

Case study

Navigating Employees Back to Preventive Care



Problem

In the wake of the pandemic, a leading global food and beverage company faced a significant challenge with declining engagement in **preventive health measures and a rise in chronic conditions like diabetes and hypertension among its workforce**. The shift underscored the critical need to guide employees back to regular healthcare visits and ensure they were aware of, and utilizing, available health benefits.

With a workforce split between manufacturing and corporate roles, **traditional communication methods proved inadequate for reaching all employees**, particularly those in manufacturing who lacked easy access to digital platforms. Additionally, the company's previous wellbeing platform, despite its gamification efforts, failed to sustain engagement levels needed to support employee health effectively.



After 3 years, only

37%

of employees registered with their previous wellness platform

Solution

To address the challenges, the company implemented a comprehensive strategy centered on enhancing employee access to healthcare through Castlight's digital app. **This digital navigator streamlined access to health benefits, guiding employees through personalized health programs and resources.**

Through features like claims intake, targeted nudging, and mobile accessibility, the company ensured that all employees, regardless of location or role, could easily engage with their health benefits directly from their phones. The introduction of incentives tied to preventive health actions, such as annual physical exams, further boosted engagement.



Claims intake



Targeted nudging



Mobile accessibility

What the benefits leader had to say

“We are looking to ensure all employees across our manufacturing and corporate locations has easy access to [our] benefits. Benefits that they might have not even known that they had. The best part of the Castlight platform is the digitization. Giving employees that need based on their health history is the most critical feature.”

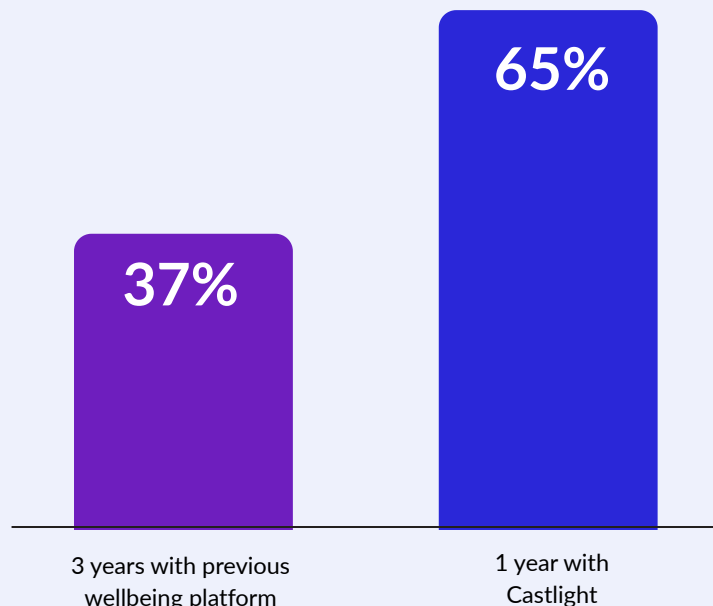
Outcomes

By integrating digital tools with data analytics, clinical expertise, and human touch, the plan created a unified platform that provides personalized health recommendations and improves member interactions. This initiative received positive feedback and **resulted in significant increases in member engagement, streamlined care management, and positive feedback from both employers and brokers, ultimately securing new business opportunities and reinforcing the plan’s commitment to enhancing health care delivery.**

65%

Within 1 year of rolling **Castlight** out to employees, the company had **65% of households registered.**

Wellbeing Program Utilization



Castlight is driving employees to their benefits

Top 2 clicked programs:

- Health Assessment
- Get Your Annual Check Up

Most searched care and medical services:

- Primary Care
- Obstetrics
- Dentist

The company wanted two outcomes:



Increased engagement
in preventive health



More employees engaged
in partner programs

By partnering with their preventive health partner for comprehensive annual examples and deploying programs like Omada for chronic conditions, the company successfully doubled utilizations within a year. This approach not only increased employee engagement but supported **significant improvements in healthcare** utilization metrics, demonstrating a **clear return on investment** and reinforcing care navigation as a core component of their corporate strategy.

~900

additional people registered for the diabetes, pre-diabetes and hypertension program within 90 days.

77%

of all registered members searched for care in 2023.



Employees are using Care Guides to get connected to a physician, plugged into their benefit programs, solving medical bill issues, providing clinical guidance and more.



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.