

Case study

How a leading regional health system achieved \$4.3M in savings through smarter steerage

At a glance

Industry: Healthcare
Size: 50,000 Employees
Customer Since: 2016

Overview

A leading Georgia health system serves 4.5 million patients statewide. That same commitment to care extends to its workforce, supporting the health and wellbeing of 50,000 employees across more than 2,000 locations.

As the largest Georgia-based employer in the state, the organization saw an opportunity. They already had a strong, trusted network of doctors and facilities. Why not make it easier for employees to use it and lower healthcare costs at the same time?

The health system wanted to reduce healthcare spending by helping employees choose care within their own high-quality network.



48%

Of employees registered



3:1 ROI

Delivering \$4.3M in savings

Challenges

Like many employers, the health system was facing rising healthcare costs.

They also struggled to guide employees toward their own providers. Many employees were using outside providers, often at a higher cost, even though great care was available within the system.

The existing health plan provider directory did not offer an option to prioritize their providers. Employees had to search on their own, which often led them outside the network.

Goals

- Foster a culture of health by driving employees to primary care
- Boost employee engagement with wellbeing programs
- Simplify the benefit experience

Castlight's provider directory does what the payer portal cannot, it prioritizes the organization's providers and facilitates in search results

Solution

To strengthen steerage, the health system partnered with Castlight. Castlight's provider directory does what the payer portal cannot, it prioritizes the organization's providers and facilities in search results. When employees search for care, system-affiliated doctors and locations appear first and are clearly identified.

This isn't just a list of providers. Castlight **actively guides employees toward high-quality, cost-effective care** within the health system's network. Whether someone is looking for a primary care doctor, a specialist, lab work, or a facility, the app makes it easier to choose in-network care. By surfacing trusted in-network options and providing transparent, upfront cost information, Castlight **removes confusion and helps members make the right choice the easy choice.**

This focused steerage helps reduce unnecessary out-of-network visits and keeps healthcare dollars inside the health system, without limiting employee choice.

Results

With a stronger steerage strategy in place, the health system saw real results. By guiding employees to in-network care, the program drove meaningful clinical engagement: 33% of members connected with a primary care provider and 32% closed a cancer screening gap. They also avoided an estimated 139 unnecessary emergency department visits in 2025, ultimately **delivering \$4.3M in savings and a 3:1 ROI.**

Castlight helps to:

- ✓ promote health system's own facilities in search
- ✓ drive utilization to hospital owned assets
- ✓ bring revenue back to hospital's network

60%

search for care

1 in 3

connected with a primary care provider



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.