

Piedmont Healthcare increases employee engagement and promotes healthy behaviors with Castlight Complete

About Piedmont

Industry: Healthcare

Size: 23,000 Employees

Location: Georgia

Customer Since: 2016

Goals

- Foster a culture of health by driving employees to primary care
- Boost employee engagement with wellbeing programs
- Simplify the benefit experience

71%

Completed
Health
Assessment

92%

Received
Preventive
Care



Piedmont Healthcare, a health system serving 2.7 million patients throughout Georgia, is a recognized leader in delivering expert care. But this commitment to care goes beyond their patients to also support the health and wellbeing of their 23,000 employees across 800 locations.

Piedmont set out to increase employee engagement by incentivizing employees to meet key criteria that would help them take the first steps in managing their health:

- Register for Castlight
- Complete their health risk assessment
- Schedule a primary care visit

Challenges

With employee health and wellbeing as a top priority, Piedmont sought to increase engagement with benefit programs and guide their employees to schedule preventive care visits.

Additionally, COVID-19 presented even more challenges to the large workforce spread out across the state, and they needed to meet new health needs brought on by the pandemic.

“One of the best partnerships we've had. They are agile and able to make benefits navigation easier and better than our [other vendors] ever could.”

– Jennifer Lavoie, Director of Employee Wellbeing, Piedmont Healthcare

Solution

Piedmont recognizes the importance of having a healthy workforce.

The health system started using Castlight in 2016, initially leveraging its Wellbeing capabilities before moving to its flagship product, Castlight Complete.

This comprehensive navigation solution simplifies the benefit experience to engage employees with the right programs and care, at the right time.

When it came to creating a health and wellbeing program that would engage Piedmont's employees, Castlight's expertise made it easy on the benefits team while creating real behavior change for employees.

Piedmont's new strategy uses milestones — or achievement of specific actions — to earn incentives. These incentives encouraged employees to take the first steps in managing their health. Milestones included not just registering for Castlight, but also completing their health risk assessment and scheduling a primary care visit.

Additionally, to solve new challenges brought on by COVID-19, Castlight helped Piedmont simplify the benefit experience in a particularly complex time for healthcare. Important information and resources were made available in one easily accessible resource center. To address new health and wellbeing challenges, Piedmont added a new nutrition program, offered for free via Castlight.

Results

Piedmont increased employee engagement by incentivizing employees to meet key criteria to help them take the first steps in managing their health:



86% of employees have registered with a 72% 90-day return rate



71% of registered members completed their health risk assessment



92% of registered members had a preventive care visit

Conclusion

Piedmont has had the value of a flexible, supportive partner in Castlight to support their health and wellbeing priorities. Castlight enables employers to provide world-class navigation that encourages and helps employees engage with the right programs and care.



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

info@castlighthealth.com
castlighthealth.com

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