



October Product Release Notes

October 2022



OUTCOME FOCUS

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.



Driving Member Gap in Care Closure via High Priority Recommendation Cards

To streamline members' ability to close gaps in care, members can now more easily connect with Care Guides, see new prompts for additional health screenings, and be driven to take action with more visible incentives on High Priority Recommendation Cards.

New Call to Action (CTA): recommending chat with Care Guides

Members with Care Guides are 30% more likely to close a gap in care than members without Care Guides, therefore we've created a new possible CTA to direct members to chat with a Care Guide for High Priority Recommendation Cards.

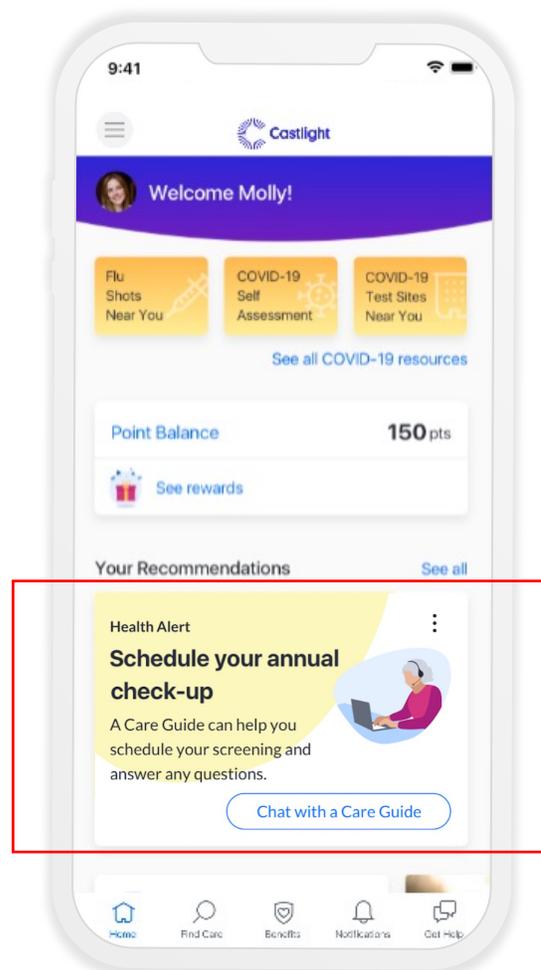
Current: 3 possible CTAs

- Return to Provider
- Top Provider
- Search for a Provider

New: 1 new possible CTA

- Chat with a Care Guide

Available to customers of: Whole Health Navigation and Care Navigation ● ●



Product Feature Key:



Whole Health Navigation



Care Navigation



Complete Digital Hub



Care Guidance



Holistic Wellbeing



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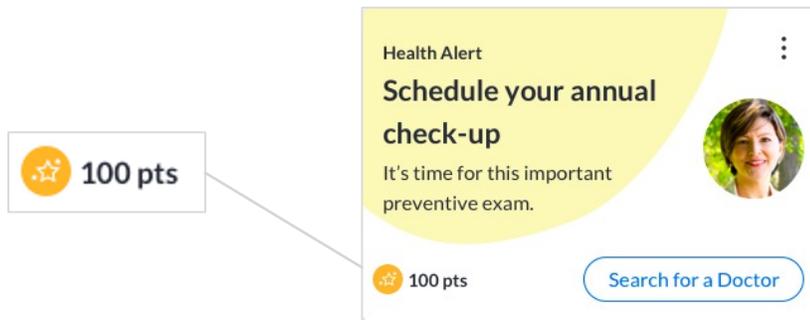
Optimal Patient Centered Care (Continued)



Driving Member Gap in Care Closure via High Priority Recommendation Cards (Continued)

Highlight of Incentives for completing screenings included in Health Check

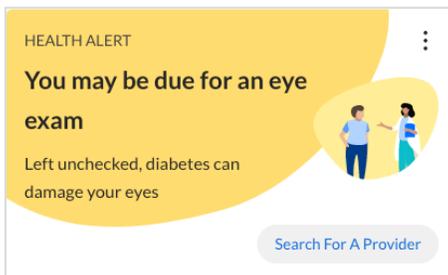
Members are 4.2x more likely to complete an activity when points are rewarded in comparison to activities with no points. We want to ensure members are aware of rewards for certain screenings and have added a 'available points' message to relevant High Priority Recommendation Cards.



