

*“Kroger has been able to reach our associates as we never have before and provide them with the tools and guidance they need for the health of themselves and their families”*

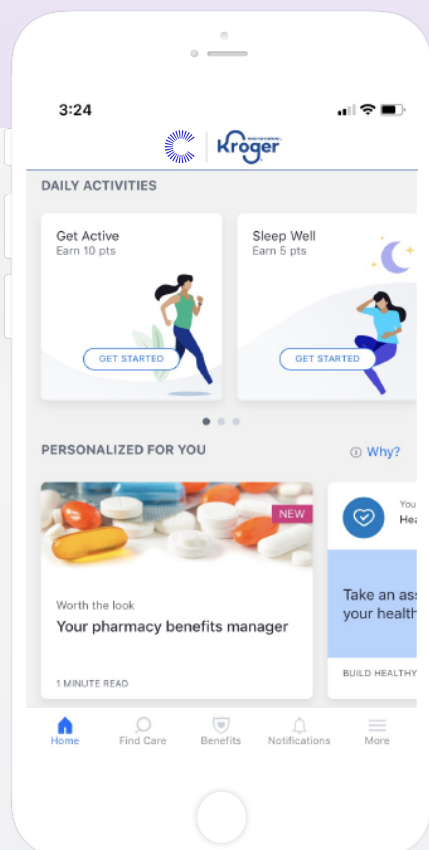
Kroger partnered with Castlight to promote their most valuable benefits and guide members to the providers, programs, and information that would help them most.

Kroger recognizes the impact of personalization on a member’s experience and health outcomes. Castlight supports Kroger’s vision of a deep personalization by leveraging search, claims, and eligibility data to provide timely, relevant recommendations and content.

With Castlight, Kroger can effectively support employee health and wellbeing across a growing network of 1300+ stores in 24 states, all while carefully managing spend in a competitive, low-margin business.

## Goals

- Help employees find quality care without driving up costs
- Cultivate a healthier workplace
- Encourage benefits use through proactive, personalized outreach



Kroger's partnership with Castlight is emblematic of their pioneering and proactive approach to employee health, based in connecting employees with relevant programs and empowering them to make the right decisions for their own health and finances with quality and cost data.

## Key Engagement Strategies

- Personalized outreach campaigns to at-risk groups including ER Prevention, Gaps in Preventive Care, Back Pain, Pregnancy, and Diabetes, reaching 15,000+ members and driving 2000+ actions
- Messaging to promote relevant benefits, including on-site Kroger Little Clinics

## Results



91% of employees reached with gap-in-care notifications



71% of employees engaged with targeted communications



81% of visits via mobile



100 NPS