



# Patient Engagement: Driving Outcomes through Incentives

September 12, 2018

# Indiana is leading the charge



- **23** active Castlight customers in Indiana
  - **4** more implementing
- We support **156,000** households in Indiana
  - **45%** of those are registered for Castlight
- We observe an average **61%** annual return use rate
- In the past **12** months, we've seen almost half a million searches from this group (**452,792** searches) and over **200,000** visits on a mobile device
- Action (claims based recommendation engine) is enabled for **8** of these **23** customers
  - **23,912** members engaged in Action
  - Over **10,000** actions have been completed in the last **12** months

Source: Castlight book of business reporting, time period September 2017 – September 2018; report run 9/3/2018

# Castlight's prevention framework

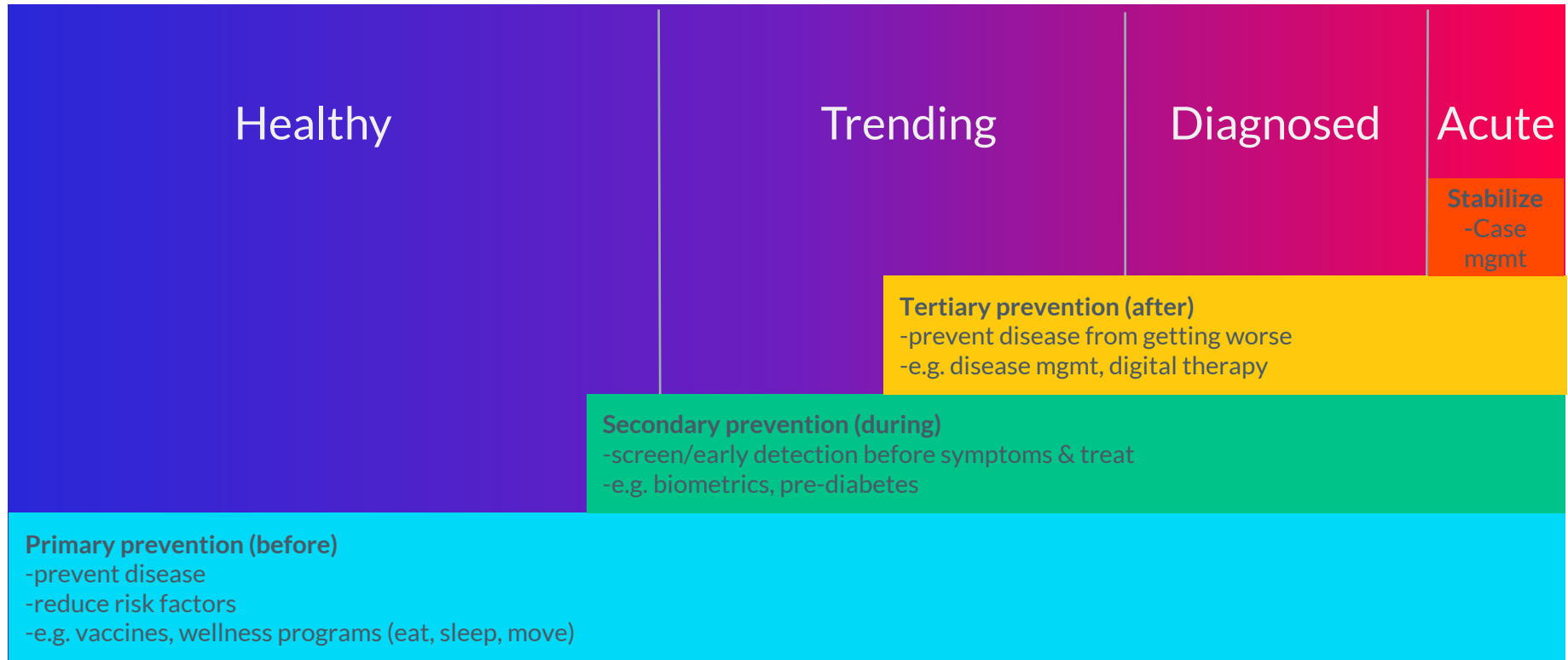
Healthy

Trending

Diagnosed

Acute

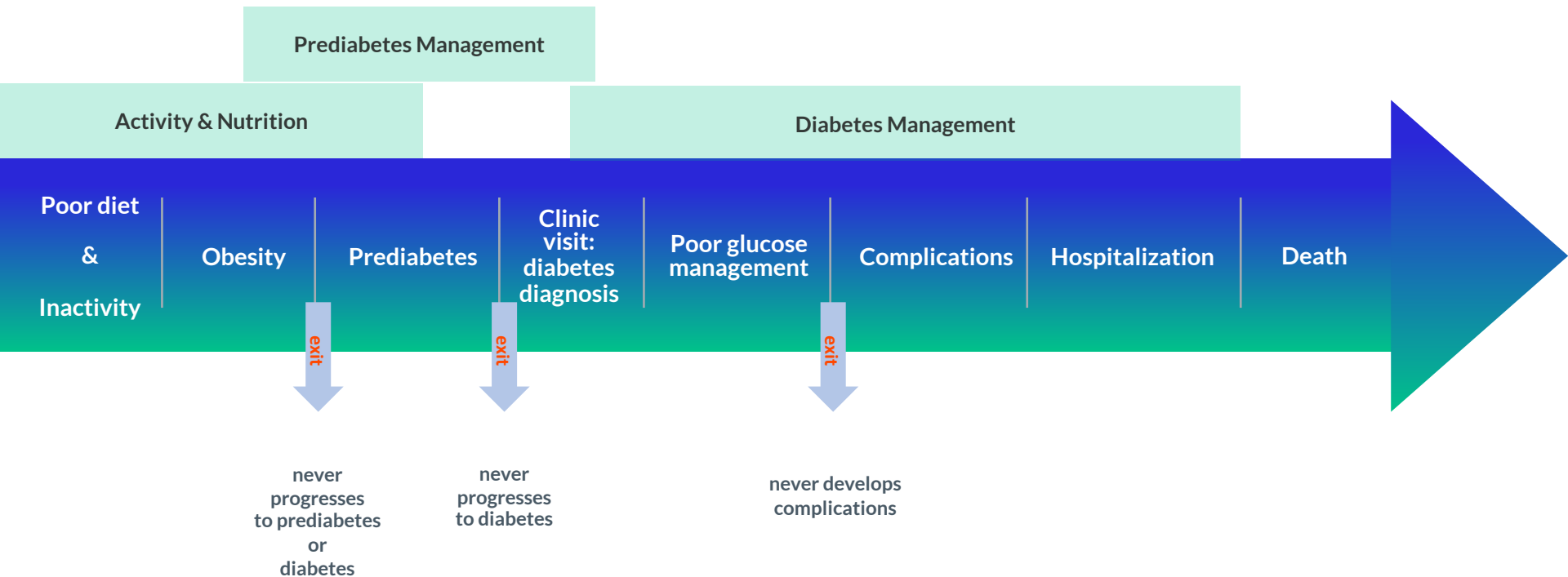
# Castlight's prevention framework





# Our goal: Interrupt the unhappy path

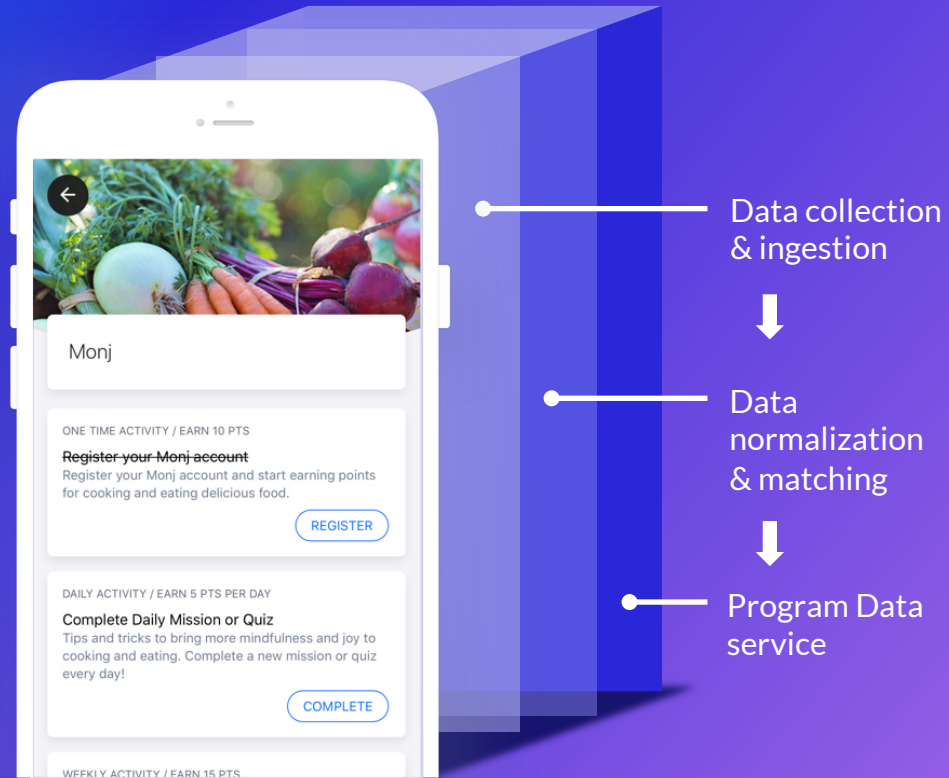
## Example: Diabetes



# We interrupt the unhappy path using data to personalize health recommendations



Personalization based on data



Integration with Ecosystem Partners  
& connections with Rewards

# Personalization Engine

Castlight Genius is an intelligent personalization engine that guides employees to the right resources

