Care Guides Learning Contributes to Member Digital Experience

When our Care Guides connect with members, they learn about their health goals, motivations, and barriers. This enhancement enables them to turn that knowledge into action that seamlessly connects the high-touch Care Guide experience with the digital app experience. After members speak with our Care Guides, program recommendations that were introduced during the call will now be promoted in-app to reinforce, remind, and encourage utilization.

When a Care Guide documents that a program was introduced to a member, that recommendation will be added to the members' bookmarks within the app. Likewise, if a member has expressed they were not interested in a program, that recommendation will be removed from the Recommendations section within the app. There could be up to a 3-day delay after the Care Guide interaction to display changes.

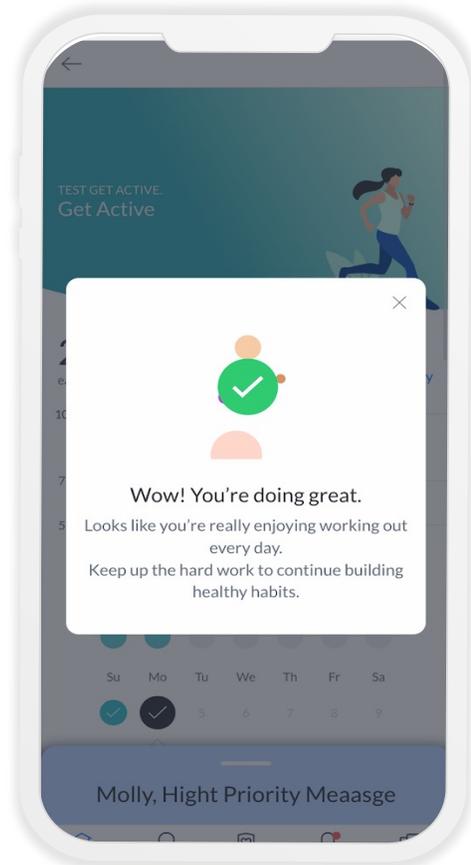**Outcomes Category:** High-Value Program Utilization
Available to customers of Whole Health Navigation and Care Navigation ● ●

Get Active Member Acknowledgement Message

Getting active is a critical component of members progressing on their health journey to achieve better health outcomes. When a member earns more points in Get Active compared to the prior week, Castlight will now show members an appreciation message acknowledging a great job done. Members accrue points in Get Active by logging more activities completed throughout their day and Castlight wants to acknowledge that hard work and motivate our members towards better health.

Outcomes Category: Healthy Activities
Available to customers of Whole Health Navigation, Complete Digital Hub, and Holistic Wellbeing ● ● ●

TEST GET ACTIVE.
Get Active

Wow! You're doing great.
Looks like you're really enjoying working out every day.
Keep up the hard work to continue building healthy habits.

| Su | Mo | Tu | We | Th | Fr | Sa |

Molly, Hight Priority Meaasge

Members Can Bookmark and Remove Program Recommendations

Within the "Your Recommendations" carousel, members will now be able to bookmark recommendations they are interested in or remove recommendations they no longer want to see. With feedback directly from members about what is important to them, their Navigation experience with Castlight will continue to improve, surfacing guidance towards high-interest programs.

There will be a 3-dot menu on all recommendation cards that gives the option to bookmark or remove these items. If the member opts to remove a recommendation, there will be an optional second question to provide additional feedback so that Castlight can better understand member motivations (i.e., not relevant, already completed this elsewhere, not interested, etc.)

