



Helping employees make optimum use of benefits programs and services

Major Aerospace Manufacturer

Challenge

Employees weren't making use of the firm's health and wellness programs, and traditional one-size-fits-all emails and mailing flyers hadn't been effective at guiding people to the right care and benefits at the right time.

Solution

Castlight's Action module has enabled the company to implement a comprehensive benefits engagement strategy through personalized, timely, and targeted communications and guidance—for better healthcare decisions at reduced costs.

\$1.7M

In annual cost savings

4,297

Employees engaged with benefits

A major aerospace manufacturer relies on its exceptional engineering team to design and build innovative systems, solutions, and critical infrastructure for aviation, defense, and rail applications. To attract the most talented professionals, the company offers an outstanding compensation and benefits package. Unfortunately, at most large organizations, employees often aren't aware of the many benefits programs and services that are available to them. And when they are, they may not fully understand how or when it's best to use them.

In 2014—looking to continue to provide employees with outstanding benefits while more effectively managing healthcare costs—the firm moved to a full-replacement consumer-directed health plan (CDHP). To help employees transition to a CDHP and make better healthcare decisions, the company chose Castlight's health benefits platform.

Castlight is a simple, integrated solution that empowers employees with personalized information about all of their healthcare needs—including medical and pharmacy benefits, programs, and the quality and cost of care. The solution also enables the benefits team to more effectively monitor and manage its broad range of programs and services through a real-time understanding of employee engagement and usage.

The company's initial goal for Castlight was to register 50% of its salaried U.S. employees, and the company quickly reached 58% registration soon after launch. Moreover, company employees became actively engaged with Castlight, with 49% returning to the platform at least once annually.

Challenges

Although employees enthusiastically embraced Castlight as a solution that integrated their health benefits in one place, the company wanted to take a more proactive and personalized approach to ensure that employees were making better healthcare decisions. This included guiding people—such as those with diabetes, back issues, or in need of preventive care—to the right services at the right time, and encouraging greater utilization of the company’s excellent health and wellness programs and services—such as its BeWell 24/7 help lines and employee assistance program (EAP).

“I don’t think it’s a question of employees not wanting to use our benefits,” said the company’s senior benefits analyst. “It’s more that they’ve forgotten we have them or don’t understand them. That’s why so many benefits programs and services are underutilized.”



We chose Action because it allows us to personalize messaging and content to groups of employees with specific needs and drive members to Castlight at the moment that’s most relevant for them. In this way, we can connect our employees with the appropriate programs, services, or types of care they might need—when they need it.

~ Senior Benefits Analyst
AEROSPACE INDUSTRY LEADER

Solution

After successfully relying on Castlight for two years to provide a simple, integrated experience for employees and support the CDHP rollout, the company expanded its capabilities with Castlight’s Action module. Action

provides highly personalized, timely, and relevant information to employees when they need it the most, reaching them when they’re making decisions and guiding them to the right care, provider, and benefit. At the same time, Action gives the benefits team real-time insight into employee engagement. Castlight’s Action module:

- Dynamically segments the company’s employee base by key addressable areas such as lower back pain, diabetes, pregnancy, hip and knee pain, colon cancer, and weight management.
- Connects employees to relevant programs and care through individualized, timely recommendations wherever they are, in the Castlight platform, via mobile “push” notifications, or through email.
- Tracks employee engagement with campaigns by actions taken within each targeted segment—and provides a real-time, aggregated view into its employees’ use of benefits, all without revealing any personal health information.

Easy, engaging dashboard for benefits leaders

Action is managed through a simple, intuitive dashboard. The benefits team can use this to quickly see how many targeted employees are engaged with specific programs or services, and who has responded in some way—including taking high-value actions such as calling the company’s nurse line or obtaining care through the firm’s EAP.

Helpful, attention-getting content for employees

The company has also been pleased with the quality and value of the educational articles and information that’s delivered through Action to intended individuals.

“I live and breathe this every day,” remarked the senior benefits analyst. “The content I’ve received has been really engaging. Plus, it’s not so specific as to suggest it’s based on an employee’s private information. There’s no sense that Big Brother is watching or anything like that.”

Results

Castlight delivers engagement plus \$1.7 Million in cost avoidance

Since its launch in 2014, Castlight has proven to be highly effective in engaging employees with their healthcare benefits, improving decision-making, and decreasing costs.