## Data

User Preferences

User Behaviors

Data Partners

Claims

Employer



## Recommendations

Program

Behavior

Care Option

Predictive Content

Incentives

## Segmentation Engine



































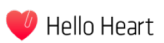



































Gathers data from numerous sources in real-time  
Builds personalized user profile that evolves over time

## Recommendation Engine

Reaches out with best available channel for the message  
Engages each employee with personalized campaigns

# Castlight Ecosystem™ Preferred Partners

Partners in blue line can be purchased through Castlight

<b>Activity tracking</b>        	<b>Biometrics</b>  	<b>Resilience</b>   	<b>Maternal health</b>  	<b>Diabetes prevention</b>  	<b>Disease management coaching</b>  	<b>Narrow networks</b>  Premium Designation  Blues Distinction Total Care
<b>Sleep tracking</b>       	<b>HRA</b> 	<b>Behavioral health</b>  	<b>Sleep management</b> 	<b>Diabetes management.</b>  	<b>Cardiovascular health</b> 	<b>Centers of excellence</b>    
<b>Food tracking</b>     	<b>Wellness coaching</b>  	<b>Nutritional coaching</b>   	<b>Financial wellness</b> 	<b>Musculoskeletal</b> 	<b>Expert opinion</b> 	<b>HSAs</b>         
<b>Fitness tracking</b> 	<b>Device platforms</b>  	<b>Weight management</b>  	<b>Smoking cessation</b>  	<b>Employee communication</b> 	<b>Concierge</b> 	