Outcomes Category: High-Value Program Utilization
Available to all customers ● ● ● ● ●
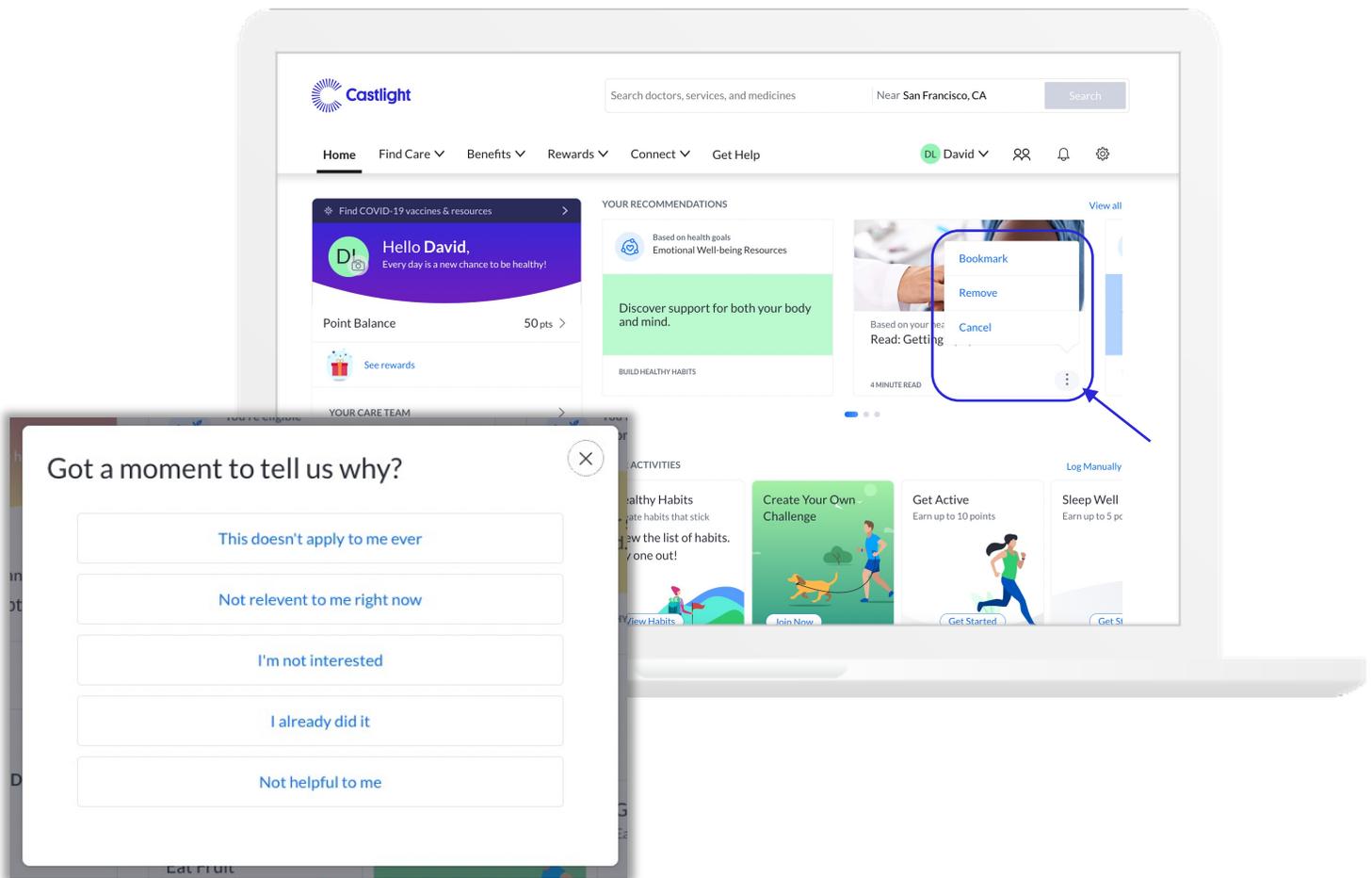
Product Feature Key: ● Whole Health Navigation ● Care Navigation ● Complete Digital Hub ● Care Guidance ● Holistic Wellbeing

Benefits Page Redesign

Being able to locate the relevant programs for a condition is key to member engagement and better health outcomes. Castlight has redesigned the Benefits page to help members navigate their benefits more easily and to find programs relevant to their specific health goals.

These enhancements improve visibility of:

1. Programs that members recently interacted with, which are now surfaced in a new section called "Jump back in"
2. Employer-highlighted programs (configured in Unified Mission Control) and Genius-recommended programs, which are now consolidated into one section on the Recommended programs tab

Also in this release, all elements of the redesigned Benefits page previously released on the Mobile platform are now available on Desktop. This redesign, developed from customer feedback and usability research, is aimed at driving members to improved health and wellbeing by increasing program engagement and activity completion.

