

# EVALUATING THE IMPACT OF HEALTH NAVIGATION

## Defining Value Outcomes with Castlight Complete

### Will it engage and delight our employees?

#### Platform Engagement

**61%**

Registration

**38%**

Monthly Return Rate

#### Employee Experience

**75**

Net Promoter Score

### Does it drive behavior change and improve healthcare outcomes?

#### Appropriate Care

**52%**

Higher rate of preventive office visits compared to non-Castlight users

#### High-Value Provider

**25%**

Less likely to incur an ER visit

#### Program Utilization

**1.4-2.4x**

Higher participation in digital health programs

### Will it produce a financial return?

#### Medical Cost Savings

**1.4%**

Medical Cost Savings

**\$2M**

Savings for employers with 20k+ enrolled employees

## Why it Matters: Industry Averages

### Maintaining employee engagement is challenging

**15%**

Retention rate for health apps after only 90 days<sup>1</sup>

**30**

Net Promoter Score for mobile apps<sup>2</sup>

### Employees receive inappropriate or poor care, spend too much, or forego necessary care

**8%**

Percentage of surveyed adults that receive all recommended preventive services<sup>3</sup>

**\$4.4B**

Spend from ER visits that could be rerouted to more appropriate sites of care<sup>4</sup>

### Healthcare costs continue to rise year over year

**6%**

Projected annual increase to benefit expenses for large employers<sup>5</sup>

Sources: 1. Adjust; 2. Satmetrix; 3. Reuters; 4. NCBI; 5. PwC