

OUTCOMES 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.

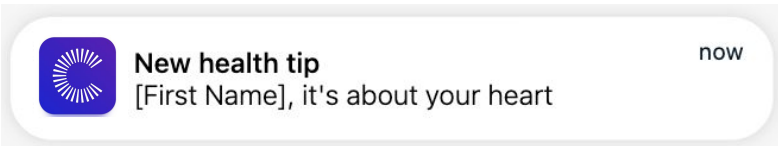
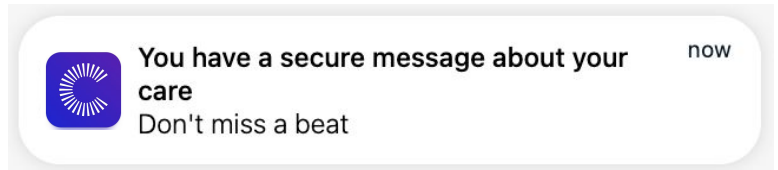
New Genius Recommendations for Cardiac Conditions & Asthma

Three new Genius Journeys for those with heart failure, hypertension, or persistent asthma are being launched to engage these targeted members in the right level of care at the right time for timely monitoring and assessments. A Genius Journey is an ordered series of outbound communications such as emails, push & in-app notifications, and in-app carousel cards to recommend important next steps of care. These call to actions are a crucial measure in reaching high and rising risk individuals and connecting them to the right resource and care guides that can support them on their health journey. Below is a chart of the three segments that are being targeted with the series of communications.

Note: members will only receive communications promoting services for which they are eligible. For example, only members eligible for Care Guides will receive communications prompting them to connect with Care Guides.

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

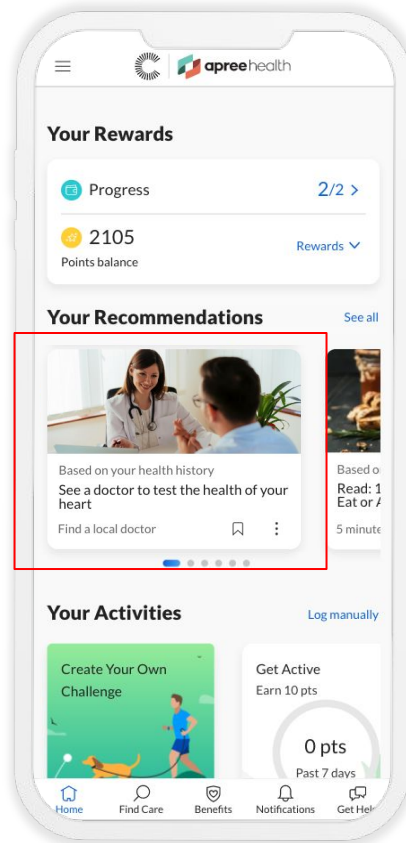
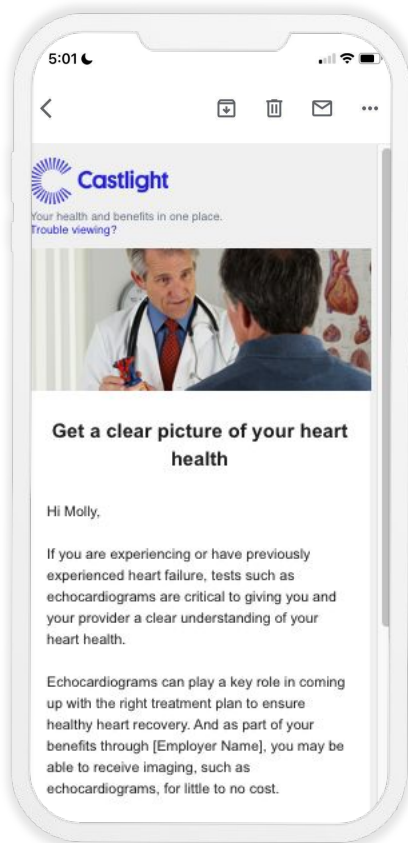
New Genius Journeys: Heart Failure LVF Assessment In-App and Push Notification

	CTA	Preview
If member has Care Guides	Async Chat w/ Care Guide	 <p>New health tip now [First Name], it's about your heart</p>
If member does NOT have Care Guides	Echocardiogram Search	 <p>You have a secure message about your care now Don't miss a beat</p>



New Genius Recommendations for Cardiac Conditions & Asthma (Continued)

