

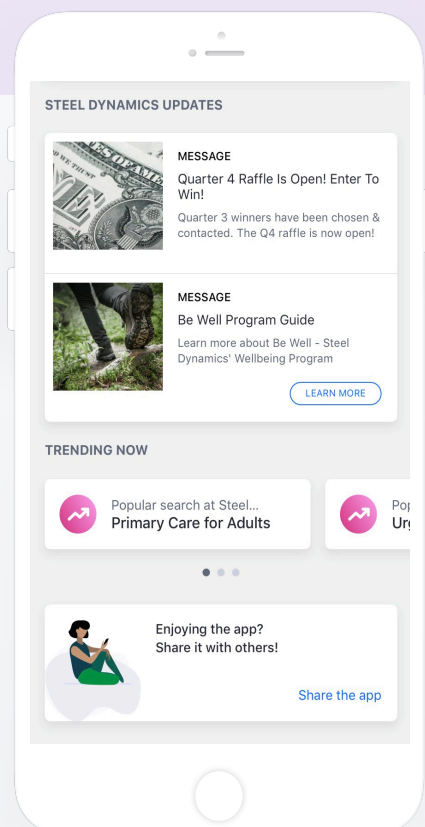
“Integrating Wellbeing with Castlight has dramatically increased participation while allowing us to expand the benefit.”

Steel Dynamics spurred 82% registration in Castlight among their highly-dispersed manufacturing employees through strong organizational sponsorship, and by leveraging analytics to target outreach to locations with low engagement.

Even more meaningfully, Steel Dynamics saw participation in wellbeing programs triple year-over-year when they switched their wellbeing vendor to Castlight in 2019, underscoring the value to users of having health and wellbeing programs all in one place.

Goals

- Driving higher quality healthcare at a lower cost
- Motivate healthy behavior
- Increase wellbeing program utilization







Steel Dynamics' partnership with Castlight has allowed them to provide a simple member experience and build a culture of health and wellness at their 100+ locations across the country.

Key Engagement Strategies

- Strong champions network, with updates on monthly calls and quarterly training for HR teams and onsite nurses
- Ongoing promotion to users, including at benefits meetings and in open enrollment trainings
- Build local engagement with incentive drawings for registered employees at sites with low registration
- Medical contribution and sweepstakes incentives for activities including biometrics screenings

Results

-  82% of employees registered, vs. 38% average
-  72% engaged in wellbeing programs, vs. 58% average
-  73% opened a personalized communication
-  3x participants in wellbeing programs through Castlight vs. previous wellbeing vendor