



Steel Dynamics Gets 9 Out Of 10 Employees Engaged In Their Healthcare



Challenge

Control annual healthcare spending increases, increase employee engagement in their health benefits and enable them to become more informed healthcare consumers.

Solution

With highly personalized, timely, and targeted communications and information, Castlight's health benefits platform increases engagement and helps employees make better healthcare decisions.

87%

Engagement with Castlight

35%

Return to Castlight within 90 days

Steel Dynamics, Inc. is one of the largest domestic steel producers and metal recyclers in the U.S., with annual sales of \$8.8 billion. Headquartered in Fort Wayne, Indiana, Steel Dynamics has over 7,700 employees and more than 100 manufacturing facilities in over 30 states.

Challenges

The steel market is highly competitive. In recent years, Steel Dynamics has faced significant cost pressures, with imports and other factors impacting profit margins. At the same time, the cost of providing healthcare benefits to employees has continually risen.

“Our healthcare costs seemed to balloon each year,” said Mark Millett, president and CEO of Steel Dynamics. “We spend about \$85 million on healthcare for our employees and that had been increasing 10 percent last year. Somehow or another, we needed to arrest that.”

Even with the introduction of a consumer-directed health plan (CDHP) linked with a health savings account (HSA), it was often challenging to get employees actively engaged in their healthcare benefits.

Solution

Steel Dynamics has always achieved success through its entrepreneurial culture and dedicated people. Employees are highly incentivized and production workers can—and often do—double their base pay through performance bonuses and other incentives.

Because of this, employees have a big stake in helping to control costs and build profits. To effectively engage its employees in benefits, Steel Dynamics felt it had to:

- Simplify access to health benefits—Provide a simple, integrated solution for benefit leaders and employees
- Personalize the benefits experience—Serve the right program at the right time and provide personalized information about care choices
- Turn employees into healthcare consumers—Reward employees for choosing the highest value healthcare

With Castlight, Steel Dynamics was able to address all of these needs. The Castlight platform helps employees understand their healthcare options and make truly informed healthcare decisions. At the same time, Castlight enables Steel Dynamics to better appreciate its employees' healthcare needs, guide them to the right care at the right time, and get the most out of its benefits strategy.

Information on the fly

Many Steel Dynamics employees working on production floors or in recycling yards don't readily have access to desktop or laptop computers. Fortunately, they can easily review benefit details, cost and quality comparisons, and even wellness education using Castlight's mobile application. Not surprisingly, mobile has been popular, relied on by up to 43% of all Steel Dynamics employees to access the Castlight platform.

"Mobile can be especially helpful when someone is en route to or at the doctor's office," said Eric Record, benefit leader at Steel Steel Dynamics. "Having information on the fly is really valuable for our employees."

Castlight helps craft key communications

To introduce Castlight, Steel Dynamics called on Castlight to develop a solid strategy and create attention-getting communications for employees.

"We really rely on Castlight, and they've worked closely with us to customize the messages and communications

that will ring true for our employees," Record noted. "We believe that was one of the reasons our roll-out was so successful. We continue to work with Castlight to handle our communications.



We've gotten more positive feedback on Castlight than anything we've ever implemented in benefits. We hear stories every week about how folks are using Castlight to find the information they need and save money. I'm excited to continue this journey of healthcare consumerism with Castlight."

~ Eric Record
BENEFIT LEADER
STEEL DYNAMICS

Results

Extraordinary engagement leads to improved outcomes for employees and steel dynamics

Since launching Castlight, Steel Dynamics has reached an extraordinary engagement level of 87%. In addition, the company's return rate—the percentage of people who come back to Castlight for searches or information within any given 90-day period—is also high at 35%. Employees are finding their time on the platform to be exceptionally valuable, viewing an average of 13 web pages per visit.

Reduced burden on the benefits team

Steel Dynamics has a decentralized benefits team of approximately 50 people supporting the company's nationwide workforce. Since Castlight's launch, the volume of calls handled by the team has diminished. "Before Castlight, we often got calls about explanations of benefits, year-to-date spend, and specific invoices,"

stated Record. “Today, employees can more easily find this information in Castlight, and that allows us to focus on supporting employees in other ways.”

Forging a better solution

Today, Steel Dynamics is closer than ever to its stated goal of having 100% of its employees engaged with their benefits plans. The benefits team views the implementation of Castlight as one of its most successful ever. Benefits people regularly receive positive feedback from employees and hear many stories about how Castlight has helped them find information and save money.

“When employees become better informed and smarter shoppers, they make better decisions and, in turn, lower the expense of healthcare for both themselves and the company,” commented CEO Millett. “To remain competitive, it’s critical to have efficient, productive employees—not only today, but also a year or ten years from now. Good health is a crucial part of that. The better our healthcare benefits, the happier and healthier our employees will be.”

Employee Spotlight

Data empowers employee to negotiate better costs

Mike is a long-time Steel Dynamics employee. He has a chronic condition that requires him to have quarterly blood tests. In the past, he routinely had his blood drawn by a lab recommended by his doctor. This lab was conveniently located right down the hall from where the doctor had his office.

Once Steel Dynamics’ Castlight platform was in place, Mike did a search and discovered that this particular lab was one of the most expensive in the Fort Wayne area. He found a different lab one block from his doctor’s office where the charge for the needed blood work is \$80 a quarter, compared to the \$400 he used to spend.

“Now, if I need to have blood drawn, I just go to the lesser expensive lab a couple of days before my appointment, and the doctor has the results when I arrive,” Mike explained.

Recently, Mike needed to have total hip replacement (THR) surgery. His orthopedic doctor recommended a particular surgeon with a group that he regarded as the best in the Midwest at THR procedures. The problem: when Mike searched Castlight, the operation was going to be \$16,000 more than the company’s plan would cover.

Castlight gave Mike the detailed information he needed to negotiate with the group and he was able to arrive at a price that would be fully covered by the plan—saving him at least \$16,000 while ensuring that he would be in the hands of one of the best surgeons for THR procedures in the region.

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](#).



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

Tel: 415 829 1400
info@castlighthealth.com
castlighthealth.com

© 2017 Castlight Health, Inc.
Castlight Health® is the registered trademark of Castlight Health, Inc.