New Genius Journeys: Heart Failure LVF Assessment
Email and in-app carousel card that redirect to Primary Care Provider

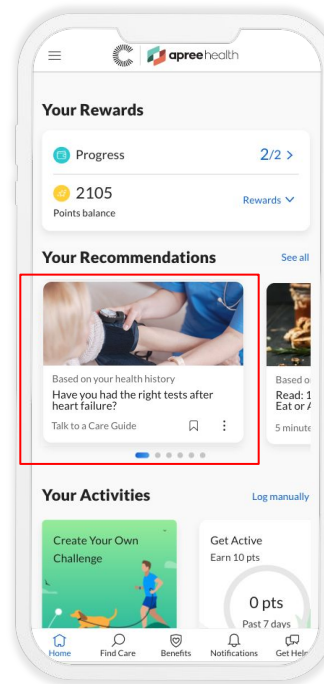
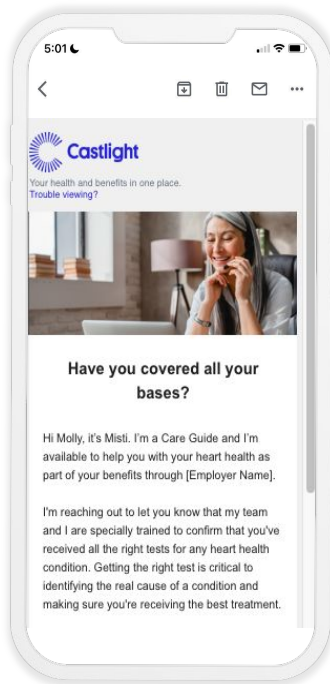




New Genius Recommendations for Cardiac Conditions & Asthma (Continued)

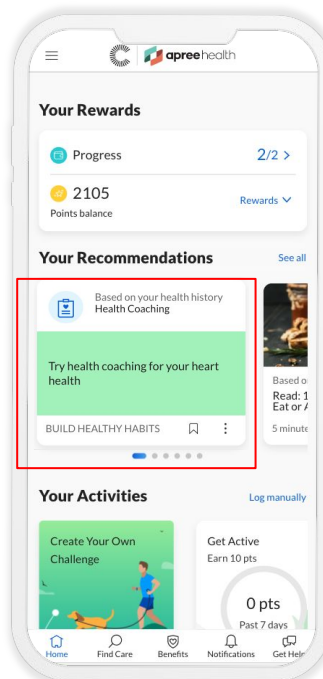
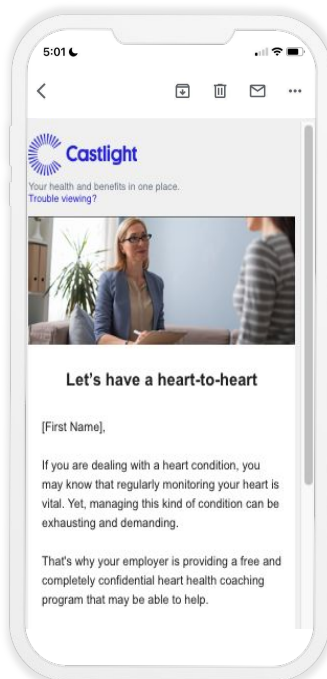
New Genius Journeys: Heart Failure LVF Assessment

Email and in-app carousel card that redirect to Care Guide Chat (if member has Care Guides)



New Genius Journeys: Heart Failure LVF Assessment

Email and in-app carousel card that redirect to Health Coaching Program (if member has one offered)



