

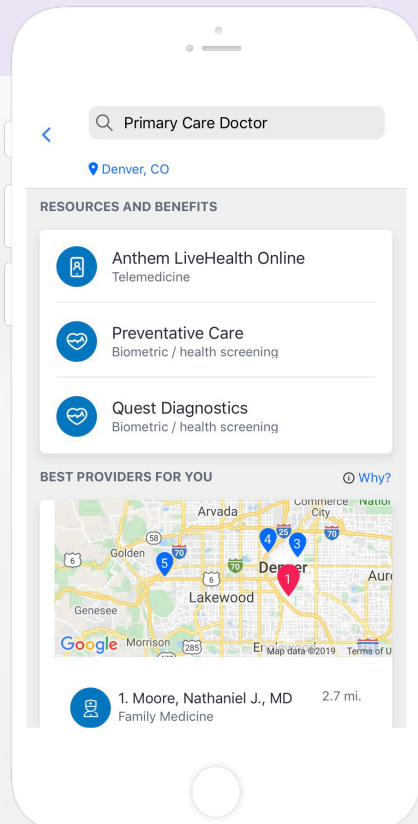
*“Change is hard at first, messy in middle, and gorgeous in the end.
Engage in Castlight.”*

By rallying visible support from the top down, Summit Materials successfully registered 74% of their widely-dispersed enrolled construction population with Castlight within months of launch.

Summit Materials' sound commitment to innovation and communication has yielded strong engagement and impressive results for their users.

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





Summit Materials needed a partner to make healthcare simple and accessible to their users — and found it in Castlight.

Key Engagement Strategies

- Branded swag, including t-shirts for wellness champions on launch day
- Competitions for highest registration by location
- Medical premium discount and sweepstakes incentives for actions including preventative care visits
- Ongoing outreach via email and home mailers

Results

-  74% registration among enrolled employees
-  83% of registered employees have completed a biometric screening
-  83% of Castlight visits via mobile
-  63% higher gap-in-care closure rate among registered vs. non-registered users