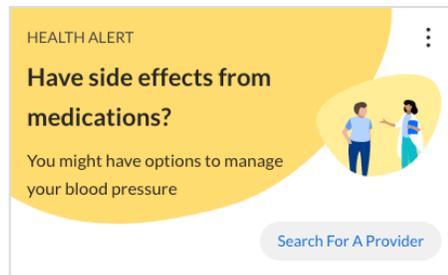
Available to customers of: Whole Health Navigation and Complete Digital Hub ● ●

New Cards related to condition-specific screenings, medication adherence, and pediatric/adult vaccinations

High Priority Recommendation Cards for 27 Genius segments related to condition-specific screenings, medication adherence, and pediatric/adult vaccinations have been added to direct more members to the right care and recommendations at the right time.



Condition-Specific Screening



Medication Adherence



Vaccinations – Pediatric and Adult

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Optimal Patient Centered Care (Continued)



Driving Member Gap in Care Closure via High Priority Recommendation Cards (Continued)

Category	Genius Segments
Condition-specific screenings	<ul style="list-style-type: none"> - COPD Spirometry Evaluation - Diabetes Eye Exam - Diabetes HbA1c Test - Diabetes Lipid test
Medication adherence	<ul style="list-style-type: none"> - PDC ARV Antiretroviral Medications - PDC BB Beta Blockers - PDC BG Biguanides 2019 - PDC CCB Calcium Channel Blockers - PDC STA Statins - Medication Adherence for Diabetes Meds - Medication Adherence Hypertension Castlight
Pediatric and adolescent vaccinations	<p><i>Adults:</i></p> <ul style="list-style-type: none"> - Influenza Vaccine - Shingles Vaccination Castlight <p><i>Pediatric:</i></p> <ul style="list-style-type: none"> - Chicken Pox (VZV) Vaccine - Diphtheria Tetanus Pertussis (DTaP) Vaccine - H Influenza Type B (HiB) Vaccine - HEDIS CIS Childhood Immunization Combo 10 - Hepatitis A Vaccine - Hepatitis B Vaccine - Human Papillomavirus Vaccine Adolescent - Influenza Childhood Vaccine - Measles Mumps Rubella (MMR) Vaccine - Meningococcal Vaccine Adolescent - Pneumococcal Conjugate Vaccine - Polio (IPV) Vaccine - Rotavirus Vaccine - Tetanus Diphtheria Vaccine Adolescent

Product Feature Key:



Whole Health Navigation



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Optimal Patient Centered Care (Continued)



Driving Member Gap in Care Closure via Critical Health Alerts

Doubling down in our efforts to close gaps in care, members can now more easily connect with Care Guides and providers through Critical Health Alerts. Additionally, members are driven to take action with more visible incentives, and now see recommendations for medication adherence, health screenings, and vaccinations in these Alerts.

New Calls to Action (CTAs): Chat with a Care Guide, Return to provider, Top provider

We've expanded Critical Health Alert capabilities to include CTAs proven to increase engagement.

Current: 1 possible CTA

- Search for a Provider

New: 3 new possible CTAs

- Chat with a Care Guide
 - If members are in Social Determinants of Health (SDoH) segment, they will be prompted to contact a Care Guide
- Return to Provider
 - Members will be prompted to contact existing provider
- Top Provider
 - Members will be recommended a top provider if they don't already have one

Available to customers of: Whole Health Navigation, Care Navigation, Complete Digital Hub, Care Guidance ● ● ● ●