# Behind the scenes

## Behind the scenes How it Works



### **Opportunity Families**

Categories of cost saving opportunities



### **Segments**

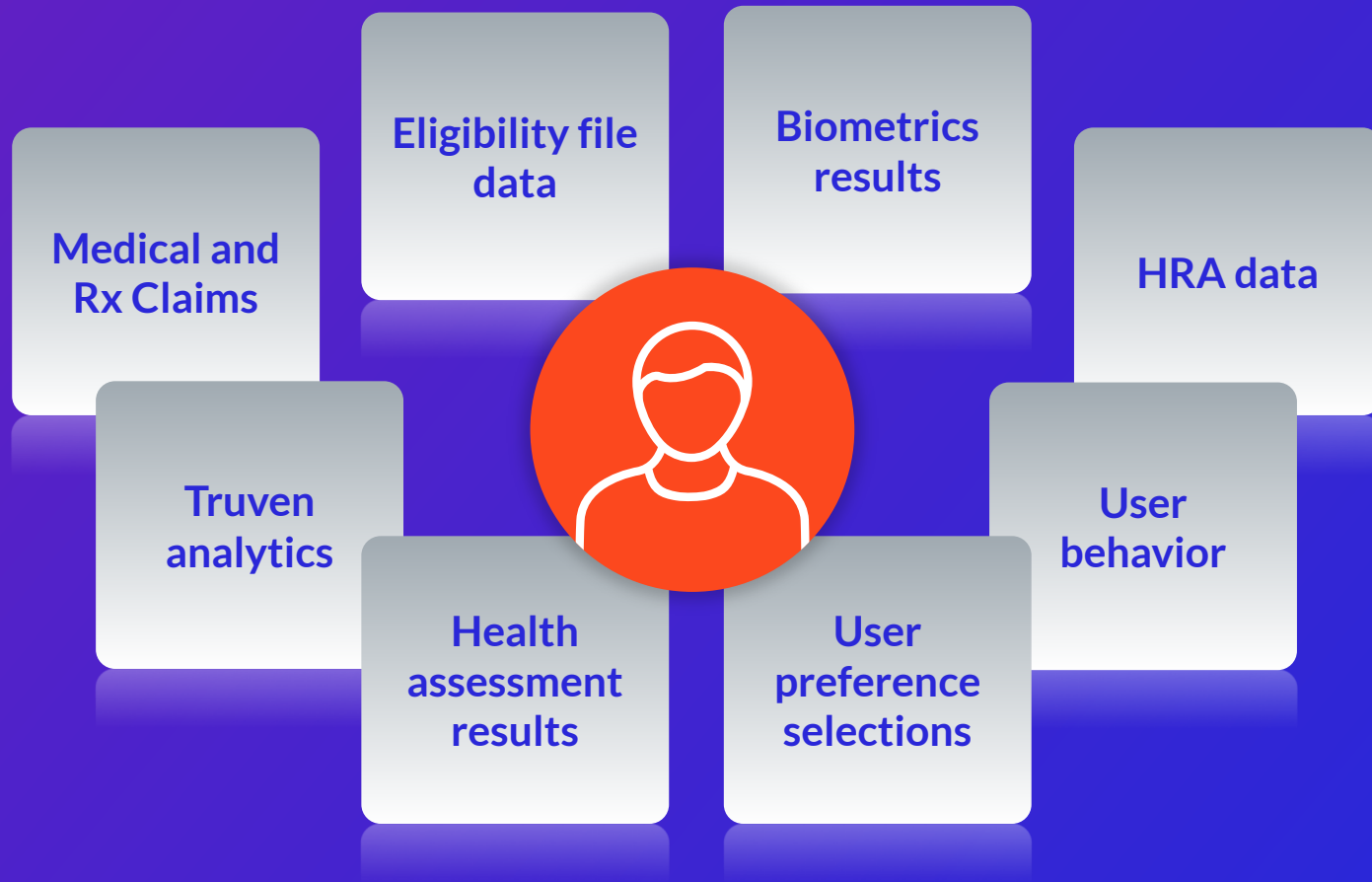
Targeting specific groups within opportunity families



### **Campaigns**

Personalized messaging based on segment and demographics

To deeply understand each unique user, we ingest a diverse set of data sources on a daily basis





## Opportunity Families

### The 22 largest categories of employer cost savings most likely to drive behavior change

- Behavioral Health
- Cardiac Care
- Colon Cancer Screening
- Complex Conditions (Cancer)
- ER Prevention – Adult
- Gaps in Adult Preventive Care
- Gaps in Pediatric Preventive Care
- Hip/Knee Pain
- Low Back Pain
- Pregnancy
- Weight Management
- Overall Health
- Sleep
- Nutrition
- Blood Pressure
- Cholesterol
- Diabetes
- Tobacco
- Financial Health
- Get Stronger and Fitter
- Manage a Health Condition
- Keep my Family Healthy





