



# August Product Release Notes

August 2022



OUTCOME FOCUS

## High-Value Program Utilization

Proactively encourage your members to engage with their health through data-driven, personalized, and timely experiences that improve their health today and lower the cost of care in the future. A tailored digital experience is crucial educating, building trust, and ultimately motivating members toward the right health activities and high-value programs at the right time.



## Seamless Health Tracking with Updated Apple Health Kit Activities

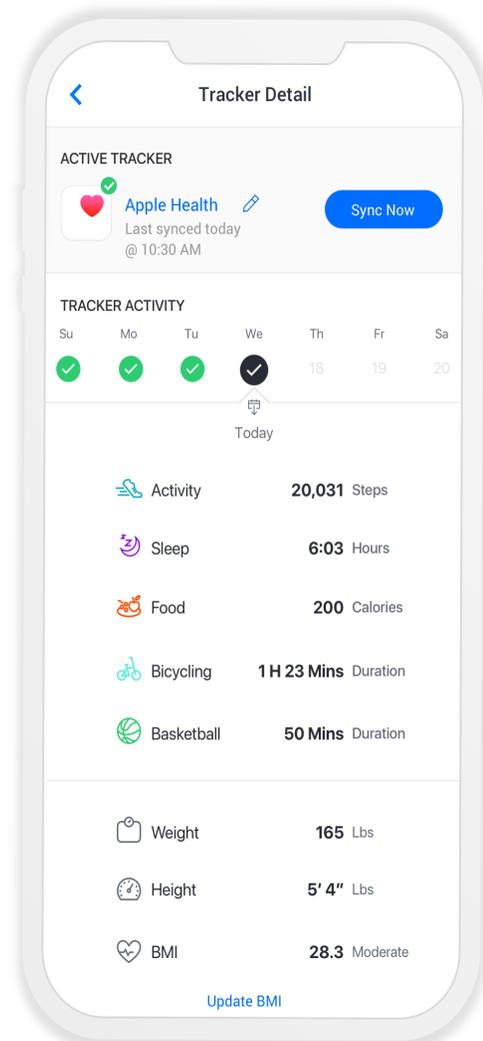
We've simplified the user experience enabling members to effortlessly earn points with healthy activities. This enhancement reduces the need to manually enter popular tracker activities. Members using Apple Health Kit trackers, the most commonly linked tracker, will now see six new activities automatically synced and logged in the Castlight app.

New activities include:

- Biking
- Swimming
- Running
- Basketball
- Yoga
- Wheelchair Activities

Just like manual entry activities, these activities will be converted to steps for points allowing members to seamlessly track their activities for rewards.

Available to customers of: ● ● ●



Product Feature Key:



Whole Health Navigation



Care Navigation



Complete Digital Hub



Care Guidance



Holistic Wellbeing



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## High-Value Program Utilization (Continued)



### Increased Personalization with COVID-19 and Flu Vaccine Self-Attestation

Vaccines are a key element of a patient's overall health journey. When members have access to vaccines using alternative payment sources (i.e., state run clinics, free vaccine pop-ups, etc.), vaccine data is often not present in claims data. To collect the most accurate data, all users are prompted with vaccine nudges within the Castlight app.

Members will now have the ability to self-attest to their current status for Flu and COVID-19 vaccinations with a questionnaire in the 'Your Recommendations' carousel. All responses provided by the member are confidential.

- If they say Yes, members will receive a confirmation card and will not see those recommendations again (until seasonality or CDC recommendations are updated).
- If they say No, members will receive a prompt to connect with the Vaccine Finder experience.

Benefit Leaders have the option to turn off the Covid Vaccine Finder feature.

The screenshot shows the Castlight app interface for user Maya Espinoza. A questionnaire titled 'Question for you' asks 'Are you vaccinated against COVID-19?' with options: Yes, No, and I'd rather not say. A blue arrow points from this question to a 'Confirmation Card' which says: 'Well done and thanks for sharing! We've updated your health recommendations based on this info.' Below the questionnaire, there are two more cards: a 'Booster Card' asking 'Have you received a COVID-19 booster?' and a 'Vaccine Finder Prompt Card' asking 'Thanks! Do you want to know where you can get a COVID-19 booster?' with 'No' and 'Yes' buttons.