Outcomes Category: High-Value Program Utilization
Available to customers of Whole Health Navigation, Complete Digital Hub, and Holistic Wellbeing ● ● ●
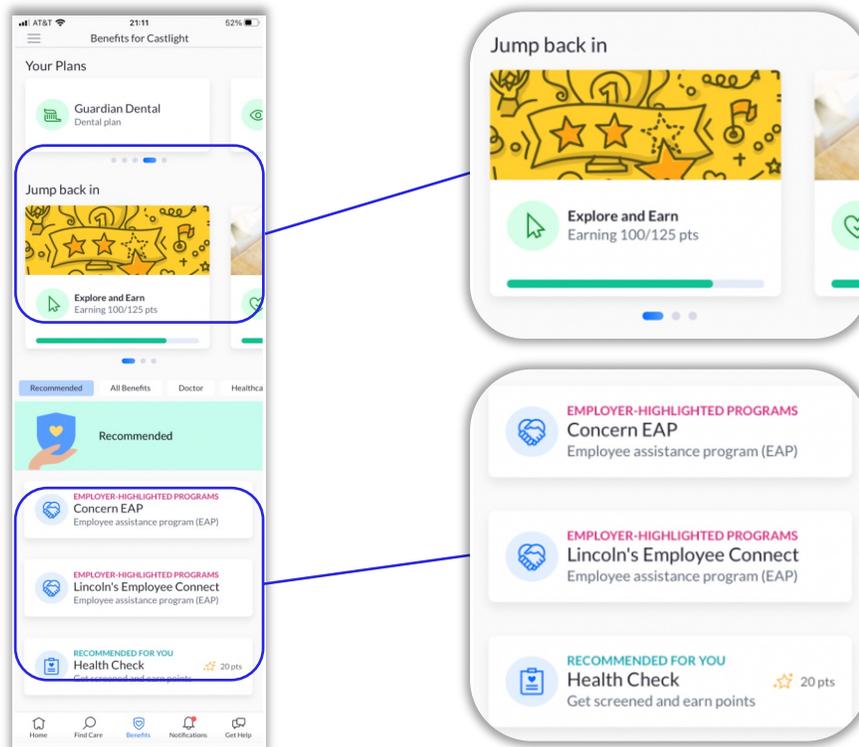
| Product Feature Key: | ● Whole Health Navigation | ● Care Navigation | ● Complete Digital Hub | ● Care Guidance | ● Holistic Wellbeing |

## High Priority Alerts: Recommended Programs

To increase program utilization, Castlight is extending the High-Priority Alert functionality to include alerts that display a recommended program, a summary of that program, and any points that can be earned (if applicable).

The High-Priority Alert will now appear in either the lower band of the mobile experience and as a top-of-page banner in the web experience, nudging members to take action. When the member clicks these alerts, a message will appear where they can see more details about the program and click to navigate to the Program details page. Prioritization logic for High-Priority Alert will be updated to ensure members see the most relevant and time-sensitive alerts and be ranked in the following order:

