Castlight

Case study

School District Success with a Digital-First Approach

At a glance

Industry: School district
Size: 5K enrolled members
Location: Ohio
Customer Since: 2015

An Ohio-based consortium comprising 10 school districts, united by a shared mission to improve access to healthcare for all members. Their primary goal is to reduce medical costs while promoting the health and well-being of their employees and their families.

Challenges

Faced with rising medical costs and a need for greater transparency, the client sought a solution that could effectively manage their healthcare spend while engaging employees in proactive health management. With a workforce spread across multiple districts, they needed a unified platform to incentivize healthy behaviors and ensure employees could easily access mental health resources and primary care services.

Solution

The client adopted the Castlight digital platform, utilizing the app and desktop version to drive engagement and manage medical costs. Castlight allowed them to:

- Incentivize healthy behaviors through sweepstakes and quarterly engagement programs.
- Nudge employees toward health and wellness goals with fun, step-based challenges that spanned across districts and departments.
- Provide employees with easy access to mental health resources, with a redirect card through the Castlight app, connecting users in one spot.
- Maintain a consistent program of engagement, focusing on getting active, eating healthy, completing health assessments, and exploring care options.

What do the district employees love about Castlight?
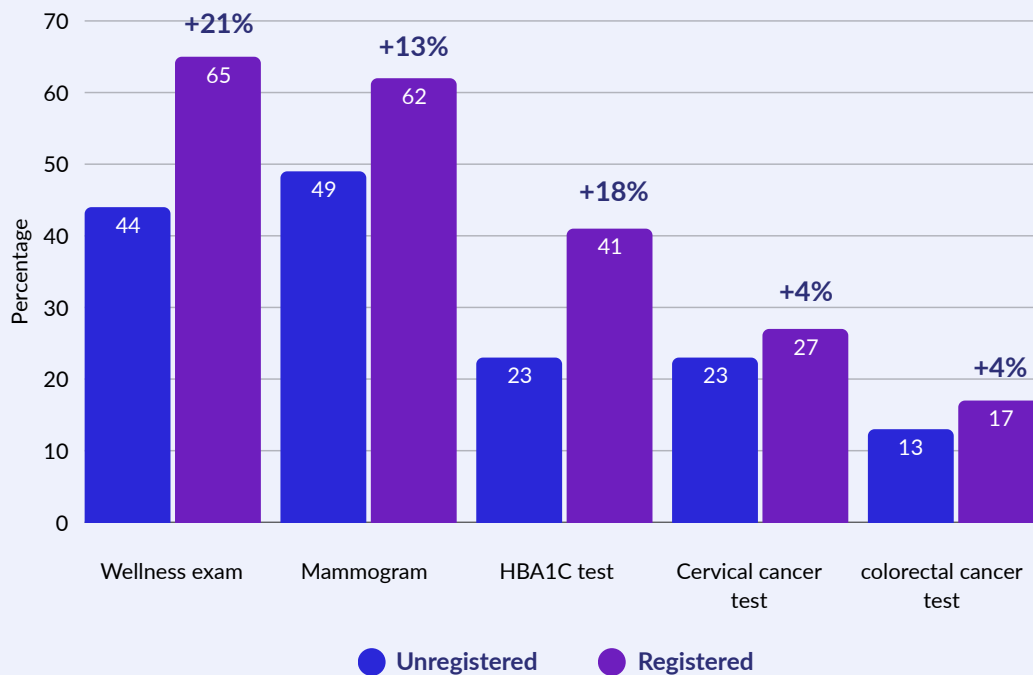
"Everything! Easy navigation also."

"Seeing everything in one place and keeping track of my health and exercise."

"App is informative and easy to use."

Results

Registered Castlight users were significantly more likely to complete preventive care measures.

Preventive Care Rates by User Actions

Category	Unregistered	Registered	Change
Wellness exam	44	65	+21%
Mammogram	49	62	+13%
HBA1C test	23	41	+18%
Cervical cancer test	23	27	+4%
colorectal cancer test	13	17	+4%

Percentage (y-axis: 0–70)

● Unregistered   ● Registered

2.6x RIO
In 2023 from steering to high-value care

73%
Household registration rate

45%
Lower ER utilization rate compared to non-users