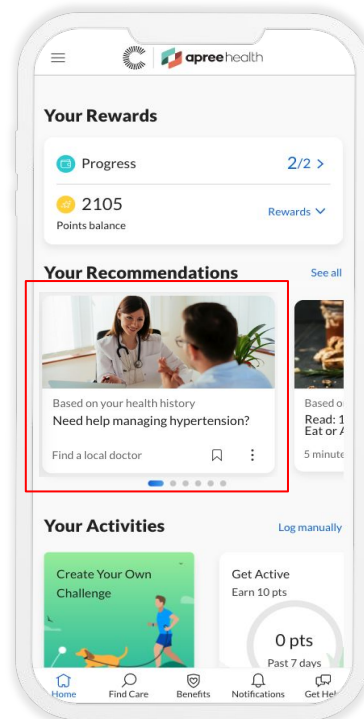
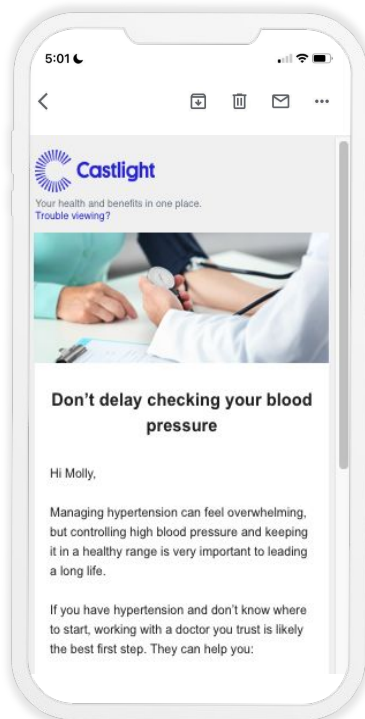


New Genius Recommendations for Cardiac Conditions & Asthma (Continued)

New Genius Journeys: Hypertension BP Measurement In-App and Push Notification

	CTA	Preview
If member has Care Guides	Async Chat w/ Care Guide	
If member does NOT have Care Guides	PCP Search	

New Genius Journeys: Hypertension BP Measurement Email and in-app carousel card that redirect to Primary Care Provider

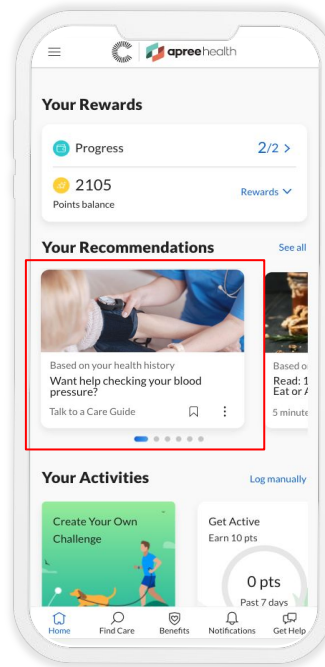
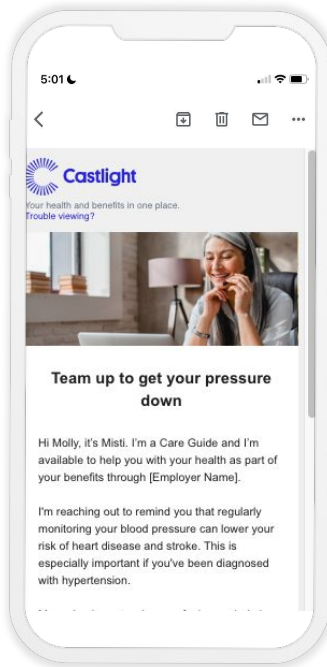




New Genius Recommendations for Cardiac Conditions & Asthma (Continued)

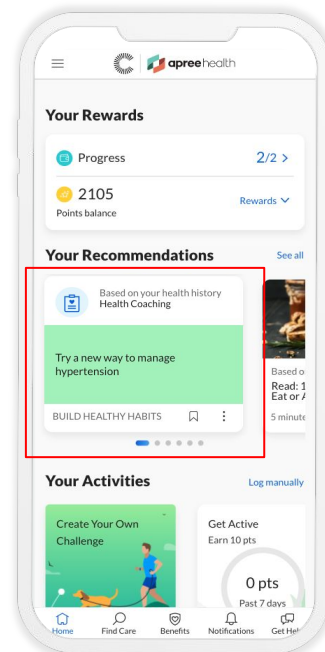
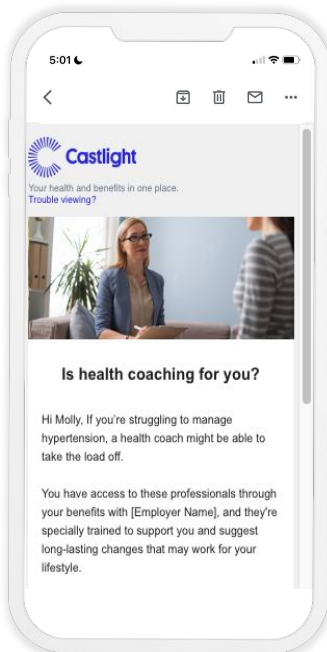
New Genius Journeys: Hypertension BP Measurement

