Castlight got started. Transparency is in our DNA. Let us work with you to guide your members to the most effective solutions for their needs across the spectrum of care, and help them live happier, healthier, more productive lives.

In today's competitive healthcare landscape, your clients and your members expect a superior health and wellbeing member experience, and you seek solutions that help you drive results. Castlight can offer both.

Over the last 10 years, Castlight has invested over $300M in R&D to develop our capabilities. We apply a decade of machine learning experience to a proven clinical framework. The result? A user-friendly platform that connects members to your information and programs. Castlight leverages data from health plans, PBMs, and dental carriers, plus member level data such as health assessment and biometric results, personal health goals, and engagement, to deliver a personalized experience to guide each individual's health journey.

For members

Castlight delivers a relevant member experience in and out of the app—which is exactly why our app store rating is 4.7 and our mobile NPS is 67. We can help you reach your members in the ways they want to engage—whether they prefer technology or a human touch—with robust web, mobile app, and high-touch experiences, and provides features that are proven to keep people coming back:

> "Castlight is very user friendly. It's easy to find in-network providers for my kids down at college or check to see if a medication or service is covered."
> -Castlight User

For plans

We know that a platform alone doesn't deliver value. Our team has experience supporting your needs at every step of the customer journey:

Go-to-Market and Commercial Support

- Training materials, customer presentations, and other key resources
- Support for customer demos, conferences/events, high priority prospect finalist meetings
- Dedicated Customer Success team delivering analytics, reporting, and product support

Member Marketing and Launch Support

- Dedicated implementation resources to support each client
- Tailored and customized member marketing pieces with your branding
- Proven user engagement strategies