Colorado Culture of Health
Colorado Business Group on Health 11th Annual Conference
Castlight's mission is to make it as easy as possible to navigate healthcare and live happier, healthier, more productive lives.
**Agenda**

- Introduction to Castlight Health
- Case Study: City of Colorado Springs
- Overview of Castlight’s Health Navigation Platform
- Q & A with City of Colorado Springs
Today’s benefits world is… complicated

Explosion of health & wellbeing solutions

Changing consumer & business expectations

Convoluted healthcare system
Benefit investments often fall short of their promise

Potential
Happier, healthier, more productive employees

Reality
Employees that are unhealthy, disengaged, and unaware of key benefits offerings

(+)
ROI
(-)

Bad healthcare decisions
76% of employees don’t understand benefits

Low engagement
Typical utilization rates less than 10%

Time after launch
Castlight’s Health Navigation Platform

We provide personalized navigation...

...to best-in-breed solutions

...across the full spectrum of health
Our Approach

For Your Employees

Comprehensive Experience

Every employee, every day™

Guided Navigation

Castlight Genius™

For You

Flexibility & Configurability

Just for you™

All-in-One Solution

Castlight Ecosystem™
Castlight’s Health Navigation Platform

Many Health Journeys

One User Experience

Comprehensive Feature Set

Personalization & Recommendations

Deep Integrations

Your Programs + Castlight Ecosystem

Castlight Genius

Wellbeing

Castlight Ecosystem
The Castlight Community

Our Team
500 people who live and breathe health and wellbeing solutions

Our Partners
Comprehensive ecosystem with over 50 partners and 100s of integrations

Our Customers
Over 250 customers across dozens of industries, in 70+ countries, covering more than 5M lives
Today’s Speakers

Jennifer Stroh, SPHR, SHRM-SCP
Benefits and Wellness Manager

Amy Smith
Benefits and Wellness Analyst
Simplifying Healthcare for the Employees of City of Colorado Springs

Jennifer Stroh and Amy Smith
Benefits and Wellness
City of Colorado Springs
May 2018
About the City of Colorado Springs

The City

- Ranked the No. 2 Best Place to Live
- Est. Population: 460,000
- Second Largest City in Colorado
- Olympic City USA

Our Employees

- 2400+ Benefit Eligible Employees
- 5200+ Covered Lives, including dependents and retirees
- Self-Insured Health Plan
Our health benefits have undergone an evolution

- **2005**: Offered on-site or nearby clinic & pharmacy. Provided health coaching, tobacco cessation & condition management programs.
- **2009**: Implemented a $50 deductible with our health plans for the first time.
- **2012**: Rolled out a CDHP and the largest deductible to date - $1500. Offered an HRA to offset impact.
We wanted a solution that took the mystery out of finding and selecting care

- Quality and cost transparency
- Customized for our population
- Higher near-site clinic utilization
- Higher telemedicine utilization

*Castlight*
Castlight simplified our overall benefits management for employees

Castlight brings together all of our benefits and wellness programs:

- Near-site employee medical clinic
- On-site full service pharmacy
- Wellness and Disease Management programs
  - In-person and telephonic care
  - On-site health coaching
- EAP counseling and work/life balance services
- Support Value Based Benefit Designs
  - Including: Incentives such as waived co-pays for medications when engaged in programs
  - Tiered Networks, etc.
- Financial wellness resources
Communication has been our key to success for better engagement.

Communications tools and venues include: monthly on-boarding sessions, intranet, bulletin boards, home mailings, videos, management meetings, HR Business Partners, clinic & pharmacy locations.