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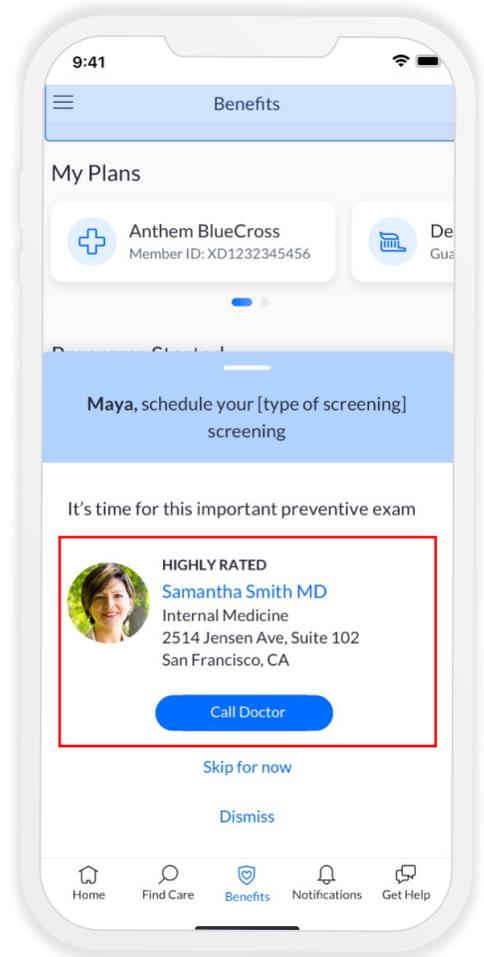
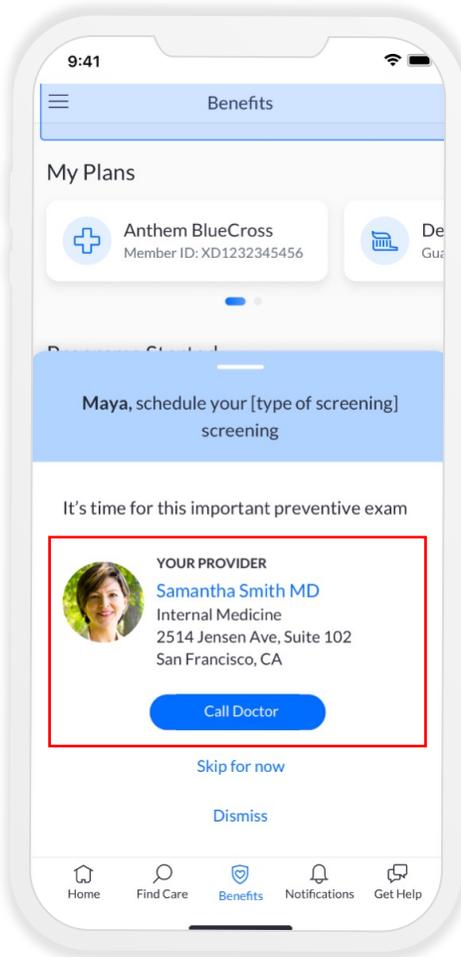
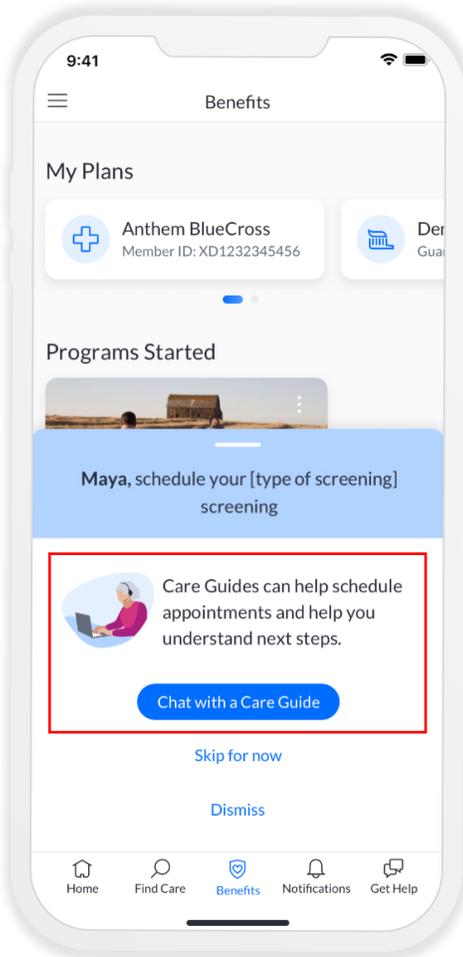