- 66% of company employees are now registered with Castlight
- 67% return to the platform at least once within a 12-month period
- More than 180,000 searches have been conducted using the platform since its launch
- Users have seen a 9.6% lower trend in healthcare spending compared to non-users—representing \$1.7 million in cost avoidance
- Over 50% of the most costly households—those with more than \$50,000 in medical expenses annually—have registered and returned to the platform
- 90% of employees want the company to continue to offer Castlight

Said one employee in a recent survey, “It’s easy to use Castlight to see past care and I like that the cost of treatment is more transparent.” Another added, “Great resource for finding local health providers and keeping track of claims.”

Castlight is also helping to create smarter healthcare consumers. One company employee remarked, “I am trying to make educated decisions on various procedures and services.” Noted another, “I was not aware of Castlight’s capabilities to provide information about medical conditions—I am going to use this more.”

Action module proactively driving better healthcare decisions

Since implementing Action just six months ago, the aerospace manufacturer has already received numerous

Spotlight on Action

Promoting preventive services

GOAL : Increase use of preventive care, mitigate against high-cost procedures in the future

PLAN : Create a group of employees who have had no preventive screenings for at least two years, or who have not taken their children for needed preventive care

SOLUTION : Deliver personalized content based on age range and gender to educate employees about the need for preventive care for themselves or their families

RESULTS:

- 1,254 employees engaged
- 52% searched for a primary care provider
- 294 employees engaged regarding pediatric preventive services
- 10% searched for a primary care physician for their child

Directing diabetics to beneficial programs

GOAL : Increase awareness and use of diabetic-specific programs

PLAN : Divide employees into various segments: At-risk for diabetes, controlled diabetes, diabetes with complications, diabetes with hospitalizations

SOLUTION : Deliver tailored educational content to each group while promoting the company’s diabetes care program offered at no extra charge to employees

RESULTS:

- 712 employees engaged
- 17% reviewed diabetic decision-support content (compared to 8% before Action)
- 19% searched for physician or lab, or learned about a program

benefits from the module:

- More than 4,000 employees identified as part of a specific, addressable opportunity have engaged with Action at their time of need
- Over 1,800 employees have taken some sort of meaningful action, such as searching for a relevant service, watching a video, reading a related educational article, completing an assessment, or connecting with an applicable program
- Action more efficiently reaches high-cost segments—such as people diagnosed with diabetes or those considering back surgery—than traditional mass communications
- Action has driven higher enrollment in the company's EAP and BeWell 24/7 programs
- Employees welcome the personally tailored content and guidance, with less than 0.2% opting out of receiving Action emails
- Action's automated capabilities enable the benefits team to deliver communications with virtually no additional time and effort

“We've been pleasantly surprised by the number of people Action is helping to engage, as well as the high click-through rates,” commented the senior benefits analyst. “The response illustrates how relevant Castlight can be for people and how employees can be encouraged to take meaningful actions.”

Spotlight on Action

Enlightening employees experiencing back pain

GOAL : Address high-cost surgeries and other services

PLAN : Divide employees into various segments: At-risk for back pain, new back pain, ongoing back issues, at-risk for back surgery

SOLUTION : Deliver personalized guidance to reinforce the importance of second opinions for those at-risk for back surgery and on when to utilize the ER vs. an urgent care center

RESULTS:

- 1,869 employees engaged
- 16% reviewed back pain decision-support content (compared to 8% before Action)

Castlight is on a mission to make it as easy as humanly possible to navigate healthcare and live happier, healthier, more productive lives. Our health navigation platform connects with hundreds of health vendors, benefits resources, and plan designs, giving rise to the world's first comprehensive app for all health needs. We guide individuals—based on their unique profile—to the best resources available to them, whether they are healthy, chronically ill, or actively seeking medical care. In doing so, we help companies regain control over rising healthcare costs and get more value from their benefits investments. Castlight revolutionized the healthcare sector with the introduction of data-driven price transparency tools in 2008 and the first consumer-grade wellbeing platform in 2012. Today, Castlight serves as the health navigation platform for millions of people and is a trusted partner to many of the largest employers in the world.

For more information, visit www.castlighthealth.com and connect with us on [Twitter](#) and [LinkedIn](#) and [Facebook](#).



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