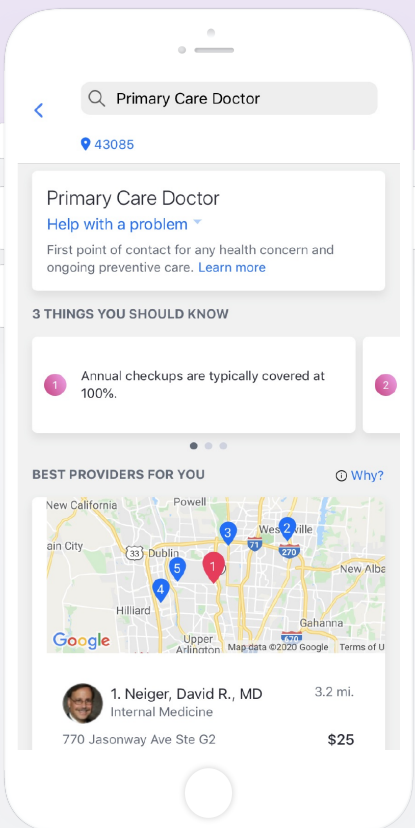


*“Castlight Complete Express empowers our members to make their own best healthcare decisions.”*

As one of the largest school districts in Ohio, Pickerington Schools supports thousands of members across 14 locations. Castlight Complete Express is the comprehensive solution they require to enable their employees to make their own optimal health and benefits decisions so that they can best serve their students every day. Pickerington’s sustained commitment to Castlight has paid off: they’ve maintained 65% household registration or higher since launching in 2017.

## Goals

- Empower members to make healthcare decisions
- Increase benefits use
- Manage healthcare spend



Client medical plan administered by Anthem







Castlight Complete Express offers a simple interface and proactive outreach to encourage healthy behaviors and to enable Pickerington’s diverse member base to make the most of their healthcare and benefits—allowing Pickerington to meaningfully support their employees across varying ages, locations, and education levels, all while keeping costs in check.

## Key Engagement Strategies

- Incentivize key wellbeing behaviors, including steps, food, and sleep tracking, with quarterly gift card sweepstakes
- Fully enabled Castlight personalized outreach, addressing individual health needs such as preventive care, weight management, and ER Prevention

## Results

-  70% of households registered for Castlight
-  50% of users engaged in wellbeing
-  94% of users opened a targeted email
-  98% of registered users engaged in personalized outreach campaigns