

Hardin Memorial Health (HMH), a collection of health facilities, is committed to delivering dedicated patient care that is both personal and high-tech. HMH partners with Castlight to provide that same experience to their employees with Castlight Wellbeing Navigator.

Their efforts have led to high engagement and recognition of program excellence, having won Gold for worksite wellness council of Louisville.

Goals

- Single place to go for wellbeing, health care, and benefits
- Improve engagement in health & benefits resources
- Engage a widely dispersed and diverse employee base

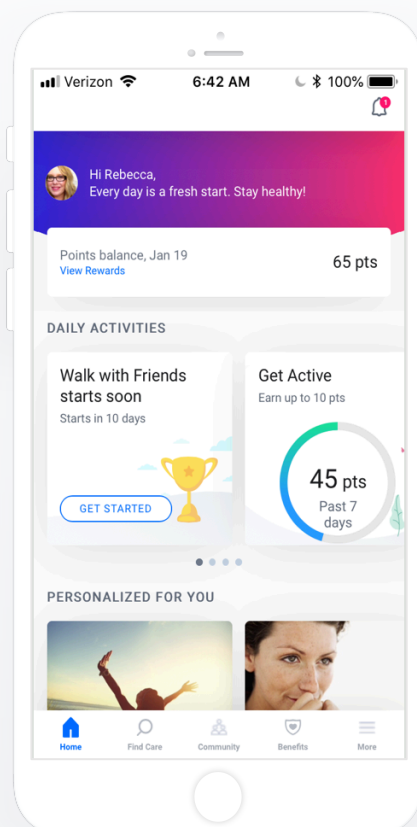


Hardin Memorial Health




HMH's strategy with Castlight Wellbeing has focused on leveraging Castlight's best practices and integrating HMH's culture, benefits, and resources to make the employee experience simple and intuitive.

Key Engagement Strategies

- Focus on delivering a personalized experience for all employees. Adding components such as the Castlight Health Assessment to further personalize recommendations.
- Multi-modal communication strategy. Leveraging Castlight Communication Suite to target specific segments based on the identification of opportunity.
- Leveraging all Castlight engagement fundamentals.



Results

-  89% of employees are registered
-  64% of registered members engage monthly
-  92% of members steered towards and used Hardin Labs for targeted services