

Smarter Wellbeing for Health Plans

Evolve your strategy from traditional to truly impactful by leveraging claims and health data to drive meaningful personalization with Castlight's smarter wellbeing navigation platform.

Castlight's holistic wellbeing solution enables health plans to deliver more value to members by bridging the gap between health and wellbeing. By combining healthcare, chronic disease management tools, fitness, and fun, Castlight elevates wellbeing and maximizes member engagement to deliver measurable health outcomes.



Better personalization drives better results

Castlight's intelligent personalization engine maximizes the investment you've made in wellbeing. We leverage your data, claims, programs, and user behavior to connect users with relevant wellbeing programs, at the exact moment they need them.



Deliver a better wellbeing experience

Our financial and outcomes-based incentives and challenges help your members succeed in improving their health and wellbeing, and drive ongoing behavior change.



Understand and connect with your members

Understand how your members are engaging and promote the programs that matter to your plan using Castlight's state-of-theart analytics and communications tools, and use that to inform future strategy.

Together, we drive program activation and behavior change to help your members live happier, healthier, more productive lives.

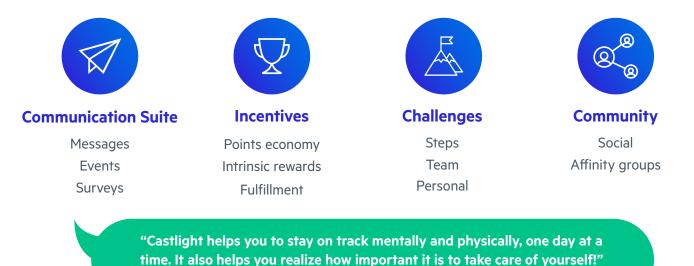


In today's competitive healthcare landscape, your clients and your members expect a superior health and wellbeing member experience, and you seek solutions that help you drive results. Castlight can offer both.

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:



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:

-Castlight User

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