Results

40% Castlight Registration Rate

77% Castlight Return Use Rate
Our phased approach to engaging employees

**Employee Engagement Phases**

**Phase 1**
Launched program in the open enrollment process

**Phase 2**
Targeted campaign focused on:
• Revisiting the site for those who registered
• Registering second wave of employees

**Phase 3 currently underway**
Engaging adult dependents – or those making the care decisions for the whole family

- Registration rates that surpass the benchmarks and positive member feedback
- Most impactful: Open Enrollment integration
Planning for the future

Reduce costs for employees and health plan – and helping employees understand their ownership and accountability in managing costs

Continue to work with vendors to customize solutions for our population

Evaluate opportunities to add or revamp programs as needed by our population
Thank you!
Empowering employers to reach their benefits and wellness goals
Stay healthy
- Earn incentives & rewards
- Participate in challenges
- Share progress with peers

Access care
- Search for providers
- Find care from COE, narrow networks, etc.
- Access phone-based care guides

Manage conditions
- Receive targeted recommendations for care management
- Earn incentives for participation

Employer Communications
HOME

• **Dashboard**: easily access frequently used features
  - Health spend balances
  - Points balance

• **Discovery**: discover resources that users may not have known about
  - Personalized recommendations
  - Employer messaging

• **Culture of health**: communicate brand, programs, events and rewards drive employee engagement
FIND CARE

- Single place for employees to search across medical, Rx, dental, behavioral health
- Personalized, timely search suggestions in context to produce more impactful searches
- Promotion of alternative care delivery models such as telehealth, nurseline, and urgent care settings
BENEFITS HUB

- Single place to find comprehensive list of benefits across health, financial, and behavioral
- Ability to filter benefits by Healthcare, financial, behavioral, and more
- Ability to easily identify incentivized programs and benefits
NOTIFICATIONS

- Highlight a change, or activity within the app, e.g. earning points

- Reinforce key messages that we don’t want a user to miss, e.g. personalized recommendations from Home
PROFILE

- Useful tools
  - Insurance information
  - Care team

- Historical view of a user’s health and benefits
  - Past care & claims
  - Rewards earned
  - Active programs
  - Interests
CASTLIGHT GENIUS: data-driven personalization

Program Recommendations

1. **Eating Well Made Simple**
   - Get easy meal ideas aligned with your diet and health preferences.
   - zipongo
   - GET STARTED

2. **It’s time for your tune up.**
   - Most men are fairly diligent about regular vehicle maintenance. Do you see your mechanic more than twice a year?
   - SCHEDULE

3. **Manage your weight to manage your risk**
   - Omada is a digital program that can help you reduce your risk for chronic disease, and feel better than you have in years.
   - RETROFIT
   - GET STARTED

4. **A better solution for low back pain**
   - In many cases of low back pain, physical therapy is the most effective option even if the pain is severe.
   - PHYSICAL THERAPY

5. **Quiz**
   - Not feeling like yourself?
   - Caring for a new baby can be stressful. Answer a couple of questions to see if you could use some extra support.
   - TAKE A QUIZ

Automated Guidance

1. **Considering Back Surgery? You may have options.**
   - Today at 11:15 AM
   - Castlight
   - Make healthcare decisions with confidence.
   - How to get a second opinion when considering lower back surgery
   - If you’re considering surgery for low back pain, you may be wondering about your options.
   - Check out our quick guide for getting a second opinion, then use Castlight to find an in-network doctor who can help you explore alternatives that might be right for you.
   - GET INFORMED
   - Not relevant to me

2. **Find the right pediatrician**
   - Today at 11:15 AM
   - Castlight
   - Make healthcare decisions with confidence.
   - Sign in to your account for more personalized recommendations.
   - Discover a trusted pediatrician to care for your baby
   - Babies who see the same doctor for their first six months are up to twice as likely to receive important health tests before they turn two.
   - Browse real patient ratings and reviews for in-network pediatricians near you.
   - Find my Pediatrician
MISSION CONTROL

Analytics, communications & administration
Impact

Direct Cost Savings
1.25-1.75%
Reduce medical costs through steerage, as measured by Verscend

Increased Program Engagement
2-4x
Typical impact on engagement of benefits programs

Improved Employee Satisfaction
NPS Score of +61, nearing that of Amazon
Q&A with City of Colorado Springs