## Segments

Each opportunity family splits into segments, each with specific calls to action

### Example: Diabetes

- Diabetes – 4 segments

At-Risk for Diabetes

Controlled Diabetes

Diabetes with Complications

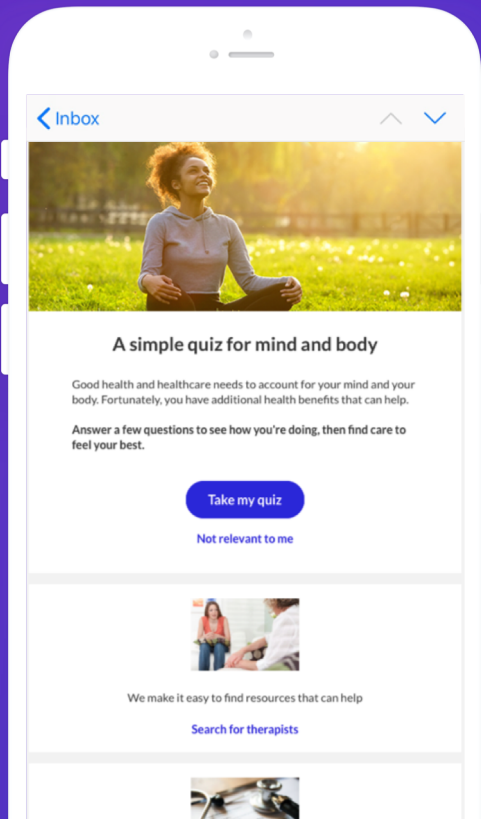
Diabetes with Hospitalizations



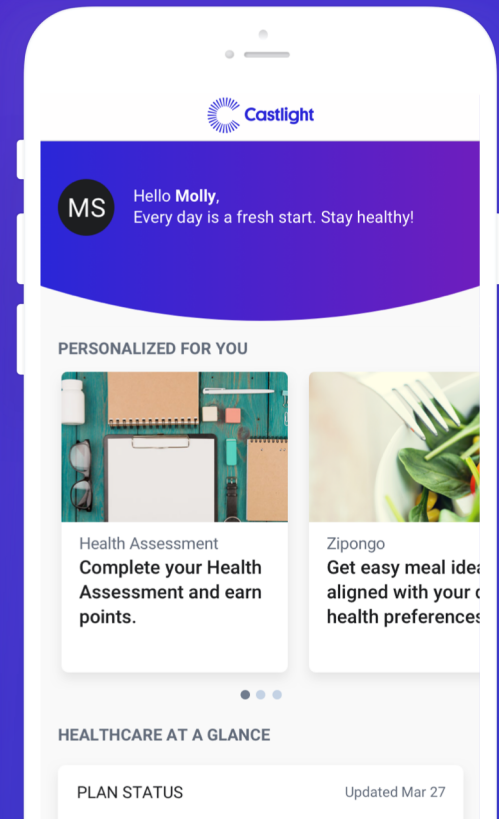
## Campaigns

Campaigns are delivered through both email and in-app channels, to meet people where they are

### Targeted Emails



### In-App Program Recommendations





# Diabetic User Journey

## Meet Joel.

Joel has a busy life as a retail store manager and has a hard time managing his type II diabetes.

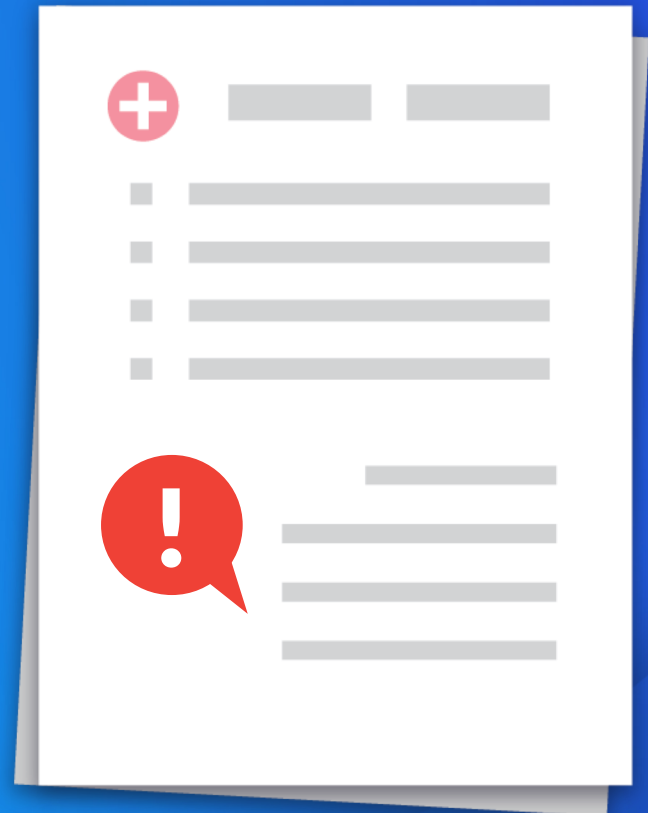
**Castlight Genius** gets to work to deliver Joel personalized content to help manage his condition.





## Data Collection

From Joel's claims and eligibility file, we see that he is 52 years old, was diagnosed with Type II diabetes two years ago, and has recent claims for kidney complications.





## Segmentation

Based on his demographics and health history, Joel is categorized into the **Diabetes with Complications** segment.

