

Case study

How a global health technology leader drives sustained benefits engagement

At a glance

Company:
Global health technology leader

Location:
United States

Size:
35,000 employees

Customer Since:
2017

Overview

Managing benefits for a diverse, nationwide workforce is never simple—especially when that workforce includes 35,000 U.S. employees across corporate offices and manufacturing sites.

That's why, for more than seven years, a leading global healthcare company with products in diagnostics, medical devices, nutritional and branded generic medicines, has partnered with Castlight Health to simplify the employee experience, personalize benefits guidance, and deliver long-term value as its point solution ecosystem continues to grow.

- **Goal 1:** Maintain a simple, scalable, and centralized benefits navigation experience that grows with evolving needs.
- **Goal 2:** Personalize benefits access for a diverse employee population without adding to administrative work.
- **Goal 3:** Optimize benefits design to drive lasting success.

Challenges

As the company's U.S. workforce grew and evolved, so did its benefits offerings. With a mixed population that includes white-collar professionals, manufacturing teams, and employees at every stage of life, the company needed a navigation partner that could support a wide range of benefits needs across locations, eligibility groups, and personal circumstances. They also wanted flexibility to continuously adapt and expand their ecosystem—without requiring new navigation partners or complex system overhauls.

The organization needed a single, digital front door where employees and their families could easily find and engage with all available programs. Flexibility and scalability were essential, not only to keep pace with growth, but to ensure that employees could easily find and engage with the right resources without added hassle or confusion. They wanted employees to be able to log in and see what benefits they were eligible for in one convenient spot instead of needing to create (and remember!) accounts for every single program.

Given the complexity of their workforce, simple one-size-fits-all solutions wouldn't work. They sought out a navigation partner capable of delivering a dynamic, personalized experience while also reducing administrative burden.



Solution

Since 2017, Castlight has served as the company's long-term navigation partner—providing a wellness-focused solution that connects all programs and services in one unified platform, even without the company integrating its insurance offerings. Castlight delivered:

One centralized front door:

All employees, spouses, and domestic partners use Castlight as their single, digital entry point to the full benefits ecosystem.

Personalized navigation:

Castlight customizes each member's experience, showing only the programs and resources that apply to their role, plan selection, or eligibility—eliminating confusion and increasing relevance.

Seamless scalability:

As the company's benefits portfolio expanded, Castlight easily integrated each new program without disrupting the employee experience or increasing administrative burden.

Data-driven insights:

Castlight provides detailed reporting that helps HR leaders track engagement, understand population needs, and make data-informed decisions to improve outcomes.

Results

Castlight's support allows the company to evolve its benefits strategy, while offering employees a simple, intuitive, high-value experience in their healthcare journey.



87% of employees are registered for Castlight

NPS 70 member satisfaction score

74% of spouses/domestic partners are registered

Double the benefits ecosystem:
49 programs in 4 years

43% average active monthly users in 2024

One of the greatest advantages of Castlight's long-standing partnership with this client is the ability to build sustained trust, familiarity, and engagement over time.

- Because Castlight continuously adapts as the benefits ecosystem grows, HR leaders don't need to start over with new vendors or retrain employees on new systems—preserving both time and trust.
- Employees become familiar with the platform early in their tenure and use it throughout their career.
- As word-of-mouth spreads, employees often recommend Castlight to peers and family members.
- Personalized navigation continues to help employees and their families make informed decisions and engage with relevant programs at the right time.

This is what future-proof benefits navigation looks like: flexible, scalable, and built for long-term success.

87%

employee registration rate

74%

spouse/domestic partner registration rate

49

benefits programs seamlessly integrated over the years