



ArcBest drives employee health and wellness engagement with one year of Castlight Complete



ArcBest invests in a culture of health, making radical improvements to their health and wellness approach.

With over 20+ benefit programs, Castlight Complete enables ArcBest employees to find, access, and utilize the right program, at the right time.

86%

Employee Registration

72%

Employee Monthly Active Users

Over the past 7 years, ArcBest, a leading logistics company based in Fort Smith, Arkansas, has completely transformed their approach to health and wellness. They have done so by treating it as a supply-chain challenge, taking a data-driven approach to examine each step of care reaching their 8500 covered lives.

ArcBest began several initiatives to improve health and wellness:

- Free on-site primary care for employees at headquarter campus
- Inform on-site care coordinator using data from 40+ years of processing own claims
- Instilling a strong culture of health by adding wellness as an ArcBest value
- Streamlining health plan offering with two options: Choice Wellness Track and Choice Basic Track

Challenges

After deploying many initiatives to improve health and wellness at ArcBest—from on-site clinics to telehealth—costs began to improve significantly. But ArcBest had a new challenge: getting employees to engage with relevant programs and care.

With employees in every state, ArcBest has a diverse population that spans a variety of age groups. ArcBest sought to bring together disparate benefit program information, provide employees with the right information for their individual needs, and encourage engagement with relevant benefit programs. Most of all, ArcBest sought to encourage healthy behaviors and participation in the Choice Wellness Track—their health plan option with lower out of pocket costs with a premium credit that requires wellness activities to be completed.

Solution

To bring ArcBest's healthcare information and benefit programs into one place, ArcBest implemented Castlight Complete in July 2018. Offering a health navigation platform that enhanced their benefits strategy was imperative and integral for their employees to have the right tools and resources to guide them to relevant, cost-effective care and programs. Castlight simplified access to all benefits and tech-enabled their Choice Wellness Track requirements, where participants could see their progress and where they were in their Wellness Track program in real time. Employees can use Castlight to search for care, see recommendations for relevant benefit programs, such as a second opinion program, understand claims, and see where they are in their deductible.

The launch of Castlight Complete was planned over the course of a year using a two-phase approach. The first phase was launched in July 2018 with a steps challenge, Walk With Friends. The steps challenge encouraged users to get moving by earning points for achieving a daily steps goal and by tagging colleagues, family members, and even their pets. The highly anticipated challenge was promoted using included standard collateral and with a launch video—a spoof of Forrest Gump, created by the ArcBest Benefits team, that got the entire company excited to participate.

In September 2018, phase two launched utilizing all of Castlight Engagement Fundamentals— proven tactics to drive registration and awareness, ultimately impacting overall return on investment. ArcBest started with a “Big Bang Launch” to make a splash of the new program, developed a robust incentive strategy to encourage adoption, built internal organizational support with leadership to demonstrate priority, rolled out Castlight as part of open enrollment, and used a multi-channel communication plan to reach the entire population.

Employee Quotes

“Easy to use. Everything healthcare related in one place.”

“I find the ease of use coupled with the amount of information at my fingertips has made this Castlight app my go to concerning anything with my wellness here at ArcBest. I strongly recommend this app.”

“It's easy and informative. All the information you need for programs or your own personal requirements are at your fingertips.”

Results

The journey of providing the best available, and relevant, care to ArcBest employees has taken significant investment both externally and internally. Castlight Complete enabled ArcBest's already robust Choice Wellness Track program by making it easier for employees to participate, receive their monthly premium contribution, and increase preventive care utilization. Over the past year, ArcBest has engrained Castlight in their benefits strategy, and the results are impressive:

- Surpassing the yearly 50% Castlight registration goal within one month of launch
- 86%+ employee registration, 72% employee monthly active usage
- 24,000+ searches to find care, benefit programs, and access healthcare information

Conclusion

As a logistics company, ArcBest is acutely aware of the importance of measurement to prove return on investment. As ArcBest moves through their second year partnering with Castlight, there is a focus on measuring health outcomes and cost savings, in addition to remaining consistent with engagement and employee satisfaction.