**Diabetes**

At-Risk for Diabetes

Controlled Diabetes

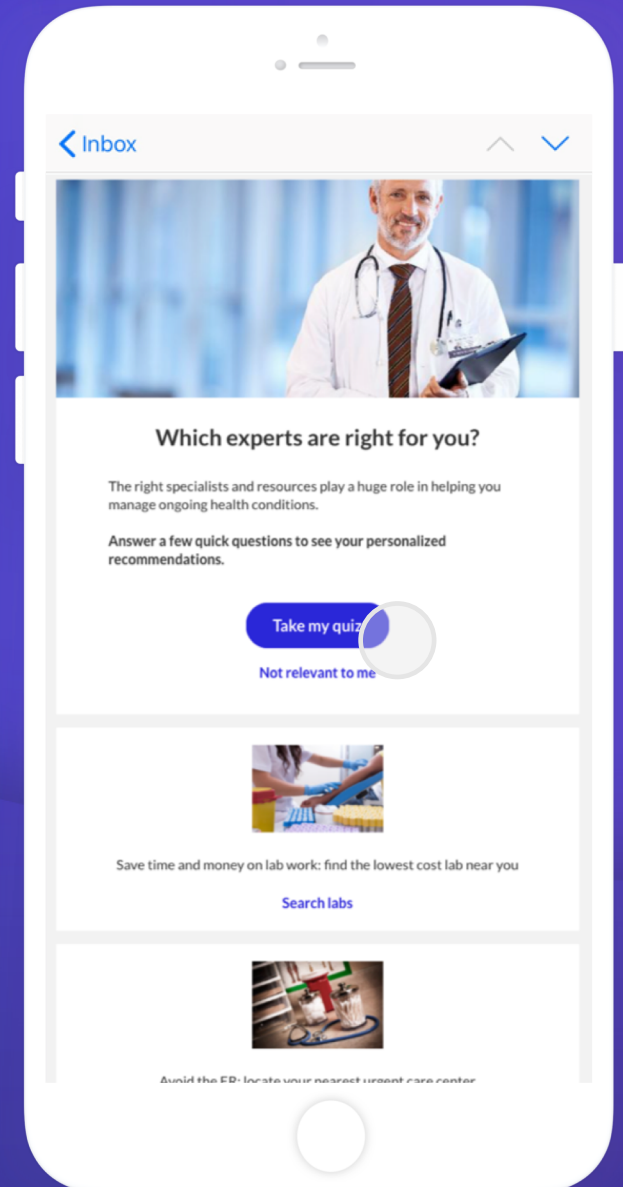
**Diabetes with Complications**

Diabetes with Hospitalizations



# Email Outreach

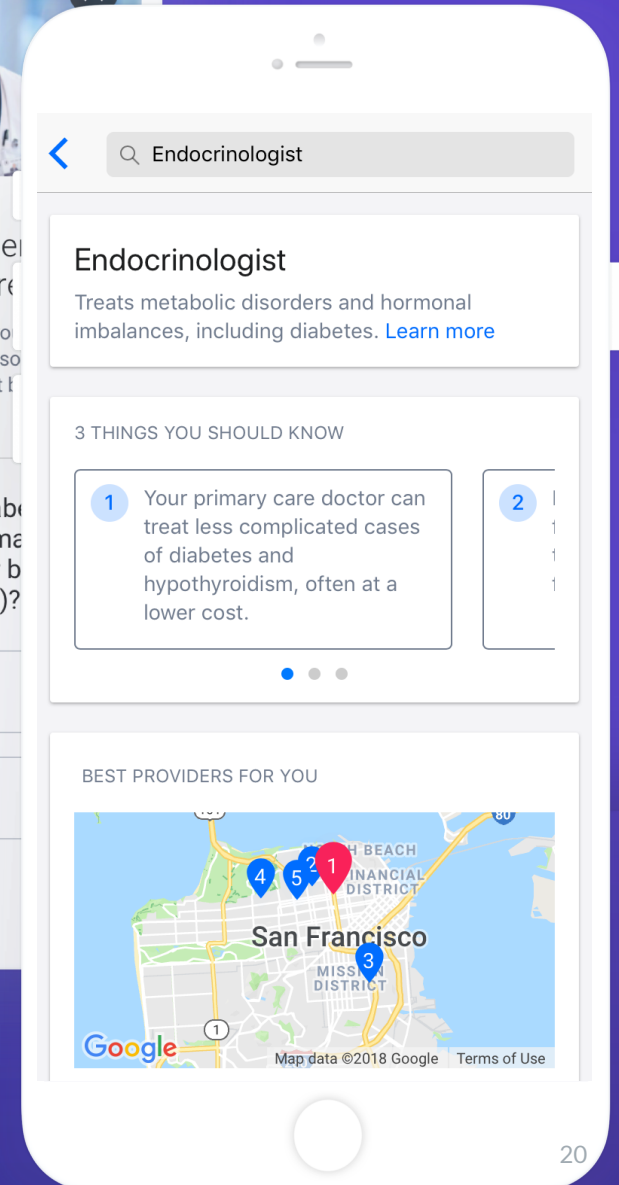
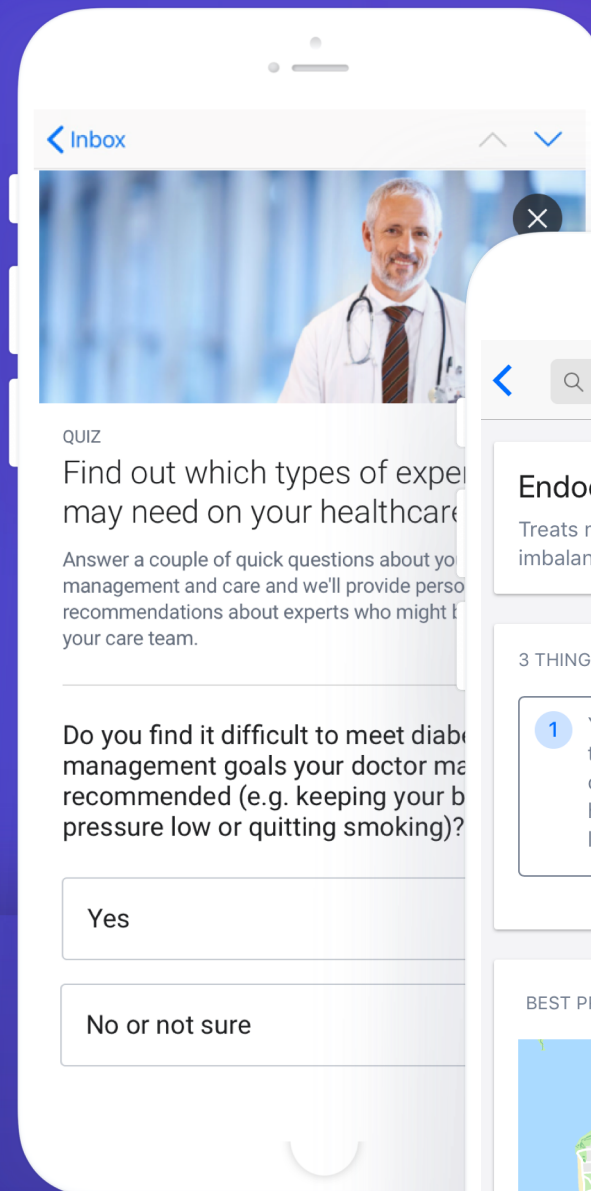
Castlight sends Joel an email about connecting him with the right healthcare experts.





