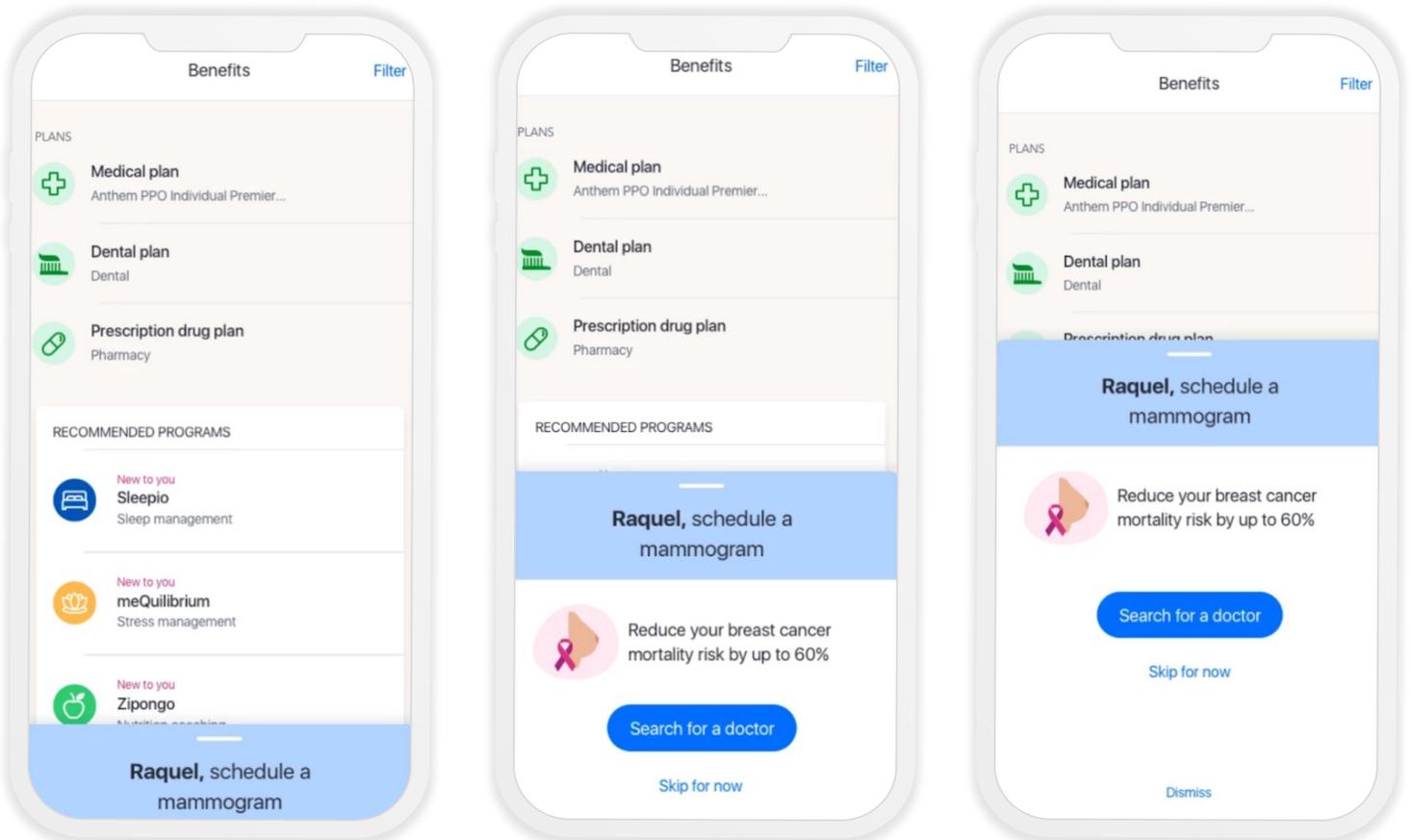


## Engaging Members with High-Priority Alerts

When members come to the Castlight experience, they have a job that they are trying to do: find a benefit, engage with a healthy habit, find a doctor or check their points balance. While we have their attention in the app, we can present high-priority alerts. Members will see the alerts while staying in the context of the activity they are engaging in. The alert will appear in the lower band of the app experience and the member will be able to snooze or dismiss the alert. Prioritization logic will be assigned to ensure members see the most relevant and time-sensitive alerts. Surfacing calls to action in this way is intended to bring awareness to and drive action toward the most relevant call to action for the member. Castlight is kicking off the rollout of High-Priority Alerts with Employer Messages and Surveys in November, followed by High-Priority Clinical alerts in December.

● ● ● Available to all customers using employer messages & surveys



## Driving Program Engagement in the Rewards Center

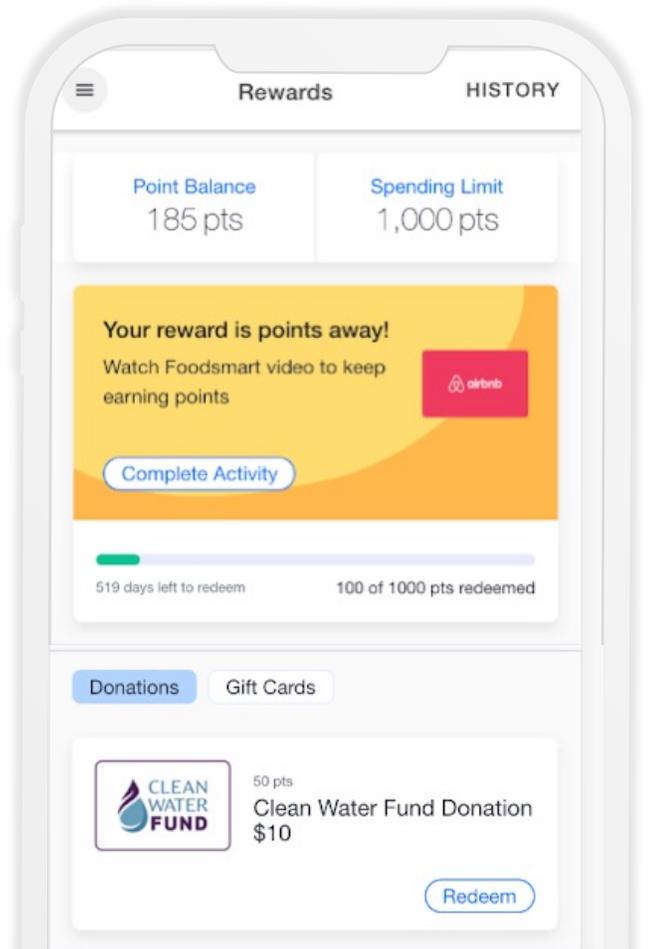
When members are in the Rewards Center and thinking about redeeming points, it is a great time to show them rewardable programs. Members who are eligible will see a new card in the Rewards Center that encourages them to complete a recommended program activity to earn points that help them progress toward their next reward. Our research and prototype testing revealed that when earnable points are highlighted in this context, members are 1.7x more likely to complete recommended activities. In order to see the program recommendation, members must meet the following criteria:

- Within spending limit
- Eligible to redeem for a gift card or employer offering
- Eligible for program and meet guidelines for program recommendations

Clicking on the card brings the member to the relevant program where the activities can be completed to earn points.



Available to customers of Wellbeing Navigator and Castlight Complete



## Mobile Password Reset with SMS

Castlight is introducing a new way for members to reset their password on the mobile app: with SMS! Now members will be able to reset their password using a security code sent to their phone via SMS, as long as the member has a verified phone number. Members will continue to be able to reset their passwords via password email link, as well.



