



# Navigation and advocacy solutions engage employees in their healthcare

In this buyer's guide, we'll explore key terminology, and we'll explain how navigation and advocacy solutions can help engage your employees and bring value to your organization.

We'll also dive into the big questions you should be asking as you consider the best company to partner with—and cover the many reasons Castlight Health could be the right partner for you.

# Your buyer's guide for navigation and advocacy solutions

Managing your healthcare can feel like a burden. Your employees face hundreds of decisions that can lead them to feeling frustrated, confused, and overwhelmed. And when people are overwhelmed, they disengage. Navigation solutions aim to help them through the process as they seek to make the right choices, stay healthy, and lower costs.

But many of these supposed solutions are hollow and unfocused, failing to deliver on their promise to engage employees, get them to use their benefits, and guide them to the right care. Employees are more frustrated and confused than ever, and healthcare costs are spiraling out of control.

**Consider a solution with a strong focus on both navigation and advocacy, providing each employee with focused support and direction—and actually leading to engagement.**

How do you know which solution is the right fit, and how do you know if they'll be worth the investment?

To find the right partner, you should ask four key questions.

## Navigation:

"Navigation" includes the tools, platforms and people that help employees manage their health and care—charting their health journey in a more personalized way.

## Advocacy:

Similar to navigation, "advocacy" involves helping employees manage their health and care in a personalized way, and includes support for issues like coverage denial or surprise bills. It can also involve helping them manage conditions like diabetes or coordinate things like chronic care.

## Engagement:

An "engaged" employee takes an active role in managing their own health and care, improving health outcomes and spending less.

Question 1:

## Does it get to know you?

A strong employee navigation and advocacy solution should draw from as much employee data as possible: demographics, claims history, employee preferences, survey results, and more. It's the foundation for building robust personal profiles, and improving communications and care.

## Castlight uses diverse data to know, engage, and empower each individual—seamlessly

- We draw from rich health data and insights to create comprehensive individual profiles, setting the stage for personalized interactions with each employee.
- Our Care Guides use this personalized profile to engage with members, help them close gaps in care, and navigate their health journey in a way that works best for them.
- Our navigation solution is integrated across the digital health ecosystem, simplifying the experience and making reporting and insights available to the Castlight care team and the employee.



### Care Guides:

Castlight's trained benefits experts who provide personalized support to help your employees make the most of their benefits.

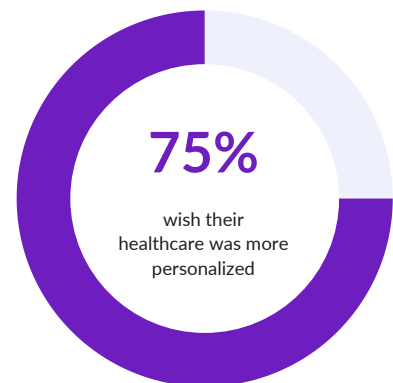
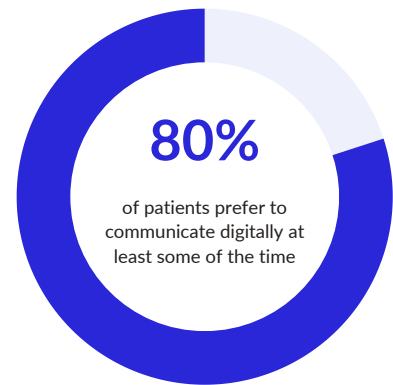
Question 2:

## Does it flex to fit personal preferences?

Each person prefers to engage in their health and care in their own way. Some want digital self-service, while others would rather chat virtually with real people or seek out recommendations for in-person care. There is no one-size-fits-all approach to engagement.

Eighty percent of U.S. patients prefer to use digital channels to communicate about their healthcare at least some of the time<sup>1</sup>, and 75% wish their healthcare experiences were more personalized<sup>2</sup>.