## Call to Action

Joel takes the quiz and realizes he may need to reconsider his diabetes care team, and is prompted to search for an endocrinologist.

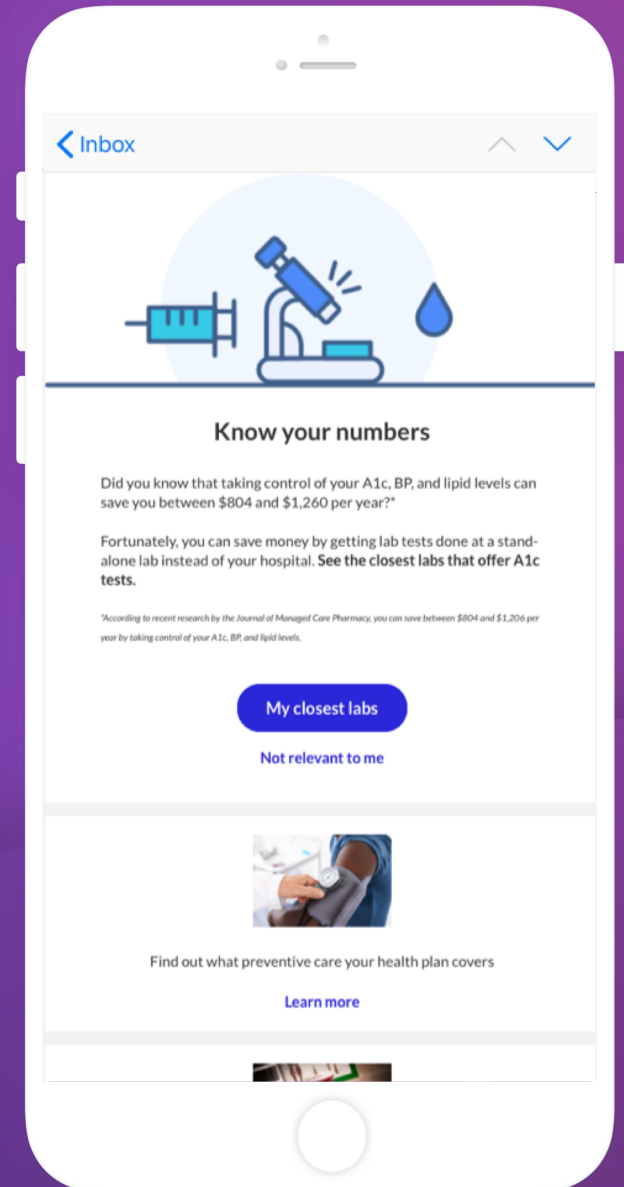






## Follow-Up Outreach

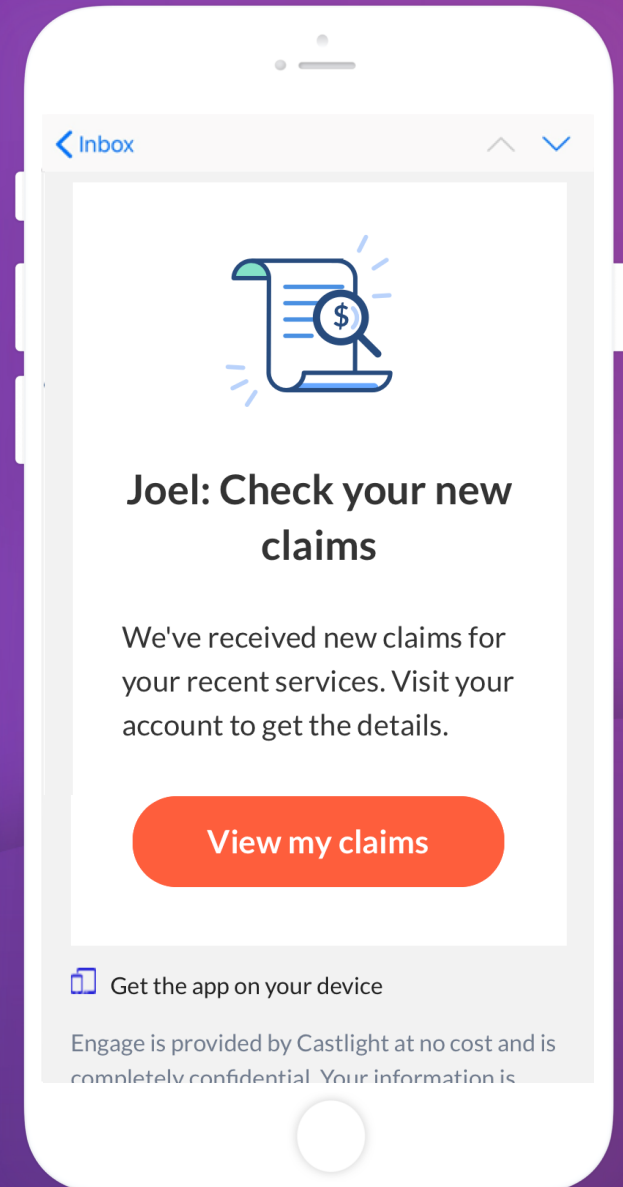
Later, Joel's claims history tells us that he missed his last A1C testing, so Castlight sends him an email reminding him to get his annual lab testing.