Email and in-app carousel card that redirect to Care Guide Chat (if member has Care Guides)



New Genius Journeys: Hypertension BP Measurement

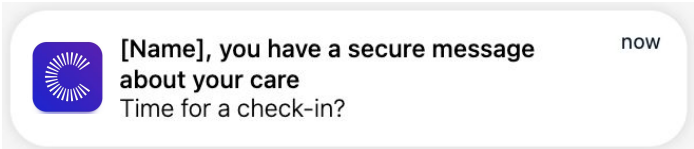
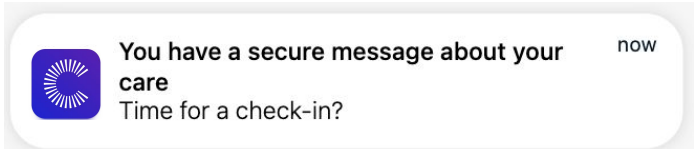
Email and in-app carousel card that redirect to Health Coaching Program (if member has one offered)



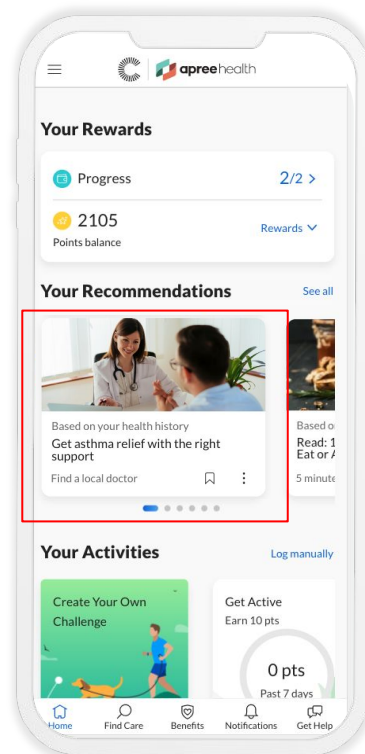
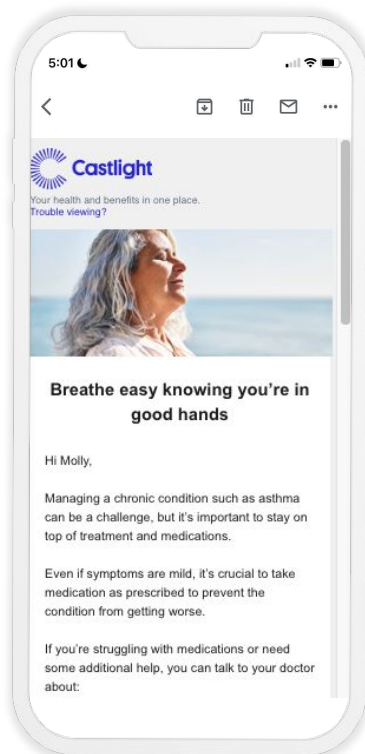


New Genius Recommendations for Cardiac Conditions & Asthma (Continued)

New Genius Journeys: Asthma Medication Adherence In-App and Push Notification

	CTA	Preview
If member has Care Guides	Async Chat w/ Care Guide	
If member does NOT have Care Guides	PCP Search	

New Genius Journeys: Asthma Medication Adherence Email and in-app carousel card that redirect to Primary Care Provider

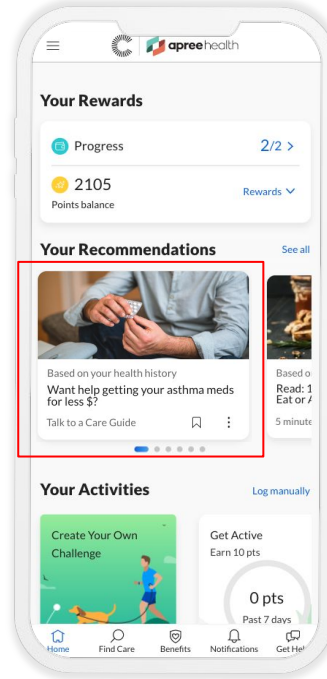
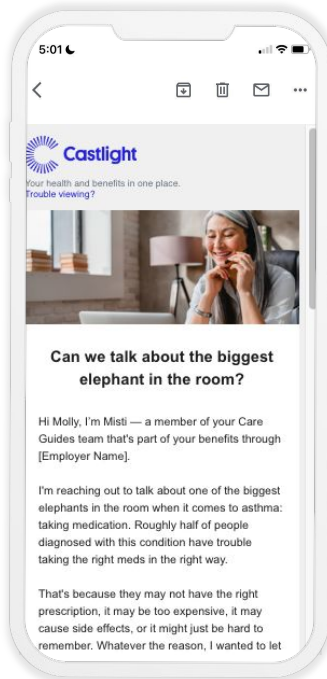