Available to all customers: ● ● ● ● ●

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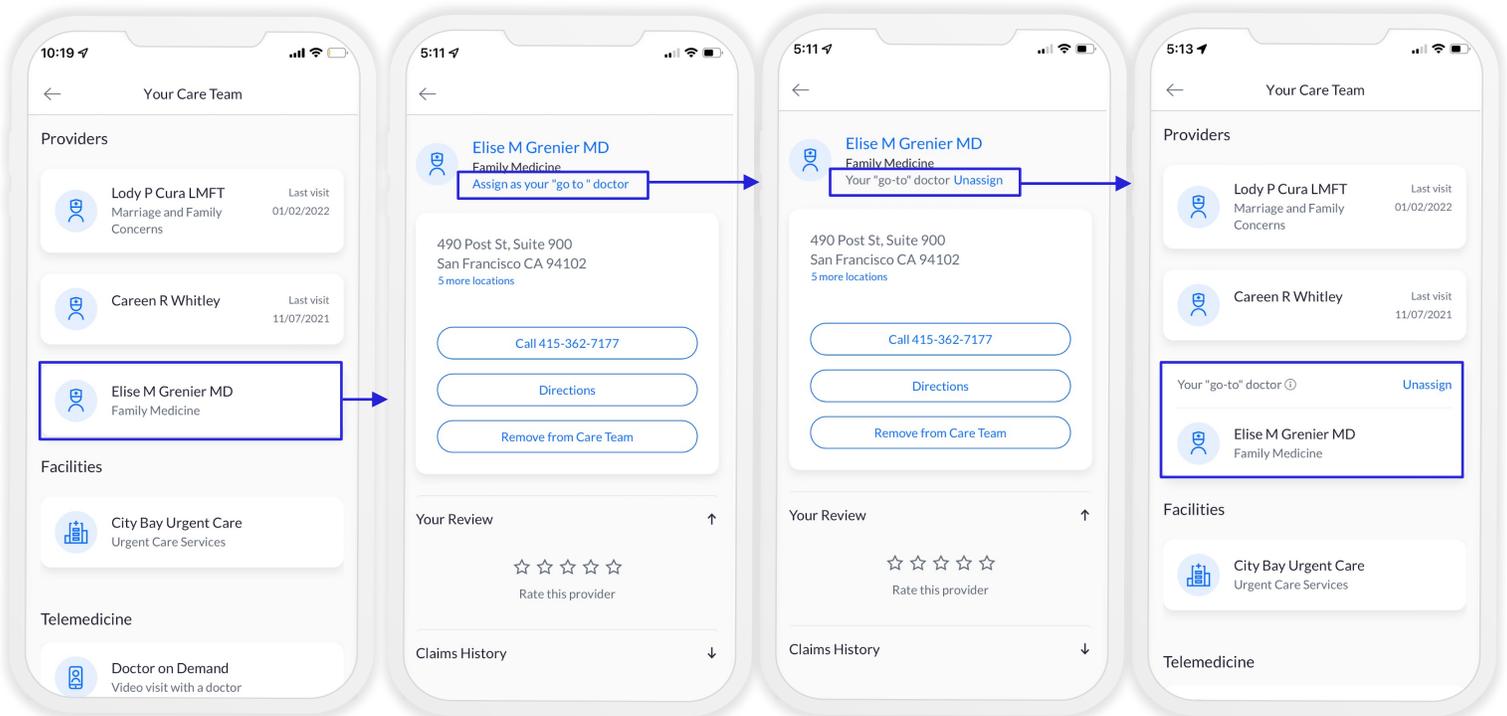
## Optimal Patient Centered Care

Enable your members to live better health outcomes and reduce the total cost of care by removing barriers to preventive care and increasing utilization of high-quality primary care providers & specialists.