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Optimal Patient Centered Care (Continued)



Driving Member Gap in Care Closure via Critical Health Alerts (Continued)



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Optimal Patient Centered Care (Continued)



Driving Member Gap in Care Closure via Critical Health Alerts (Continued)

Highlight of Incentives for completing screenings included in Health Check

When members are eligible to earn points for a screening via Health Check, they will now see those points highlighted on Critical Health Alerts.

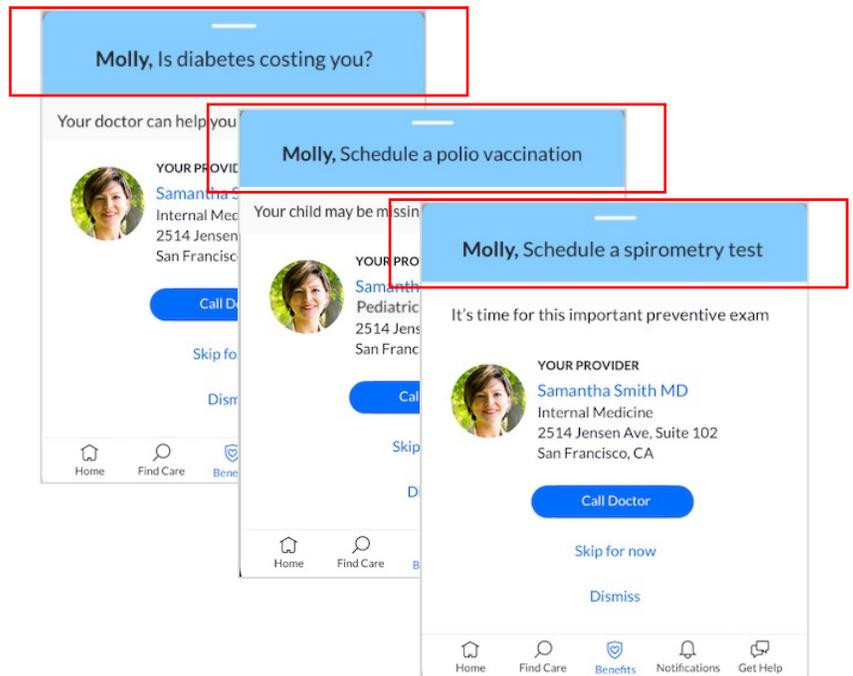
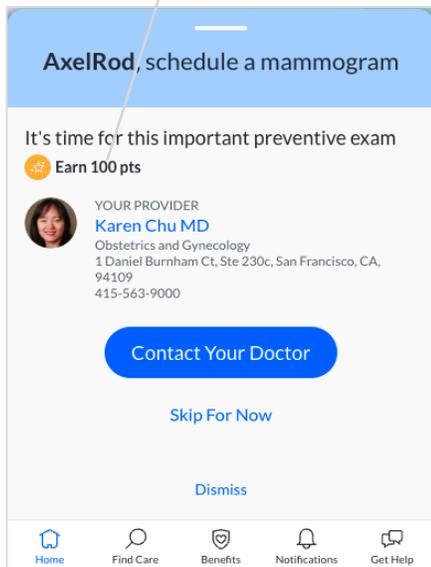
Available to customers of: Whole Health Navigation and Complete Digital Hub ● ●

New Alerts related to condition-specific screenings, medication adherence, and pediatric/adult vaccinations

Critical Health Alerts for 27 Genius segments related to condition-specific screenings, medication adherence, and pediatric/adult vaccinations, have been added to direct more members to the right care and recommendations at the right time.

The full list of Genius segments can be found on page 3 in the chart under the release item "Driving Member Gap in Care Closure via High Priority Recommendation Cards".

