



# Pomeroy proactively lowers healthcare costs while increasing satisfaction



## Challenge

Transition all employees to a high-deductible health plan (HDHP) without employee disruption and optimize the value of its health and wellness benefits.

## Solution

Castlight's health benefits platform seamlessly integrates all health and wellness programs increasing engagement and utilization of Pomeroy's benefits programs.

**\$3M**

Annual savings from shift to HDHP with Castlight

**75%**

Castlight registration, 68% return rate

**Pomeroy provides high-quality IT infrastructure services. Based in Kentucky, Pomeroy's certified professionals work closely with clients— either remotely or on-site—to handle the entire process: assessment, planning, design, building, testing, implementation, management, and ultimately, optimization of a client's IT infrastructure.**

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

As a professional services company, Pomeroy is truly a people business. Its staff of approximately 3,500 employees works closely with clients

to deliver IT infrastructure services to meet specific business requirements.

Like other organizations, Pomeroy has been concerned about the rapid rise in the cost of healthcare, which has outpaced wage gains by a significant margin. In 2013, after several years of steep incremental increases—and with company projections indicating a further increase in cost of 50% by 2017—the company decided to eliminate its preferred provider organization (PPO) option for employees and implement a full replacement, high-deductible health plan (HDHP) for the 2014 plan year.

“We knew this was the right thing to do—both for our people and our company,” said Kristi Nelson, general counsel and senior vice president of shared business services at Pomeroy. “But it was obviously a major shift for employees who were accustomed to a PPO. So we wanted to ensure that we provided the necessary resources for our people and their families to become better healthcare consumers and effectively leverage the HDHP. Castlight was an essential component of our decision to move forward.”



*For organizations that are wrestling with what to do about the rising cost of healthcare, I say look to Castlight. Our employees now have the tools, technologies, and platform they need to become better healthcare consumers. Castlight's with you every step of the way, and its value speaks for itself.*

~ Kristi Nelson  
GENERAL COUNSEL AND SENIOR VP OF SHARED  
BUSINESS SERVICES  
POMEROY

## Solution

To manage the soaring cost and complexity of healthcare, Pomeroy implemented Castlight's health benefits platform.

Pomeroy understood that transitioning to an HDHP would require significant employee engagement and education to enable well-informed healthcare consumerism. Castlight brings together up-to-date information on costs, outcomes, and plan benefits—along with the latest health and wellness education—to allow Pomeroy's people to improve their healthcare decision-making in a high-deductible environment.

By transitioning to a full-replacement HDHP and implementing Castlight's platform, Pomeroy has been able to reduce its healthcare expense, while enabling its employees to get better care at a more affordable cost.

## Going mobile

Pomeroy employees are constantly on the move. They're catching flights, working at client sites, and relying on their mobile devices to communicate and stay in touch. With Castlight's mobile app, they have their benefits information at their fingertips—anywhere and anytime of the day or night.

“I like the convenience of having Castlight on my phone,” said Jill Allender, an inside sales specialist for Pomeroy. “Whether I'm at work or waiting in my doctor's office, I can pull up the Castlight solution and find whatever I need.”

## Results

### Healthcare benefits—optimized

Pomeroy's brand identity incorporates the theme “infrastructure. optimized.” Castlight's objective is similar for Pomeroy's healthcare benefits—to help self-insured

Pomeroy optimize the value it receives from its health benefits investments.

“We really strive to do everything we possibly can for our employees,” said Drew Walters, manager of benefits and HRIS at Pomeroy. “We want to use our benefits package to make employees feel like this is the place to be.”

One of the things that drew Pomeroy to Castlight is that it offers much more than best-in-class cost and quality transparency. The platform consolidates highly personalized and relevant information plus educational content for each employee into a single solution. Simplifying healthcare management for every Pomeroy employee empowers them to make the best healthcare decisions for themselves and their families.

“Castlight not only serves our employees by helping them keep their costs down, but also by educating them about healthcare in general,” Nelson explained. “The more we inform and educate, the better our health and wellness programs will be.”

The Castlight platform serves as a one-stop health and wellness solution. From a single web or mobile platform, employees can review cost and quality data on specific providers and services; check the status of their deductible, out-of-pocket costs, and HSA balances; and find helpful information and recommendations on many health topics. Pomeroy can also use the Castlight platform to promote other health and wellness benefits such as the company’s annual health fair; an onsite fitness center, dance studio, and full-sized basketball court; and a threequarter mile, forested walking trail.

“Before Castlight, I had to visit multiple websites to find what I needed,” said Barbara Freeman, a benefits specialist at Pomeroy. “That might have included my medical provider’s site, HSA administrator’s site, and numerous provider sites. Now, it’s all in one place.”

### **30% Decrease in spending trend**

The switch to the full-replacement HDHP, together with implementation of the Castlight platform, has paid immediate dividends.

“Benchmarking against the national average, Pomeroy’s per-employee-per-year cost is now 30% less,” remarked Nelson. “That’s important because that’s the total cost of care. And it helps us keep our bottom line healthier at the same time.”

Further, that figure adds up to a substantial sum, according to Walters. “Since implementing the Castlight solution, we’ve saved close to \$3 million,” he noted.

In fact, Walters has his own personal story of saving while finding the right care using Castlight. “I had a shoulder injury and was referred to a local hospital for an MRI,” he commented. “That would have cost me \$1,500. I used the Castlight solution and found that the local football stadium offered an identical MRI exam for \$350—a savings of more than \$1,000!”

“By using Castlight with my HSA, I’m able to shop for my doctors and save money on the services I need,” said Danae Brenner, a solution developer in the business technology department. “In turn, I’m also saving money for Pomeroy. I feel very well looked after because we use the Castlight solution.”

### **Outstanding engagement**

When Pomeroy introduced the full-replacement HDHP, it was concerned that employees might be unhappy with the elimination of the PPO option. The Castlight platform was designed to successfully enable the transition to the higher-deductible plan—allowing employees to effectively manage their healthcare and maximize the growth of their HSA.

To encourage engagement, Pomeroy collaborated with Castlight on an innovative promotional campaign. This included a \$150 HSA deposit for those who registered during the promotional period. Castlight quickly reached 75% engagement with eligible households. Equally important, engagement has remained high, with an attractive return rate of up to 68%. Plus, employees are viewing as many as 14 pages on each visit, illustrating how much value they’re uncovering within the content.

## Reduction of administrative expenses

Castlight has also helped reduce administrative time and costs. And, because it's so simple to use and is designed to help educate employees and teach them the language of healthcare, it has significantly decreased the volume of phone calls the benefits department receives.

"Castlight has reduced the calls we receive from employees because our people are more educated about their benefits and how to use them," Walters stated. "Whether it's plan ID cards, searching for the right doctors, or other inquiries—we're just not fielding those calls anymore. This is due to their engagement with Castlight."

## Proactively curing high healthcare costs

Walters sees Castlight as an effective cure in the fight against soaring healthcare costs. "By implementing the Castlight solution, we've been able to proactively stay ahead of the healthcare expense curve," he said. "The outcomes we've received as an employer and made possible for employees are fantastic."

"For organizations that are wrestling with what to do about the rising cost of healthcare, I say look to Castlight," declared Nelson. "Our employees now have the tools, technologies, and platform they need to become better healthcare consumers. Castlight's with you every step of the way, and its value speaks for itself."

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](#).



Castlight Health, Inc.  
150 Spear Street, Suite 400  
San Francisco, CA 94105

Tel: 415 829 1400  
[info@castlighthealth.com](mailto:info@castlighthealth.com)  
[castlighthealth.com](http://castlighthealth.com)

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