## Encourage Primary Care Physician & "Go-To" Doctor Adoption on Mobile

Mobile users are now able to designate a provider on their Care Team as their "go-to" doctor. This enhancement makes the user experience the same on mobile and desktop

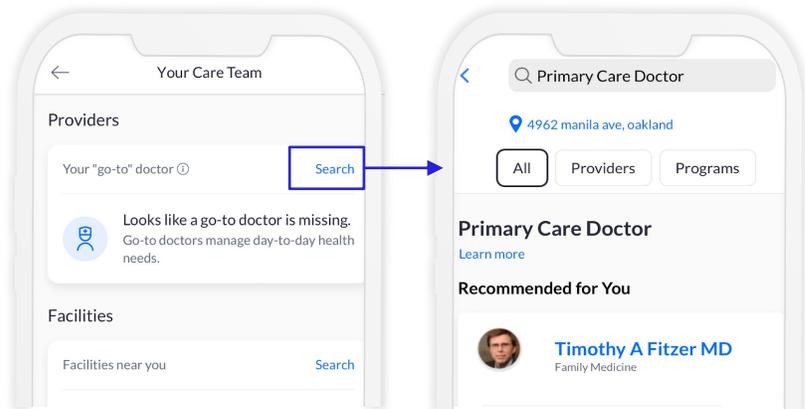


Select provider on Care Team

Assign as "go-to" doctor

Provider designated as "go-to" doctor on doctor details page and Care Team page

To encourage primary care physician adoption (PCP), members are prompted to add a PCP via search when no providers have been added to the Care Team.



Available to customers of: ● ● ● ●



OUTCOME FOCUS

## Optimal Patient Centered Care (Continued)



### Increased Personalization Options with New Pregnancy Segments

Early prenatal care is essential for healthy pregnancy. We've created two new pregnancy segments in addition to existing pregnancy segments.

The existing segments enable members to receive important personalized information on early prenatal care and throughout their entire pregnancy journey. The new segments are available if employers wish to suppress targeted recommendations until members are further along in gestation.

Existing:

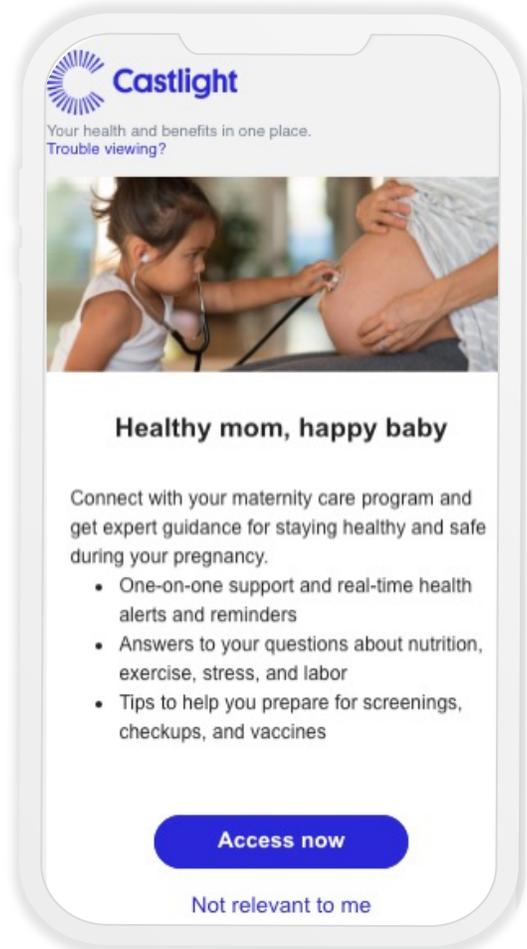
- Normal-risk pregnancy
- High-risk pregnancy

New:

- Normal-risk pregnancy, 16+ weeks gestation
- High-risk pregnancy, 16+ weeks gestation

**High risk** = members with a physician's diagnosis of high-risk complications such as: spotting (bleeding) during pregnancy, multiple gestation (twins, triplets), excessive weight gain during pregnancy, etc.

**Normal risk** = every pregnancy that is not in the "high risk" category



Example Communication:  
Maternity Program

Available to customers of: ● ● ● ●

Product Feature Key:



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