When considering a partner, make sure that any potential platform or program is flexible enough to meet your employees' different preferences for how they wish to communicate and engage with services.



## Castlight is highly personalized

- Castlight offer a full spectrum of personalized engagement strategies to connect with employees.
- Members can choose the communication preferences that work best for them, including app-based push notifications, asynchronous chat, email, phone, and more.
- Our platform offers digital self-service when employees want it and expert human guidance when they need it.

1: 2021. Redpoint Global. Press Release: 80% of Patients Prefer to Use Digital Communication to Interact with Healthcare Providers and Brands.

2: 2020. Redpoint Global. Press Release: 75% of U.S. Consumers Wish Their Healthcare Experiences Were More Personalized, Redpoint Global Survey Reveals.

Question 3:

## Does it provide a single integrated platform and a good user experience?

Most employees have five to ten point solutions as part of their benefits, which means the employee has to manage multiple platforms, logins, and digital tools.

The best navigation platforms simplify the experience by weaving it all together, reducing the administrative burden on your internal teams and improving your employees' experience. You should also consider a solution that is scalable, providing a range of interconnected offerings that allow more customization as you grow.

### Point Solutions:

“Point solutions” are services provided to employees, each offering a unique focus and contributing to their overall health and well-being. Examples include diabetes management, mental health support, financial wellness, lifestyle tracking, and more.



## Castlight gives you a simple, unified experience

- We give members one trusted place to go—a single digital interface and an integrated care team that handles claims, care navigation, and benefits questions.
- With access to a shared platform that gives a comprehensive profile and interaction history, our care team can support any individual—whether that person is working to stay healthy, managing a condition, or actively seeking care.
- Castlight connects members to the right care at the right time. We carry members through the extra step of not just recommending care, but also scheduling appointments for local, in-person care or even directly connecting them to a provider.
- Our shared platform seamlessly incorporates a number of best-in-class digital health partners—known as our ecosystem partners—to help members stay healthy, manage conditions, and access care, from behavioral health and cancer care to healthy eating and sleep therapy.
- Integrated benefits programs see up to 3.5x more member engagement.



Question 4:

## Does it actually get people to the right care?

Plenty of digital health tools look impressive but fall short of their ultimate objectives: helping employees build healthy habits, engaging them to stay on top of preventive care, and connecting them with high-value providers.

## Castlight delivers relevant, clinically impactful interventions every step of the way

- Castlight connects employees to high-quality care providers that are best suited to the employees' clinical needs.
- We guide employees toward more appropriate care when needed—like suggesting they see a primary care physician before going straight to a specialist.
- By proactively anticipating your employees' healthcare needs and engaging them in the communication channels they prefer, we guide them toward the next best step.