## Re-engagement

Once Joel completes his A1C test, he receives an email from Castlight notifying him of his new claim and enabling him to re-engage with Castlight.



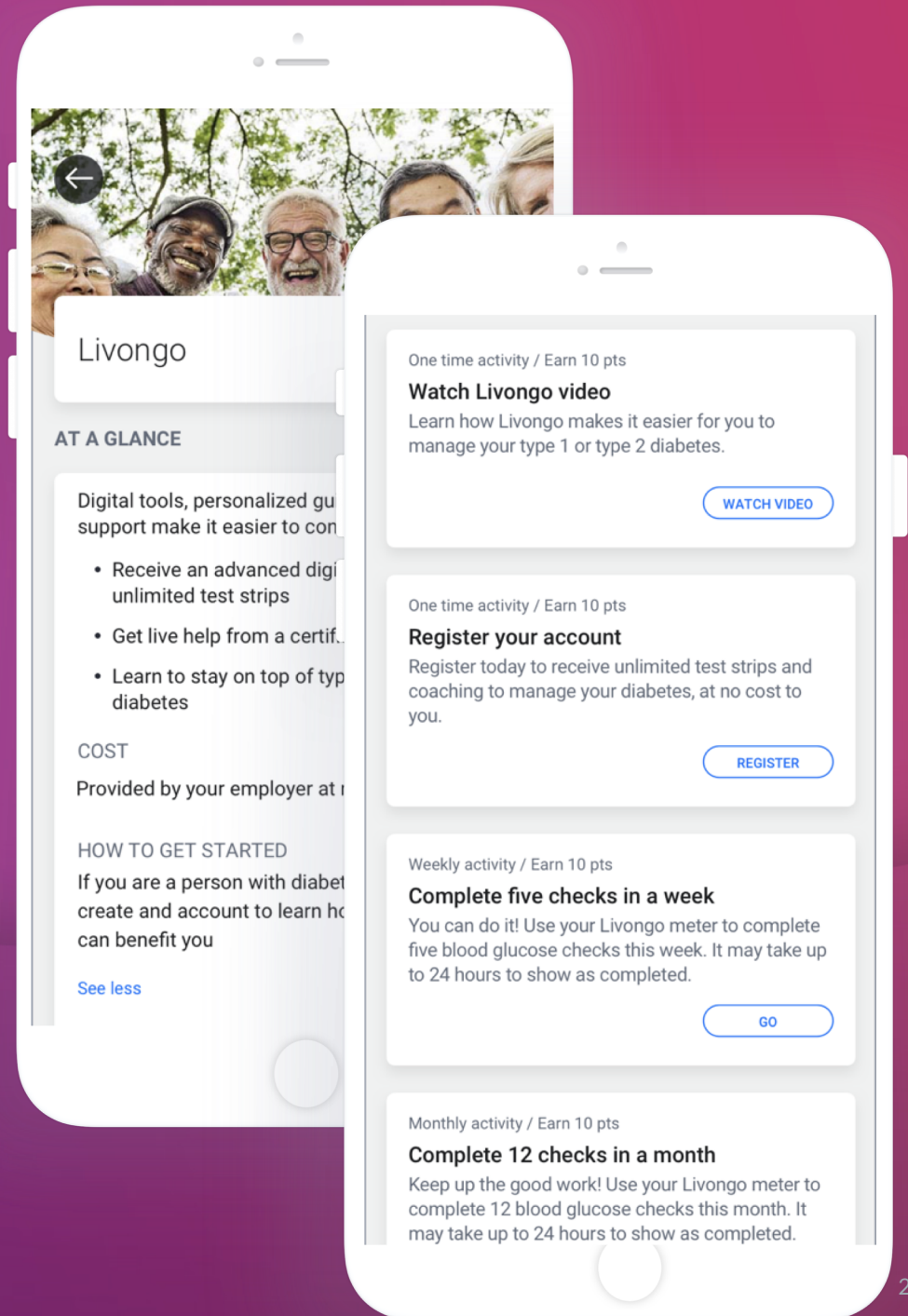


## Rewarding the right behaviors

Joel also can earn rewards for completing ecosystem partner actions that support his health goals

Rewardable programs are broken into bite-sized, manageable tasks where Joel can earn points little by little

By incentivizing these 'micro-behaviors,' Joel is more inclined to take the next step and big changes feel less daunting

