

Case study

Combining navigation and care: How NAPEBT drives high engagement and satisfaction



Overview

Northern Arizona Public Employers Benefit Trust (NAPEBT)—a public-sector health benefits cooperative representing more than 4,800 local public employees—needed a smarter, more unified approach to delivering high-value care and engaging their diverse population across multiple agencies and districts.

Partnering with Castlight Health, NAPEBT pioneered an integrated, full-spectrum solution that improves access to high-value, low-cost care and promotes a meaningful culture of wellbeing.

- **Goal 1:** Improve access to high-quality, personalized primary care
- **Goal 2:** Drive member engagement and close gaps across a diverse population
- **Goal 3:** Promote a culture of well-being while delivering measurable results

At a glance

Organization:
**Northern Arizona
Public Employers
Benefit Trust
(NAPEBT)**

Size:
4,800+ employees
across seven
employers

Industry:
Public sector

Location:
Northern Arizona

Customer since:
2024

38% of members within the first year
of launch

NPS 86 member satisfaction score

37% increase in new patient engagement
post-app launch

Challenges

Spanning multiple counties, NAPEBT's dispersed member population lacked a unified, reliable source for high-quality care. This fragmentation made it challenging to deliver a consistent experience and effectively engage employees in preventive care.

NAPEBT has long prioritized innovation. So when the opportunity arose to layer Castlight's digital navigation onto their trusted primary care delivery model, the NAPEBT board saw the chance to lead by example.

They wanted a partner who could:

Offer personalized, high-quality, comprehensive care through locally embedded providers.

Deliver a reliable digital experience that integrated incentives, tools, and communication all on one app.

Help them stay on the leading edge of modern benefit offerings, from GLP-1 support to mental health services.



Solution

Since 2015, NAPEBT has partnered with Vera Whole Health—part of apree's family of brands along with Castlight Health—to launch a local Vera Care Center in Flagstaff, Arizona. At this care center, NAPEBT employees receive high-quality, low-cost care from reputable primary care providers already rooted in the Flagstaff community. From primary care and coaching to physical therapy and behavioral health, the care center offers a wide range of services—alongside specialized programs in diabetes education, nutrition, and weight management.

NAPEBT set out to make its healthcare benefits even more accessible to its workforce because of the success of the care center. In 2024, when Castlight introduced a digital navigation platform designed to help members find the right care and benefits at the right time, NAPEBT was one of the first to adopt it.

Enter the My Vera app, powered by Castlight Health.

Making benefits navigation seamless, the app provides easy and convenient access to important benefits, wellness and Vera Care Center information all in one place. When combined with coordinated in-person primary care delivery via the care center, NAPEBT and Castlight were able to close care gaps, increase preventive care usage, and promote notable member engagement.

To drive early adoption and promote healthy habits, NAPEBT has launched a robust member incentive program within the digital app. Employees can reduce their in-person premiums by engaging with the app, participating in step challenges, and completing preventive care activities—all within a centralized digital experience.

By partnering with Castlight through the My Vera digital app, NAPEBT has also expanded its portfolio of high-value health solutions—offering a broader ecosystem of valuable healthcare partners and streamlined access to additional solutions like Castlight's GLP-1 & Weight Management Program and Care Guides.

The result: a healthier, more engaged workforce and stronger ROI for NAPEBT.

Results

By integrating in-person advanced primary care through Vera with digital navigation powered by Castlight, NAPEBT has significantly elevated employee health engagement and outcomes post-app launch:

38% of members

completed a primary care visit within the first year of launch

28% of members

increase in overall engagement post-app launch

7 out of 7 HEDIS

metrics at or above 75th percentile

- 5 out of 7 at 90th percentile

37% increase

in new patient engagement

NPS 86

member satisfaction score

Now, NAPEBT delivers one of the most comprehensive, user-centered benefits experiences in the public sector. Their success showcases the power of a unified digital and clinical strategy—particularly for organizations with complex populations—while also cultivating a culture of wellbeing that empowers employees to take an active role in their health.

Empower your people with benefits that work better together. See how Castlight unifies digital and clinical care for stronger outcomes.

“We’ve seen a remarkable difference in how employees and their covered dependents engage with their healthcare since partnering with Vera Whole Health. Many individuals visited a physician for the first time in years, and the care center quickly became so valued that it is now a powerful tool for recruitment and retention.

When we saw our culture of wellness needed additional support to meet the increasing needs of our people, we turned to Vera again, this time implementing the My Vera App and portal.

The results have been outstanding. The app has enhanced communication and messaging, expanded engagement opportunities, and enabled dependents to participate at a higher level while preserving the unique, long-treasured aspect of our wellness program.

Most importantly, we deeply value the collaboration with the team as they continue to help us take our wellness initiatives to new levels of success.”

Erika Philpot

NAPEBT Chair Deputy County Manager,
Coconino County Arizona