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Product Feature Key:

- Whole Health Navigation
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Optimal Patient Centered Care (Continued)



Health Check: Directing Members to High-Quality Providers

Launched in 2021, Health Check is a program designed to motivate members to improve preventive care by aligning incentives to screening completions. Members with known gaps in care receive a priority message on their Home Page, Way to Earn Page, and through targeted in-app communications. To reduce the load on our members to determine which doctor they should select, we've made this enhancement to show whom they can see for their check-up.

When a member is currently eligible for a preventive care screening as a Health Check program activity and if the member...

- **Has** previously seen a provider for the same screening, we will surface the same provider (e.g., Return to Provider CTA)
- **Has not** previously seen a provider for the same screening, we will surface the top-recommended provider (e.g., Top Provider CTA)

[Screening Name]

Make an appointment with your primary care provider to get a regular health exam and prevent problems before they begin.

Contact your doctor
Stephanie Stefanopolis, MD



[Screening Name]

Make an appointment with your primary care provider to get a regular health exam and prevent problems before they begin.

Highly Rated
Stephanie Stefanopolis, MD



The member can contact the provider right from the program details page by clicking this Provider CTA.

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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.



Addressing Critical Health Conditions in High Priority Recommendations Cards

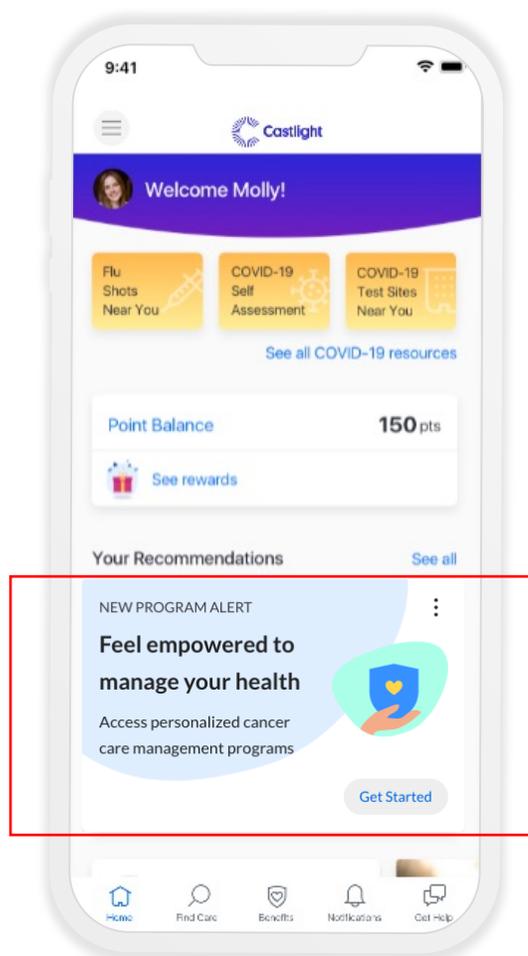
To drive down total cost of care, we're addressing six critical health conditions directing members to take action following a new diagnosis. The High Priority Recommendation Cards are Genius segment driven to provide recommendations and available programs to relevant members. These conditions alone accounted for 30% of customer medical and Rx spend in 2021.

Health Conditions:

- Cancer
- Behavioral Health
- MSK (Musculoskeletal)
- Diabetes
- Pregnancy
- CAD (Coronary Artery Disease)

There are eight new High Priority Recommendation Cards that drive members to take action while their new health condition is top of mind.

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High-Value Program Utilization (Continued)



Addressing Critical Health Conditions in High Priority Recommendations Cards (Continued)

Promoting MSK Program(s)

NEW PROGRAM ALERT

Don't let back pain get in the way

See results and find pain relief with your new program



Get Started

Applicable segments

- Osteoarthritis
- New back pain
- Ongoing back pain
- At-risk of back surgery

Promoting EAP Program(s)

NEW PROGRAM ALERT

Quality care when you need it most

Mental health support to guide you at every step



Get Started

Applicable segments

- Depression
- Depression diagnosed and antidepressants Rx
- Depression ED Visit After 6 Weeks
- Depression anxiety risk (HA)

Promoting Maternity Program(s)