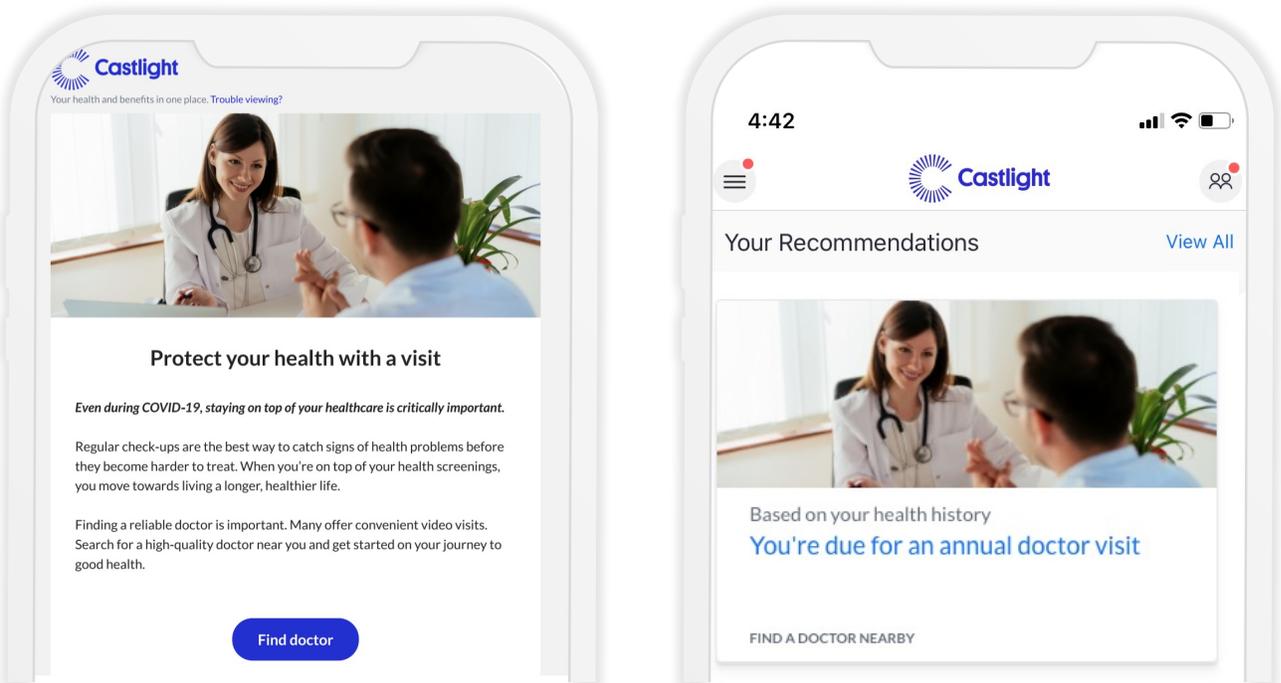
Available to all customers

## Closing Gaps in Care with New Genius Recommendations

In an effort to close critical gaps in care for the populations we serve, Castlight is launching a new set of Genius recommendations and engagement tactics for vaccinations, medication adherence and preventive care screenings. Castlight will identify members who are in need of care, as defined by the clinical eligibility rules determined by IBM Watson (i.e. gender, age, frequency):

- Missing Screenings: Preventive Ambulatory Screening; Spirometry Evaluation
  - Missing Vaccinations: Adolescent HPV Vaccine, Child Vaccine, Adolescents Vaccine
  - Missing Medications\*: Cholesterol, Diabetes, Statins (for Diabetes), Antiplatelet Therapy
- Members who fall into these segments will receive email notifications and in-app experiences nudging them to speak to their provider or find a provider to refill their medications and schedule screenings (see example for primary care screening). For members to receive these reminders, customers must provide Castlight with medical and/or prescription\* claims data for their population and must also have Genius emails enabled. Your Customer Success team will be reaching out to you with additional information on this opportunity.

● ● Available to customers of Care Guidance Navigator and Castlight Complete



Experiences for member missing preventive care screening

Product Feature Key: ● Complete ● Wellbeing ● Care Guidance