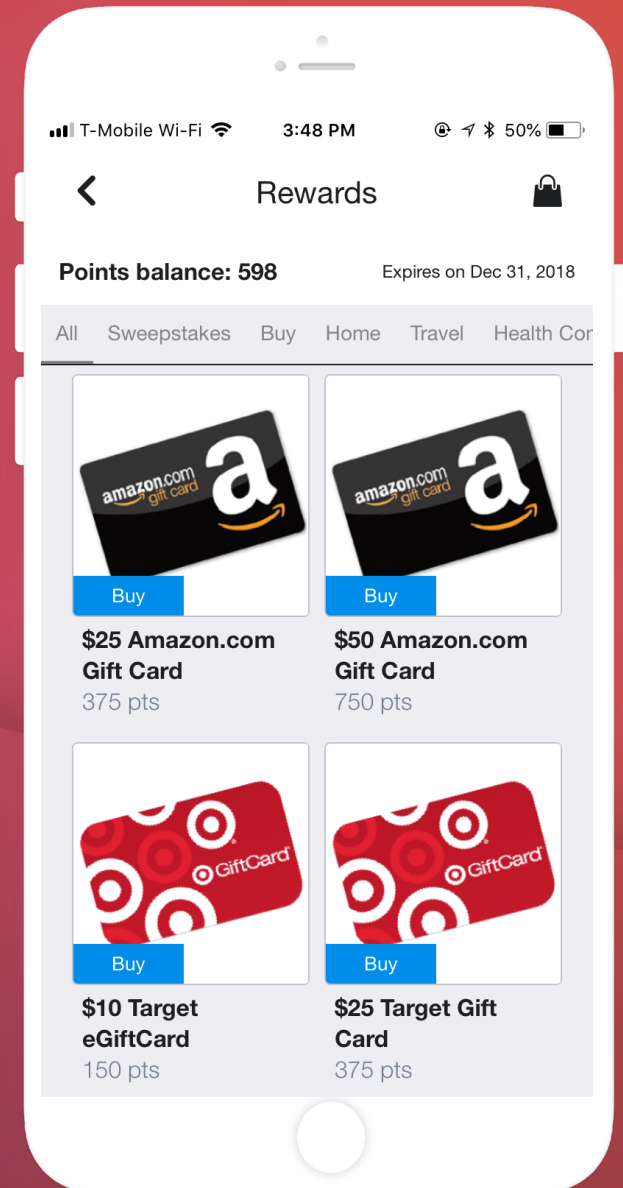




## Redeem

Joel earns points by completing recommended programs, and discovering other activities

After earning some points, Joel goes into the Reward Center to check out his rewards. He can choose incentives chosen by his employer including HSA contributions, premium differentials, gift cards, donations, and sweepstakes





Thank you!

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# Appendix

# About Castlight



250+  
Customers



5M+  
Covered Lives



80+  
Fortune 500 Customers



## Personalization

Unmatched data breadth to drive personalization, including access to claims data and third-party vendors



## Ecosystem

Managed-relationships and deep integrations with hundreds best of breed vendors



Plus, >45 active customers on Anthem Engage, representing >1m lives

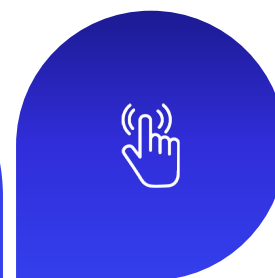
# Castlight delivers value along three dimensions

## Direct Cost Savings

1.25-1.75%

Reduce medical costs through steerage, as measured by Verscend

*Medical cost savings average for Castlight Customers*



## Program Engagement

2-3x

Typical impact on engagement of benefits programs

*Impact on engagement of third party solutions integrated with Castlight*



## Employee Satisfaction

Create a delightful benefits experience for your employees



# Castlight alone in using gold standard Verscend model

Only vendor to use Verscend, Approved by the Society of Actuaries



## About Verscend (formerly DxCG)

- Gold standard risk-adjusted medical spend model, approved by the Society of Actuaries



## How Castlight Uses Verscend

- Retrospectively compare Castlight users vs non-users to quantify medical cost savings



## So What?

- Verscend's analytics are relied upon to direct billions in financial obligations



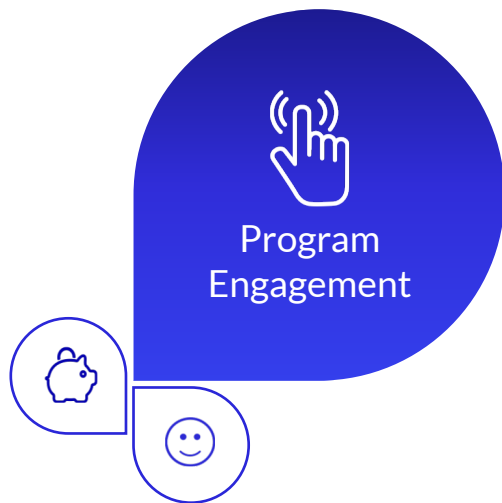
## *Where do the savings come from?*

- Steer employees to lower cost, higher quality sites of care
- Reduce overutilization
- Increase use of preventive services



**1.25-1.75%**

Medical spend savings  
for average  
Castlight Customer



## Castlight Engagement versus Industry Benchmarks

Program / n value <sup>2</sup>	Industry Benchmark <sup>1</sup>	Castlight Customers	Improvement Over Benchmark	
Biometric Screening (n = 421,568)	46%	56%	1.22x	↑
Activity Tracking (n = 806,977)	29%	36%	1.24	↑
Telemedicine (n = 118,829) <sup>3</sup>	3%	25%	8.33	↑
Smoking Cessation (n = 345,933)	9%	46%	5.11	↑
Condition Mgmt (n = 724,000)	12%	25%	2.08	↑
Resilience (n = 368,956)	13%	16%	2.3	↑
Mental Health (n = 368,956)	3%	15%	5.0	↑

<sup>1</sup> Fidelity / NBGH, Moving from Wellness to Wellbeing, 7th Annual Employer Sponsored Health and Wellbeing Survey, 2016.

<sup>2</sup> Number of eligible employees on Castlight platform.

<sup>3</sup> NBGH Survey of 133 companies with 5,000+ employees, cited in "More employers are offering telemedicine, but why aren't workers using it?", Chicago Tribune, Oct 2016