1. High priority Communications Suite (e.g., employer message)
2. Critical Health Alerts
3. Recommended Programs

Outcomes Category: High-Value Program Utilization
Available to customers of Whole Health Navigation, Complete Digital Hub, and Holistic Wellbeing ● ● ●
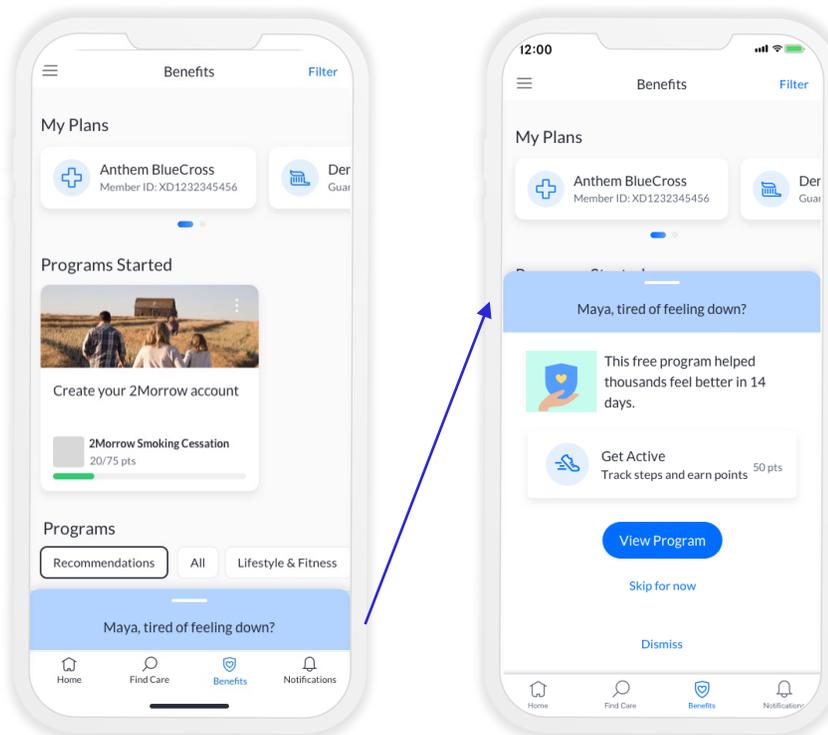
Program Promotion Email Based on Relevant Health Conditions

Relevant, specific, and personalized communications drive member behavior. Six new emails that promote relevant programs were created to target members from ten different segments. The health categories covered in these emails are diabetes, Chronic obstructive pulmonary disease (COPD), pregnancy, and medication adherence across multiple conditions.

Members who fall into these segments will receive email notifications nudging them to learn more about available programs. For further information on member segment definitions, how to configure these emails, or to receive a set of test emails, please reach out to your Customer Success Manager.

Outcomes Category: High-Value Program Utilization
Available to all customers ● ● ● ● ●

Diabetes Management Program for Statin Therapy Members:

Maternity Program Email for Postpartum Care Members:

Product Feature Key:

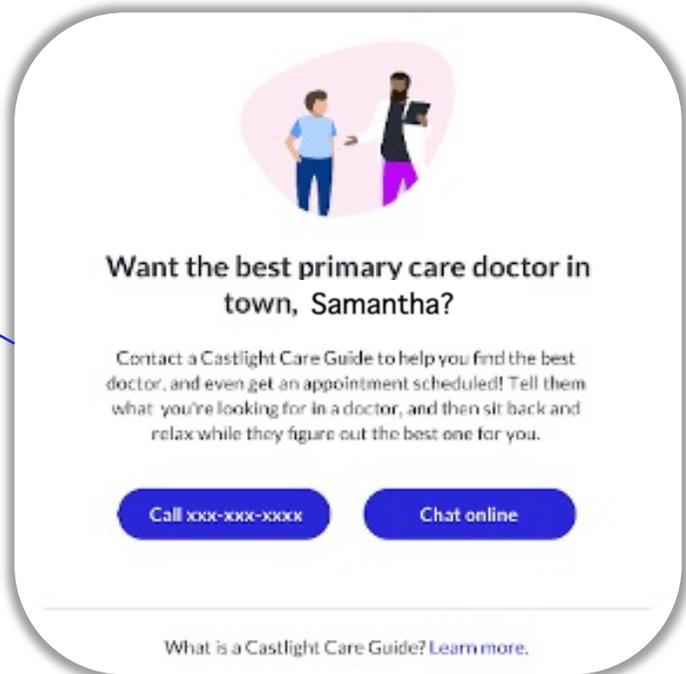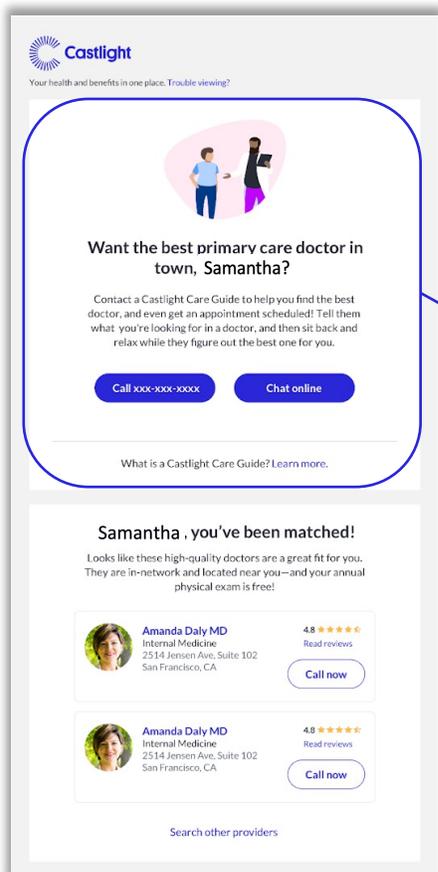● Whole Health Navigation ● Care Navigation ● Complete Digital Hub ● Care Guidance ● Holistic Wellbeing