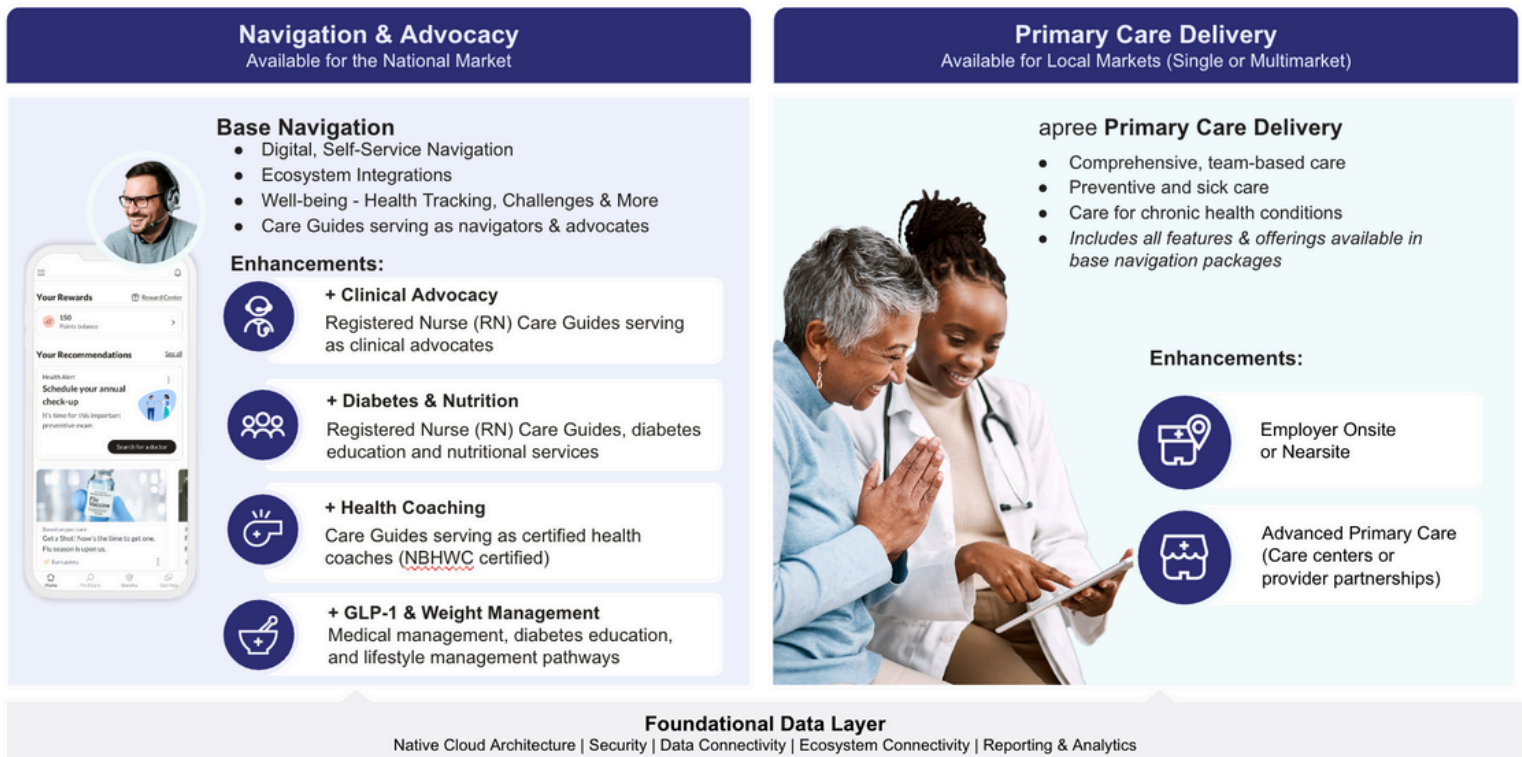


# Castlight Health: improving engagement and redefining care

Castlight is flexible: We meet you where you are, and we can grow with you. We offer a variety of features that can be easily combined to deliver additional services and value—up to and including exclusive advanced primary care practices that provide the critical foundation for employee health and well-being.

## Castlight's navigation and advocacy programs

We combine technology, navigation, and clinical advocates to create long-term engagement with your employees, provide high value care, and deliver the specific programs you choose to invest in.





# Castlight's navigation and advocacy solution delivers real engagement and real outcomes

As your partner, we'll get to know and engage your employees, flex to fit their preferences, simplify their healthcare experience, and guide them to the high-value care they deserve.

## Questions?

Contact us to learn more about navigation and advocacy solutions at Castlight Health.

## +85

Net Promoter Score among individuals using our services

## +9%

We have seen a 9% increase in monthly active users—and up to 13% increase in program engagement

## 1.5 - 2.3%

Castlight has driven a 1.5–3.2% reduction in medical spend, providing a 2–4% return on investment\*

## \$33.83

Care guide users saw a \$33.83 decrease in monthly spending

\*2021. Santa Barbara Actuaries.



## About Castlight

Castlight is a comprehensive healthcare navigation platform, making it easy for members to understand, use, and maximize their healthcare benefits by seamlessly connecting them with the right care at the right time.