New Genius Recommendations for Cardiac Conditions & Asthma (Continued)

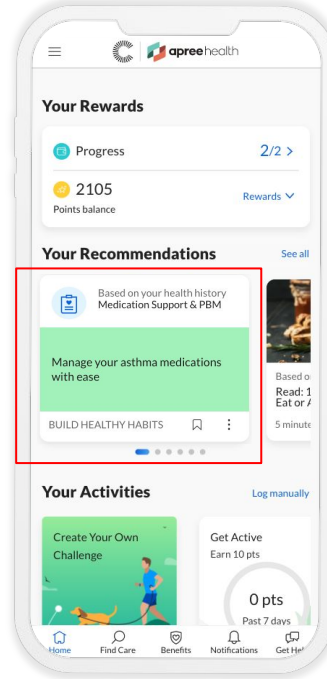
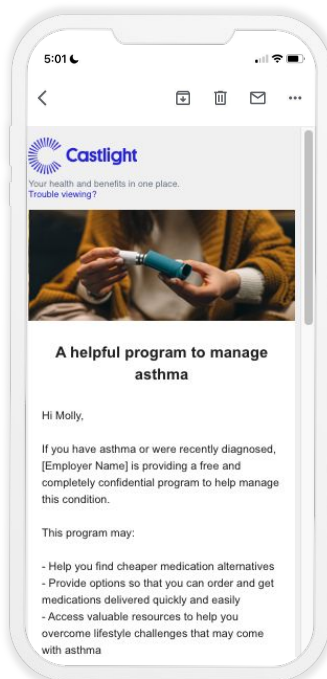
New Genius Journeys: Asthma Medication Adherence

Email and in-app carousel card that redirect to Care Guide Chat (if member has Care Guides)



New Genius Journeys: Asthma Medication Adherence

Email and in-app carousel card that redirect to Medication Support & PBM Program (if member has one offered)

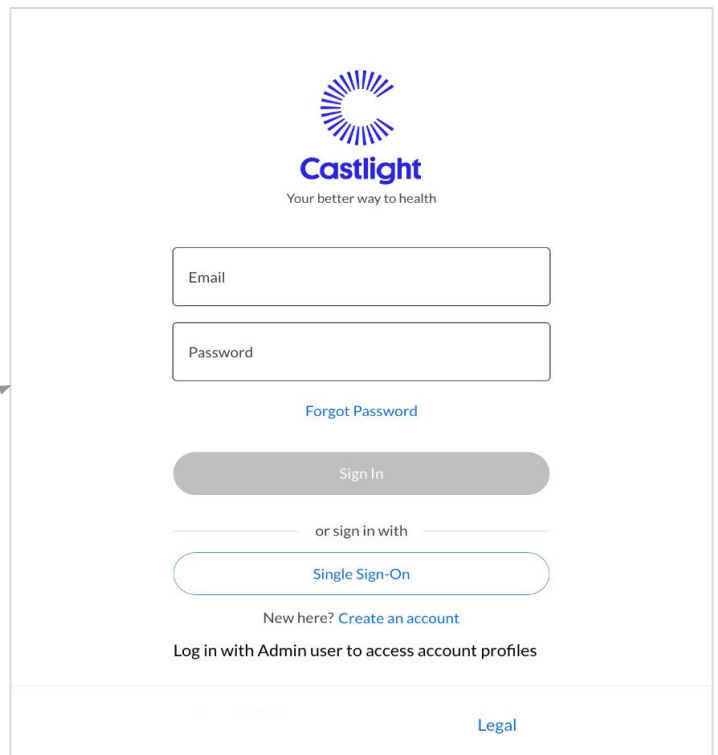
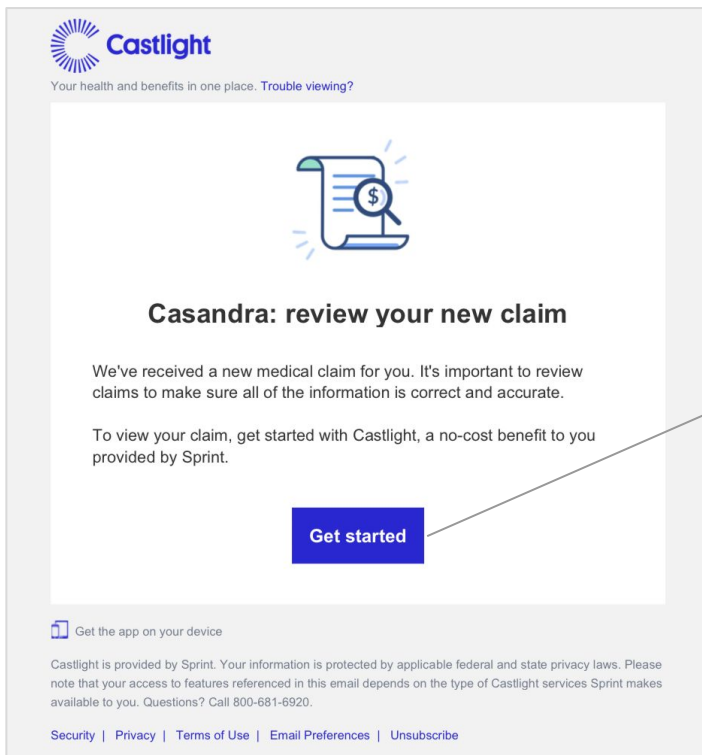