Connect to PCP Reminder Email

Finding a primary care provider is a crucial part of actively maintaining one's health. We've created two new emails to provide members with better steerage to high-quality, lower-cost providers. Members whose employers that have opted into emails will now receive these new notifications based on the following segment and logic:

- **Members with access to Care Guides** will receive an email 24-48 hours after performing a PCP search. The email offers the option to contact a Care Guide, call a specific provider, or search for other providers.
- **Members without access to Care Guides** will also receive an email 24-48 hours after performing a PCP search. However, this email will offer the option to call a specific provider or search for other providers.

Outcomes Category: Gaps-in-Care Closure
Available to customers of Whole Health Navigation, Care Navigation, and Care Guidance ● ● ●

Member Experience Enhancements on Reward Details During Blackout Period

Incentives are an important driver of program utilization and overall engagement with Castlight. We've made some enhancements to how reward details are communicated during Incentive Blackout periods on the Home Page and in the Reward Center (Rewards tab → Redeem Points page).
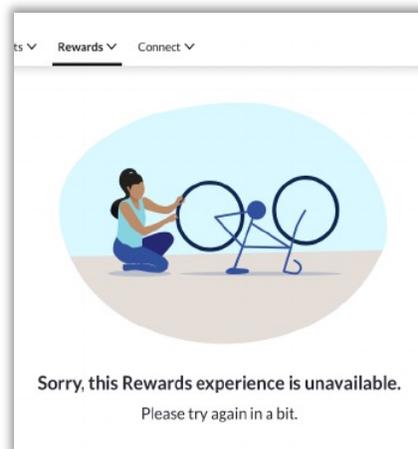
Outcomes Category: Member Satisfaction
Available to customers of Whole Health Navigation, Care Navigation, and Care Guidance ● ● ●

Incentive plan year is configured	Rewards Experience for current year is configured	Blackout period is LIVE	"Display future rewards" is toggled ON	Future Rewards Experience is configured
YES	NO	NO	NO	NO

Home Page View:
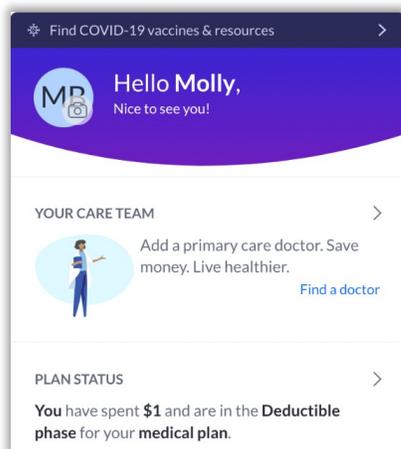
Reward Center View:

