

# Nielsen puts a stop to double-digit healthcare cost increases



## Challenge

Control healthcare cost increases of 17% to 20% year-over-year while improving the healthcare experience for employees and giving them the information they requested to evaluate the cost and quality of healthcare.

## Solution

Castlight's health benefits platform integrates all of Nielsen's benefit programs into a single experience to enable employees to accurately evaluate the costs and quality of care as well as easily access and understand their benefit options.

**53%**

Employee  
registration  
with Castlight

**61%**

Annual  
return rate

**Nielsen is a global information and performance management company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, and mobile measurement. Nielsen relies on its innovation and expertise in data analytics to provide insights for clients to better understand and engage with consumers.**

## Challenges

For several years, Nielsen experienced out-of control growth in its healthcare expenses. Costs had inexplicably risen in the 17% to 20% range annually. This trend was clearly unsustainable and Nielsen knew it had to find a solution.

To provide for the health and well-being of its employees while effectively managing costs, in 2011 the company introduced two consumer-directed health plans (CDHPs). These were offered through United HealthCare as full replacements for its 10,000 associates. Nielsen also launched several other leading edge benefits programs—including Healthy Measures, one of the first outcome-based biometric screening incentives in the U.S., and reference-based pricing as part of its prescription drug plan. But more was required.

“We have a leadership team that’s very engaged with our health benefits offerings, especially recognizing the large portion of our overall business costs that healthcare represents,” said Brendon Perkins, vice president of global benefits and mobility with Nielsen. “With the rollout of the CDHPs and other benefits, we had already pulled a lot of the levers that

we could to manage costs. We needed a solution that would truly transform the way healthcare is delivered.”



*Castlight has a very forward-thinking product team with people who willingly solicit feedback to improve their products and services. Our mutual goal is to continually deliver something that’s better and more meaningful for our associates.*

~ Brendon Perkins

VICE PRESIDENT-GLOBAL BENEFITS AND MOBILITY  
NIELSEN

## Solution

Nielsen is a company whose business is built on data and online intelligence. One of the things that Nielsen associates had asked for since the rollout of the CDHPs was to be able to more accurately evaluate the cost and quality of medical services upfront.

To enable its relatively young, tech-savvy workforce to make better healthcare decisions, the company wanted an integrated platform and comprehensive suite of applications for healthcare management. Nielsen chose Castlight’s health benefits platform. The solution has helped associates become more productive, well-informed healthcare consumers and take full advantage of the company’s various benefit offerings—while allowing Nielsen to effectively manage its healthcare expense trends.

“We’re a data business and any time we can give our associates more information, they understand the value of it,” Perkins remarked. “They were hungry for data to evaluate the cost and quality of medical procedures, providers, and facilities. It was incredibly gratifying for our team to be able to deliver on what we’d been hearing from our employees.”

## Using castlight to help “move the needle”

Nielsen likes to shake things up and innovate wherever possible. When the company began discussions, it knew that Castlight was the only solution with fully integrated applications and services to help optimize their investment in employee healthcare, minimize waste, improve outcomes, increase productivity, and eliminate unnecessary spending.

Castlight’s innovative mobile application also puts personalized information right at the fingertips of Nielsen’s employees. This instantly accessible information was one of the key components in Nielsen’s strategy to “move the needle” and enable employees to become better healthcare consumers and shop anywhere for required care and services.

“Castlight has a very forward-thinking product team with people who willingly solicit feedback to improve their products and services,” stated Perkins. “We’re not very interested in the status quo. We help drive Castlight, and they help drive us. Our mutual goal is to continually deliver something that’s better and more meaningful for our associates.”

## Results

### Over half of Nielsen’s households are engaged with Castlight

The launch of Castlight at Nielsen was highly successful. Since its introduction in May of 2013, 53% of all employee households have registered to use the Castlight solution. This has been accomplished through an aggressive campaign jointly created by Nielsen and Castlight.

“We had a remarkable uptake with the help of a relatively small incentive,” Perkins commented. “Our associates really seem to like the sleekness of the Castlight solution.”

Equally important, Nielsen’s associates are finding the platform easy to use and practical—with 61%

returning to use the solution to improve their healthcare experience, time and again. Impressively, Castlight users conduct nine searches per month—far above the usage seen with other benefit offerings—for information on the cost or quality of medical procedures or providers they’re considering.

### **A key part of talent and retention strategy**

Going forward, Nielsen and Castlight continue to look for ways to improve the solution or expand its impact on the company’s benefits offerings. Nielsen believes there’s a link between having the right benefits strategy and retaining key talent. The company recognizes that this can’t be done simply by offering an enhanced CDHP. All those plans are more or less the same.

What can be improved dramatically is the healthcare experience itself—and that’s where Castlight excels. By applying Castlight’s innovative technology—its ability to offer personalized healthcare and benefits information in context to employees, while providing customizable dashboards and analytics for Perkins and his team to better understand the level of engagement and effectiveness of Nielsen’s many healthcare-related benefits—the company can deliver a far superior healthcare experience tailored to employee needs. This ensures that Nielsen can keep its edge in competing for the best talent in the marketplace.

Over the next few years, Nielsen is looking to Castlight to bring together its health and wellness programs into an even more wide-ranging healthcare management solution, continue to enhance the simplicity and convenience that makes the platform so intuitive, and further expand the support Castlight offers searchers in evaluating quality options when shopping for healthcare.

“In all our relationships, we look for partners who we believe can help us drive our future strategy,” concluded Perkins. “Castlight certainly meets that criteria for us.”

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](http://www.castlighthealth.com) and connect with us on [Twitter](#) and [LinkedIn](#) and [Facebook](#).



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