NEW PROGRAM ALERT

Get the best maternity care

Access personalized support throughout your journey



Get Started

Applicable segments

- High-risk pregnancy
- High-risk pregnancy - 2nd trimester or later
- Normal-risk pregnancy
- Normal-risk pregnancy - 2nd trimester or later

Promoting Cancer Management Program(s)

NEW PROGRAM ALERT

Don't let back pain get in the way

See results and find pain relief with your new program



Get Started

Applicable segments

- Cancer care

Promoting Diabetes Management Program(s)

NEW PROGRAM ALERT

A new way to manage diabetes

Try out this program to make lifestyle changes



Get Started

Applicable segments

- Controlled diabetes
- Diabetes with complications
- Type 1 Diabetes

Promoting Heart Disease Management Program(s)

NEW PROGRAM ALERT

Manage heart health with ease

Here's a program to help manage your symptoms and pain



Get Started

Applicable segments

- CAD diagnosed



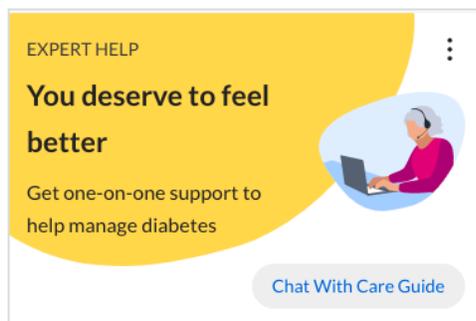
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High-Value Program Utilization (Continued)



Addressing Critical Health Conditions in High Priority Recommendations Cards (Continued)

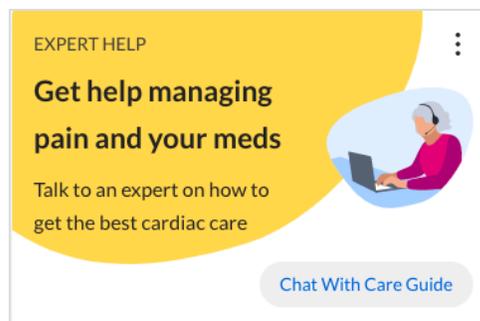
Promotes Async Chat with Care Guide



Applicable segments

- Treatment for Diabetes and Hypertension
- Diabetes and CVD Statins Recommended
- Medication Adherence for Diabetes Meds
- Diabetes LDL C Less Than 100 mg
- Uncontrolled Hypertension and Diabetes
- Diabetes with hospitalizations
- Diabetes HbA1c LT 9 Percent

Promotes Async Chat with Care Guide



Applicable segments

- CAD ACE Inhibitor or ARB Therapy
- CAD Beta Blk 6 Mo Post MI
- CAD LDL Lowering Drug Therapy
- CAD Beta Blocker Therapy Prior MI
- CAD Statin Therapy
- CAD Antiplatelet Therapy Castlight

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High-Value Program Utilization (Continued)

