Taking back control of your healthcare investments

Using technology to cure Enterprise Healthcare
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1 Introduction

There’s a disease that touches nearly every American – no matter their age or where they live. Doctors can’t cure it. Labs aren’t working on a vaccine.

The disease is the healthcare system itself.

While U.S. healthcare issues have been well documented for years, the latest statistics show how far healthcare costs have spiraled out of control. The system has created a feeling of helplessness across enterprises and industries. With recent advances in technology, there is now a cure: The Castlight Enterprise Healthcare Cloud.

The Enterprise Healthcare Cloud can turn a crippling business expense into a strategic advantage by enabling employers to manage their healthcare much like they do their other business investments. More importantly, it empowers employees with the information they need to make better healthcare decisions for themselves and their families.

Sources: Bloomberg; Buck Consultants; Centers for Medicare and Medicaid Services (CMS); Institute of Medicine.
2 The symptoms

Today, the U.S. healthcare system is void of transparency and accountability.

Our healthcare system is broken and merit-free.

Employers have little visibility into which benefits programs are effective.

The takeaway: American enterprises are paying the most to give their employees the least.

Chronic healthcare challenges facing benefits leaders:
- Increasing engagement across all benefits programs
- Ensuring your employees receive the highest quality healthcare
- Rolling out next-generation, advanced benefit designs

Chronic healthcare challenges facing finance leaders:
- Managing your healthcare investments
- Reducing wasteful healthcare spend
- Driving return on healthcare investments for the business, and more importantly, for your employees

80% of CFOs feel powerless when managing healthcare costs. Check out our Enterprise Healthcare CFO Poll to find out more

Using technology to cure enterprise healthcare
3 The cure

Technology has enabled leaders to transform the most critical parts of their businesses in all other areas of enterprise management – from supply chain management to human resources to finance. As a business leader, it’s time to start managing healthcare in a new way.

Now for the first time, businesses have a technology solution that tackles the enterprise healthcare problem head-on by giving business leaders the information they need – and the technology to understand and act on it.

Enterprise healthcare is not going to fix itself. You are.

Introducing the Castlight Enterprise Healthcare Cloud

What is the Castlight Platform?

Our suite of applications is built from the ground up on an innovative and highly adaptive foundation of modern cloud technologies delivering a highly available and secure multi-tenant cloud-based platform.
4 Defining the solution

The Castlight Enterprise Healthcare Cloud is a suite of products and services running on the powerful and secure Castlight Platform, and it is organized into four Solution Centers.

Castlight Insights
Enterprise executive-facing reporting

Castlight Controls
Comprehensive benefit management

Castlight Connect
Third-party point solution integration

Castlight Care
Personalized shopping platform

These Solution Centers enable employers to deliver cost-effective benefits, provide medical professionals and health plans a merit-based market to showcase their services, and most importantly, empower employees to make informed choices with a clear understanding of costs and likely outcomes.
5 Finding the insights

Castlight Insights is designed to help you:

A. Better understand how your employees consume healthcare
First, Castlight Insights will help you better understand your employees’ healthcare behavior.

- How are your employees shopping for care?
- How engaged are they with Castlight and other benefits?
- How do demographics and plan design affect their shopping experience?
- Where do opportunities exist to optimize healthcare spend and utilization?

B. Understand your insights
Next, you’ll see answers to these questions and more in analytics-based, actionable reports generated by Castlight. You’ll see the value Castlight is driving, and the existing opportunities to engage specific populations, and avoid poor quality outcomes.

C. Take action
Finally, you can immediately start using these actionable insights, allowing you to personalize the information communicated to your employees via Castlight. As a result, you can ensure that each employee receives the right care at their time of need.
6 Optimizing benefits

With the Enterprise Healthcare Cloud, you get a comprehensive set of management controls that allow you to deliver sophisticated and high-impact benefit plans that employees can actually understand. As a result, you’ll be able to dynamically optimize your plan design to change employee behavior and maximize your healthcare investments.

Centers of Excellence (COEs)
Hospitals that are identified by employers or health plans as facilities with excellent patient outcomes are designated as a Center of Excellence (COEs). By clearly highlighting these COEs in your Castlight Platform, employees are much more likely to select them, improving quality and lowering costs at the same time.

The result: COEs drive better decision-making by employees at their point of need and higher value.

Castlight Rewards
With Castlight Rewards, you can use points to motivate employees to get care from locations that offer the highest quality at the lowest cost. The points can add up to anything – cash, bonuses, gift cards. Choose the rewards that will appeal most to your employees.

The result: By incenting behavior with Castlight Rewards, you will motivate your employees by letting them share in the savings.

