

OUTCOMES 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.

Reducing Friction and Simplifying Account Access through Secure Social Login with Google

To make logging into Castlight easier, social login with Google will now be available to all Castlight members. Social login allows members to login to applications like Castlight with a trusted third-party identity. This new feature simplifies the sign-in experience and provides a convenient alternative that will improve member engagement by reducing barriers and connecting members to the right programs and care, at the right time.

The benefits of social login with Google:

- **Reduce Roadblocks** - Authentication is a top member friction point. Forgotten usernames and passwords cause frustration and login abandonment which lead to members not receiving the answers they need or the care they deserve.
- **Reduce Friction** - Social login will remove the need for a member to recall their Castlight username and password login credentials, and allow them to login with a simple click of a button.
- **Always Secure** - Google is the industry leader in online security, using the most advanced security infrastructure and sophisticated security technologies. Tools such as machine learning are used by Google to detect suspicious activity and prevent unauthorized account access.

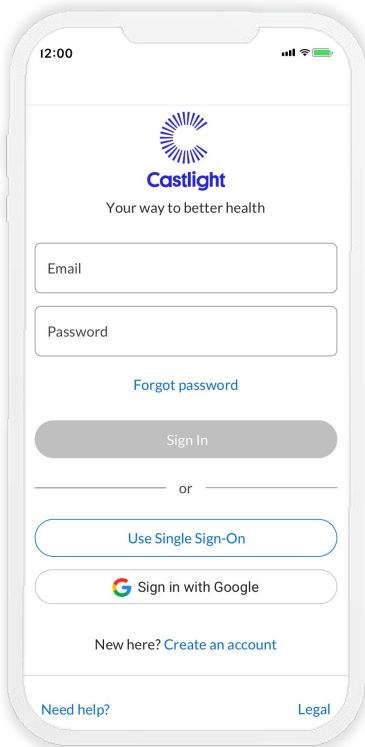
Reach out to your CSM for any questions you may have about this release or to schedule a deep dive into secure social login with Google.

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

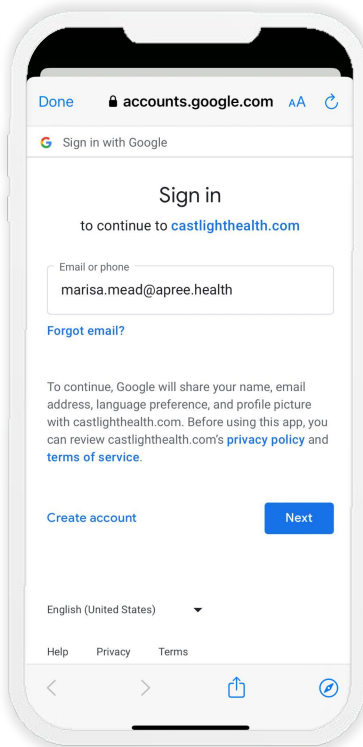


Reducing Friction and Simplifying Account Access through Secure Social Login with Google (Continued)

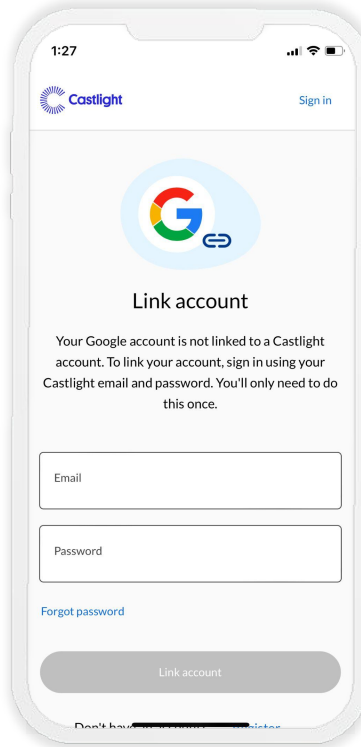
Example user flow in linking a Google account to Castlight



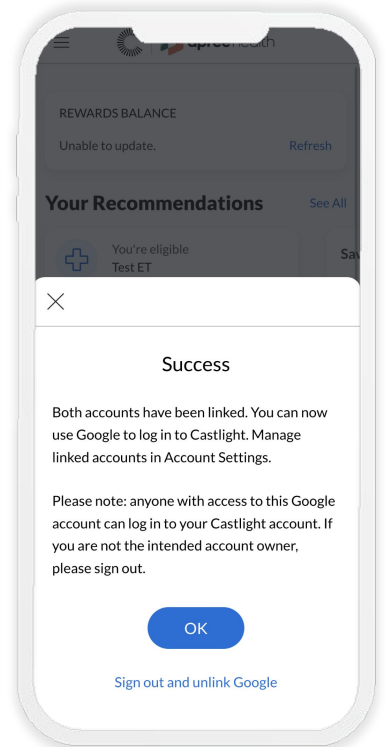
Select "Sign in with Google"



Sign into Google account



Match Google account to Castlight account (if required)



Google account has been successfully linked



Optimizing the Registration Experience

To minimize drop-offs during the registration process and maximize registration rates, a new optimized registration flow has been launched. The tested and proven two-step walkthrough encourages completion of the registration process by strategically dividing essential form fields into approachable pages and providing important context on getting started with Castlight. With registration being a requirement to access any of our digital services, getting members to complete registration is a vital step in opening the doors to better health and engagement with members.

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Step 1: Create account credentials

The screenshot shows the Castlight registration interface. At the top left is the Castlight logo, and at the top right is a "Sign in" button. Below the header is a progress bar with a green segment on the left, labeled "Create your account" and "1/2". The main heading is "Get Started with Castlight". Below this is a paragraph of text: "With Castlight, easily navigate your health and benefits -- and earn rewards for the healthy things you do! Castlight is provided by your employer at no cost to you. It's free, safe, secure, and completely confidential." Below the text is an illustration of a hand holding a smartphone displaying a profile. Underneath the illustration is the heading "Create your account" followed by two input fields: "Email" and "Create Password". A "Next" button is positioned below the "Create Password" field. At the bottom of the page are two links: "Need help?" and "Legal".



Optimizing the Registration Experience (Continued)

Step 2: Verify identity

Sign in

Confirm your identity 2/2

To ensure the privacy and security of your information, we must verify your identity before creating your account.

Verify your identity

Birth date

Last 6 digits of your social security number

We ask for your Social Security number (SSN) so we can securely verify your identity. We are bound by federal HIPAA regulations to rigorously protect your personal information—the same level of privacy provided by your doctor.

In order to register and access our platform, please review and agree to our [Terms of Use](#) and [Privacy Policy](#). If you do not agree to our platform policies, you may discontinue the registration process.

I confirm that I have reviewed and agree to the platform policies.

[Need help?](#) [Legal](#)