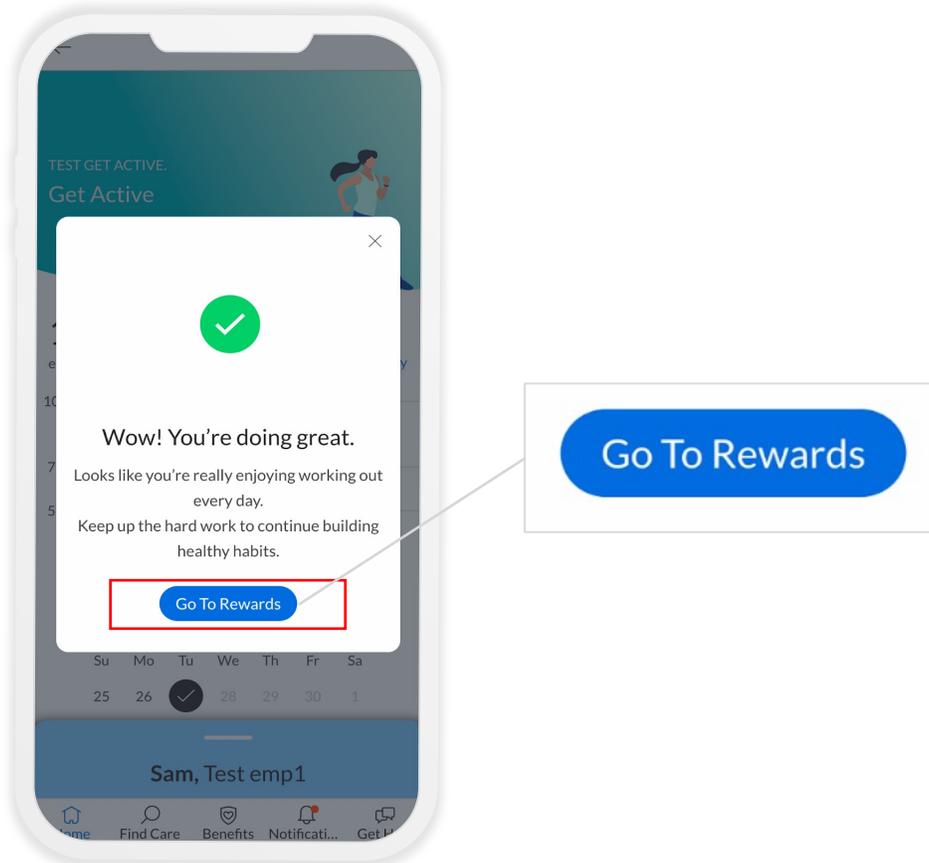


Increasing Engagement through Get Active Page Enhancements

In July, we created a congratulatory pop-up message to members when they earned more points this week than they did the previous week. This was created to appreciate the members for working out consistently and investing in their health and wellbeing.

In this release, we built on that momentum and added a call to action in the pop-up, routing the member to the Rewards Page to see their eligible rewards and additional opportunities to earn. This enables members to redeem points in the Reward Center and serves as a launchpad to explore and engage with other programs.

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High-Value Program Utilization (Continued)



Leveraging Tracker Data to Improve Personalization

There has been a surge of trackers in the digital consumer space giving insight on wellbeing and chronic health conditions. With 46% of Castlight members having linked a tracker to our app, we've leveraged this near real-time data on member health and wellness to inform our personalization engine to trigger recommendations to drive members to take actions in improving health outcomes.

Six new Genius segments have been created to promote programs and recommendations based on sleep, physical activity, and weight.

Physical Activity

- **Low Steps** - Daily average steps of less than 7,500 steps for one month or more.
- **Decline in Activity** - Reduction in the daily average steps by 25% for one month or more.

Sleep

- **Insufficient Sleep** - Sleep duration of 6 hours or less for 80% of the time over the past month
- **Decline in Sleep** - Sleep duration has decreased by 50% or more over the past month as compared to the previous month's average.
- **Inconsistent Sleep** - Sleep data that varies 2 hours or more from the average 2 or more days a week within the past month.

Weight

- **Significant Weight Increase** - User's reported weight has increased by 5% or more in the past month

Members who fall into these segments will receive recommendations based on the qualifications.

Available to all customers ● ● ● ● ●

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Holistic Wellbeing



OUTCOME FOCUS

Building the Future of Connected Care

Empower your members to access and engage in whole person health with a robust navigation infrastructure and high touch services that power the future of connected care. Continuously updated tools, reporting, and insights enable benefit leaders to make the most informed decisions for their population and deliver the best user experience.



Increasing Personalization with Expanded Health Risk Assessment Topics and Questions

To further refine our personalization drivers, Health Assessment has been expanded to include 18 additional questions across 6 new topics. This enhancement allows members to receive more comprehensive recommendations about how to improve their health. The Health Assessment will continue to use member responses as they progress through the assessment, to only surface the most relevant questions.

Existing Topics: General Health, Sleep, Stress, Nutrition, Weight, Activity, Blood pressure, Cholesterol, Mood, Tobacco use, Financial health

New Added Topics: Demographics, Health Screenings, Chronic Illness, Alcohol Use, Safety, Accessibility

Available to all customers

Product Feature Key:



Whole Health Navigation



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Holistic Wellbeing