Reference-Based Pricing (RBP)
Castlight works with you to determine fair prices for labs, imaging, common procedures and more. With this innovative benefit design, you’ll enable heightened employee awareness of very expensive providers and provide more "skin in the game" within an existing provider network.

The result: Guaranteed healthcare savings.
Castlight users engage with company telehealth programs 2x more often as non-Castlight users.

“I love the single sign-on feature, and I think the interface is so simple and easy. Everything is right there.” – Diana, Castlight user

See her story

Using technology to cure enterprise healthcare
8 Engaging employees

You’ve gathered and analyzed the data. You’ve created actionable strategies to engage employees. And you’ve unified all of the plans, programs and benefits your company offers. Castlight Care provides your employees and their families access to all this rich and personalized benefits information, empowering them to shop for care.

A personalized healthcare shopping experience

Castlight Care provides a rich, engaging healthcare shopping experience for employees and their families. With all of their information in one place, they can make better healthcare decisions, at their time of need, leading to better healthcare outcomes. Castlight Care’s user-friendly interface enables employees to become more savvy healthcare consumers, providing, among other features:

- Real costs of medical care
- Ratings of providers and hospitals
- Awards or recognition a provider or hospital has received
- Information personalized based on employees’ plan and deductible phase

Available across a variety of platforms:

“Previously, I was pretty passive. With Castlight, I’m now much more active in my healthcare.”
– Brandy, Castlight user

See her story
9 Integrating data

Each Solution Center is powered by the Castlight Data Interchange, which combines external data from the entire healthcare ecosystem with data generated from the use of Castlight applications. The Castlight Data Interchange is the healthcare industry’s most comprehensive and diverse database of healthcare pricing, quality, and outcome engagement data.

Personalized data

With best-in-class technology and systems, Castlight integrates and processes big data seamlessly, accurately and securely into user-friendly information. Castlight displays highly personalized, real-time data that resonates with your employees, from out-of-pocket prices tailored to their plan design and their year-to-date spending, to a search experience that defaults to their home address.

Secure data

We do all of this in a protected and safe environment. Castlight implements a multi-layered security standard to ensure the protection and safeguarding of data and information with focus on personally identifiable information (PII) and protected health information (PHI). This standard incorporates physical, technical and administrative controls that create a state of the art security strategy.
10 Your Castlight Team

The Castlight team is with you every step of the way. Castlight will help you implement the platform, integrate programs and engage your employees.

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11 The results

Enabled by Castlight, business leaders, including benefits and finance executives, now have the solution for turning enterprise healthcare into a strategic advantage, driving powerful outcomes:

World-class, cost-effective healthcare benefits

Healthy, highly empowered workforce

Healthcare managed like other business investments – leading to stronger, more competitive companies

Value to benefits leaders

- Delivering next-generation, advanced benefit designs
- Engaging employees who are savvier consumers of healthcare and benefits programs
- Maintaining and improving the health and well-being of employees and their families

Value to finance leaders

- Enabling better management of healthcare investments
- Driving healthcare waste out of the business
- Strengthening the health and well-being of employees and their families plus their organization

Castlight's customers are industry leaders who are using technology to deliver world-class benefits and are cost-effectively managing their healthcare investments.

Learn more about these employers and Castlight's impact.

100 + customers

20 + Fortune 500 customers

Millions of lives

50 states

25 industries
12 Our outlook

Great healthcare builds great business.

The Enterprise Healthcare Cloud doesn’t just help enterprises control and shape their healthcare spending. It sets a course for an efficient, merit-based healthcare market that spurs a virtuous cycle, allowing businesses to devote resources to developing new products, creating jobs and building strong and competitive companies.

Time and time again, technology has cured tough business problems, and technology will cure the disease afflicting enterprise healthcare. We believe that new technology can and will revolutionize the way American businesses and their employees engage with healthcare. We aim to spark that transformation. We want nothing less than to fix what is broken in healthcare and, in doing so, reshape the American economy for the betterment of us all.

That’s the promise of the Enterprise Healthcare Cloud. That’s the mission of Castlight Health.

Will you join us on the journey?
About Castlight Health

Castlight Health enables businesses to cost-effectively manage their healthcare investments while empowering employees and their families to make informed choices with a clear understanding of their costs and likely outcomes.

Castlight provides businesses with a complete set of products and services for effective healthcare management and employee care. We integrate third-party solutions from leading partners, delivering innovation to benefits leaders and choice to employees. Our unique database delivers transparency and actionable insights to business leaders in benefits.

To learn more about Castlight Health, please visit:

www.castlighthealth.com

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