



Hines applies its Class A real estate philosophy to its healthcare benefits strategy

Hines

Challenge

Hines needed a better way to help employees understand and access the right benefits at the right time, and ensure employee satisfaction—to support the introduction of a new CDHP option in addition to its existing PPO plans.

Solution

Castlight's health benefits platform integrated medical and pharmacy benefits—as well as Hines' other health and wellness programs—into a simple and personalized experience.

54%

Castlight registration

22%

Uptake of new CDHP option

Hines is a privately owned real estate investment, development, and property management firm with a presence in 182 cities on five continents. Founded in 1957, the company has developed, redeveloped, or acquired 1,126 properties totaling more than 351 million square feet of space, and currently has \$89.1 billion in assets under management.

Challenges

Hines is one of the largest and most-respected real estate organizations in the world. The organization's culture is to be the best in everything and Hines' outstanding staff of 2,500 benefits eligible employees buys into this, which serves it well in its business dealings.

Hines' benefits team wanted to ensure it could meet employee expectations when it introduced new CDHPs. The launch had been delayed twice by the company's Personnel Committee because they had been unable to find a way for CDHP users to have a superb experience.

Solution

Hines selected the Castlight health benefits platform, a comprehensive, fully integrated solution that engages employees to make better healthcare decisions.

“Castlight is ideal for our long-term strategy,” said Cory Fitts, Director of Benefits at Hines. “Rather than trying to mitigate costs by adjusting our

benefits or changing co-pays or deductibles, we want to make employees better healthcare consumers. If people have an idea of what care costs and can make educated decisions, that, in itself, will lower the dial.”

The solution’s key benefits include:

- Combines medical and pharmacy benefits and will add dental benefits—which have been highly requested by Hines’ millennials
- Integrates with the company’s varied health and wellness services such as Aetna’s and Blue Cross and Blue Shield of Texas’ Nurse Lines, EAP services, and Best Doctor’s second opinion services—to maximize the company’s existing investment in benefits and resources
- Offers employees “on the go” access via Castlight’s mobile application, which helps people make critical decisions at the point of care or look up a newly prescribed medication before leaving the doctor’s office
- Delivers personalized cost and quality information, plus education, so employees can take charge of their healthcare and find the right high-value, high quality providers

by an incentive-driven communications plan. The launch was divided into three waves, with each wave spearheaded by Castlight in close collaboration with the Hines team. Waves included:

- Eye-catching emails and digital promotions, created by Castlight
- A “ground game” consisting of on-site registration, plus appearances at company-sponsored health fairs
- Direct mailers designed by Castlight and sent to employee homes
- Incentive awards and a raffle for a \$500 Amazon gift card

The company’s rewards program lets employees earn points toward prizes by participating in wellness initiatives such as annual biometric screenings. To support Castlight’s introduction, Hines awarded points to each employee who registered for the solution online or downloaded the mobile app by a specific date. Employees also received gift cards for signing up and completing a search.


Results

Building impressive engagement numbers

As it would with any development project, Hines followed its blueprint for success and executed efficiently and effectively. Over the initial 90-day period, the company built impressive engagement numbers among employees:

- 54% registration, 50% higher than its target rate of 36%
- 40% return rate—a rate that reflects the percentage of employees who return to the Castlight solution at least once within a given 90-day period

“Our employees love Castlight,” Fitts remarked. “The solution is very intuitive and user-friendly. We’ve received a lot of compliments. And that’s really out of the ordinary because benefits teams typically don’t get much positive feedback.”



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~ Cory Fitts
DIRECTOR OF BENEFITS
HINES

Incentive-driven communications

Hines launched Castlight in March of 2015, supported

Strong Uptake On CDHPS

After waiting so long to introduce its CDHPS, Hines was well rewarded when it finally rolled out its plans in September of 2015. Around 22% of the employee population opted for CDHPS over PPOs. That's more than twice the typical adoption rate when the high deductible plans are not full replacement.

"As is typical of our culture at Hines, we set our goal pretty high at 20%," noted Fitts. "So, when we exceeded that, we were ecstatic. Castlight was a huge part of our rollout strategy."

PPO users rely on castlight

Employees who opted to stay with their PPO plan were also highly enthusiastic about Castlight. People appreciate the relevant information and education that Castlight spotlights to help them "know before they go," as well as highly targeted communications designed to proactively engage employees in their healthcare and drive better outcomes.

"Although Hines pays 80% of in-network care for our PPO members, it's still better for an individual to pay 20% of \$200 than \$2,000," stated Fitts. "Castlight helps all of our employees—CDHP or PPO users— make good choices, and those choices ultimately drive the plans' costs."

"We've already experienced great success with Castlight," Fitts commented. "Castlight helped push us across the finish line, so we could finally get approval to offer CDHPS to our employees. Our standards are very high—and so are Castlight's."

Employee Spotlight

Making good healthcare decisions

Shortly after the launch of Castlight, a Hines employee was told by her doctor that she needed an MRI of her knee. She checked out the provider in Castlight and was surprised by the estimated cost. She was thrilled when she was able to use Castlight to find another well-qualified provider just down the street that would save her \$1,000 on the scan.

A few months later, a C-suite executive was scheduled for a colonoscopy. Even though ACA-compliant PPOs like the ones Hines offers its employees are required to cover screening colonoscopies at 100%, the executive used Castlight to ensure that he was receiving the best deal possible to help the company manage its healthcare costs.

Castlight is on a mission to make it as easy as humanly possible to navigate healthcare and live happier, healthier, more productive lives. Our health navigation platform connects with hundreds of health vendors, benefits resources, and plan designs, giving rise to the world's first comprehensive app for all health needs. We guide individuals—based on their unique profile—to the best resources available to them, whether they are healthy, chronically ill, or actively seeking medical care. In doing so, we help companies regain control over rising healthcare costs and get more value from their benefits investments. Castlight revolutionized the healthcare sector with the introduction of data-driven price transparency tools in 2008 and the first consumer-grade wellbeing platform in 2012. Today, Castlight serves as the health navigation platform for millions of people and is a trusted partner to many of the largest employers in the world.

For more information, visit www.castlighthealth.com and connect with us on [Twitter](#) and [LinkedIn](#) and [Facebook](#).



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