New Claims Email to Unregistered Members to Boost Registration to Castlight

Members who are not yet registered to Castlight who receive a new medical claim and are employed by an organization who has opted-in to this communication will now receive a new email to view their claim by first registering to Castlight. This email was created to present an opportunity to register with Castlight and provide insightful claims data to ultimately engage members into being more proactive with their health through the Castlight app. Registered members are more likely to close gaps in care than unregistered members. By initiating a relationship with new members by surfacing relevant and valuable content, our goal is to create a strong foundation of trust and credibility to lean into as they continue their health journey.

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



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.

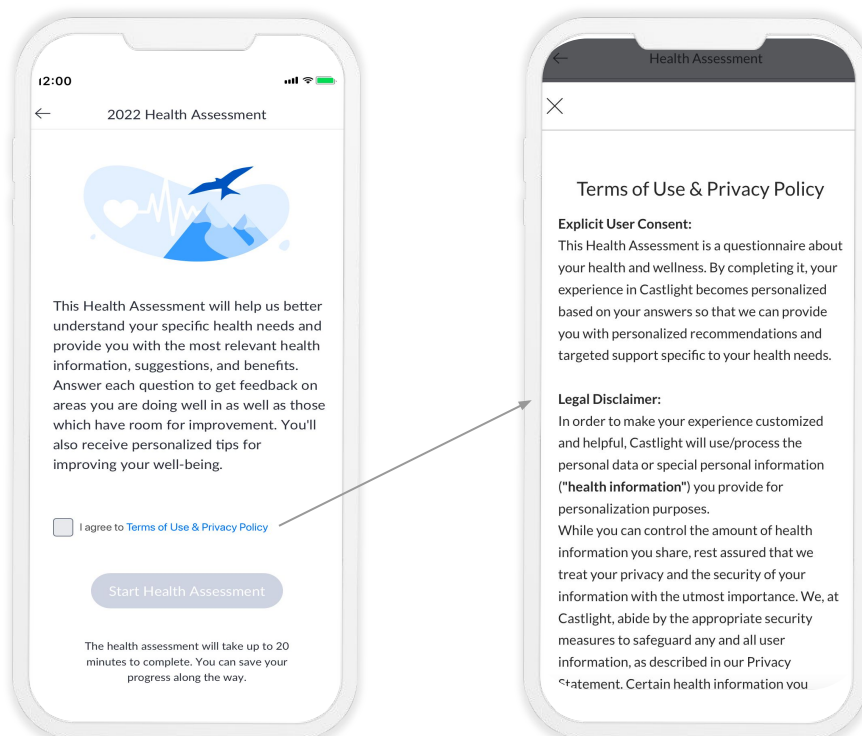
Improving the User Experience with Updates to the HRA Layout and Interface

Last November we made updates to the Health Risk Assessment (HRA) by incorporating 18 new questions to meet the criteria for National Committee for Quality Assurance (NCQA) compliance and adding a new and improved personalized results page that provides members with actionable information. This month we are rolling out new updates to the HRA to improve the overall user experience for members.