Product Feature Key: ● Whole Health Navigation ● Care Navigation ● Complete Digital Hub ● Care Guidance ● Holistic Wellbeing
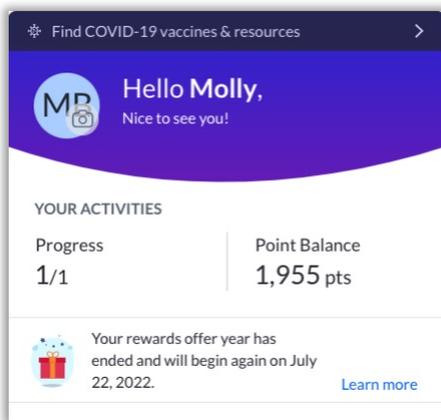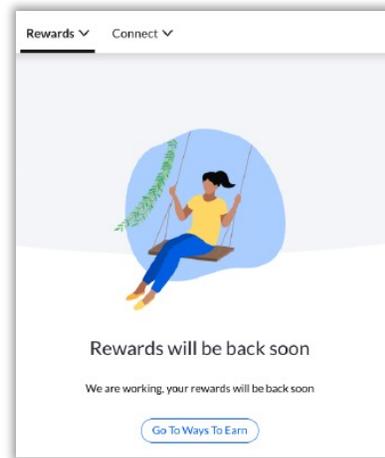
Member Experience Enhancements on Reward Details During Blackout Period (continued)

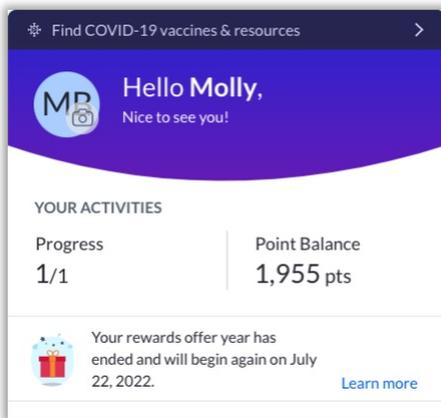| Incentive plan year is configured	Rewards Experience for current year is configured	Blackout period is LIVE	"Display future rewards" is toggled ON	Future Rewards Experience is configured
YES	YES	YES	NO	NO

Home Page View:
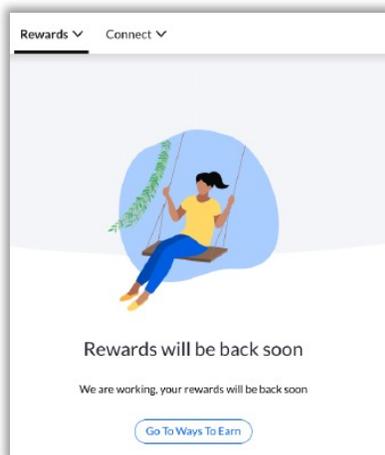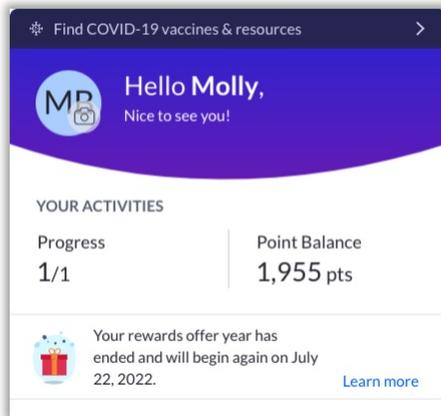

Reward Center View:

Incentive plan year is configured	Rewards Experience for current year is configured	Blackout period is LIVE	"Display future rewards" is toggled ON	Future Rewards Experience is configured
YES	YES	YES	YES	NO

Home Page View:

Reward Center View:

Product Feature Key: ● Whole Health Navigation   ● Care Navigation   ● Complete Digital Hub   ● Care Guidance   ● Holistic Wellbeing
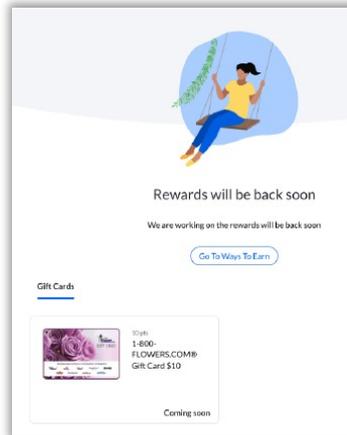
Castlight

Member Experience Enhancements on Reward Details During Blackout Period (continued)

Incentive plan year is configured	Rewards Experience for current year is configured	Blackout period is LIVE	"Display future rewards" is toggled ON	Future Rewards Experience is configured
YES	YES	YES	YES	YES

Home Page View:

Reward Center View:

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