The updates are:

- **Enhanced HRA start page:** The Health Risk Assessment will now start with an introduction to what the HRA is and how their response will directly provide the most relevant health information and suggestions.
- **Responsive embedded layout:** A new responsive embedded view for how the questions and response options appear has been implemented to align with the responsive visual elements of the app and to simplify the UI.
- **'Save Your Progress' button:** Members can now click on 'Save Your Progress' to pick up where they left off at a later time without losing the responses they have entered.

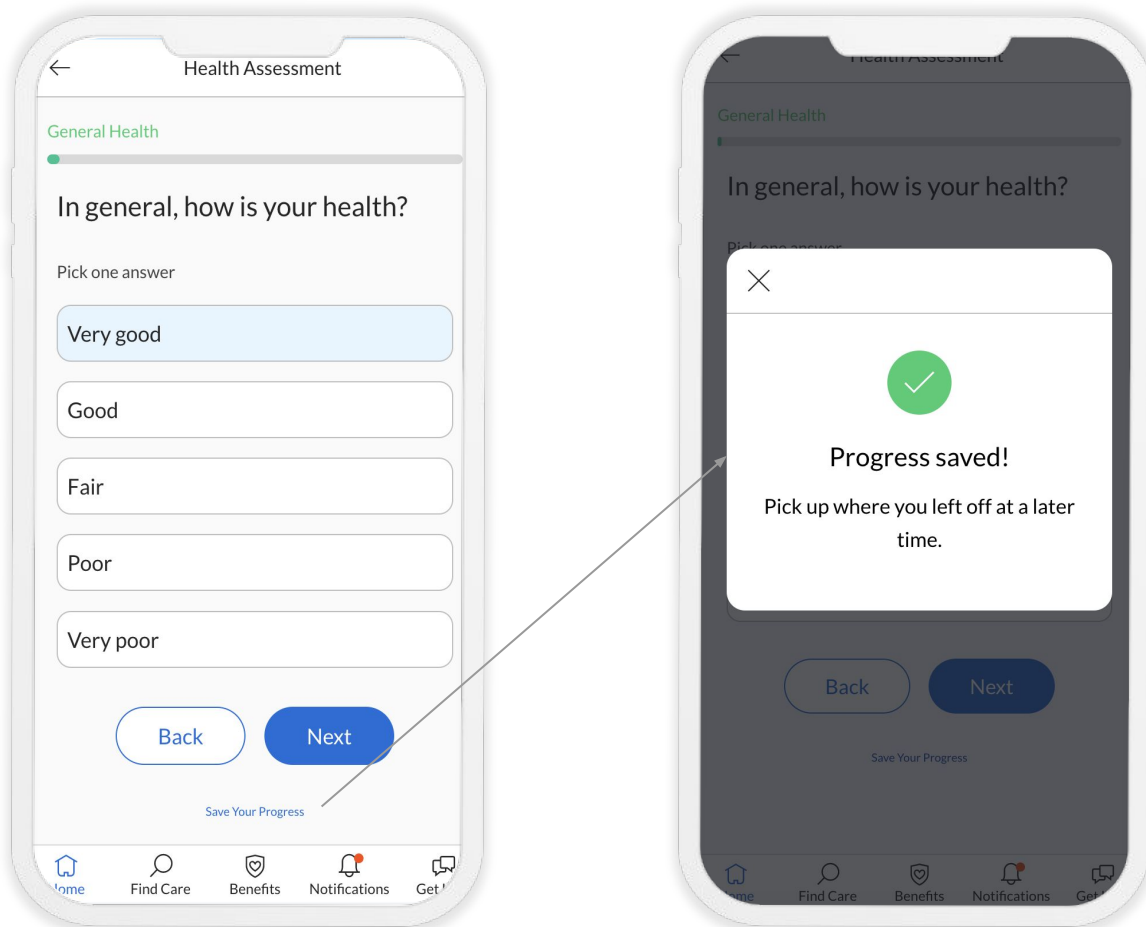
Available to all customers: Whole Health Navigation, Care Navigation, Complete Digital Hub, and Care Guidance, Holistic Wellbeing



Enhanced HRA Start Page



Improving the User Experience with Updates to the HRA Layout and Interface



Responsive Embedded Layout & Save Your Progress Button