

# State of North Carolina

Castlight Health Platform Demonstration  
July 21, 2014



castlight  
HEALTH

# Objectives for today

## Introduction to Castlight

- Overview of Castlight Health
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## Engagement Approach

- Engagement Strategy for the States
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## Platform Demonstration

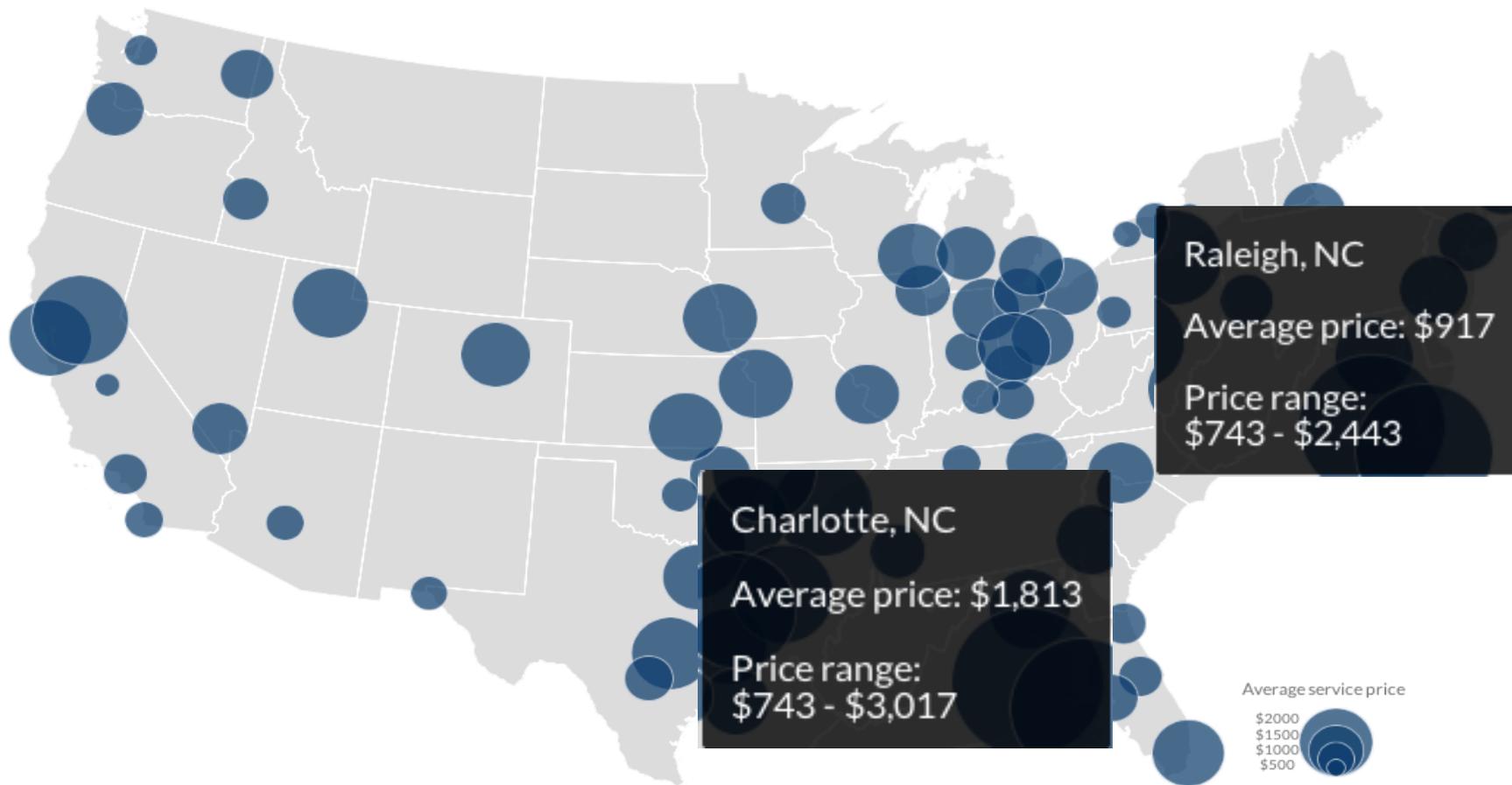
- Demonstration of Castlight's Web Platform
- 

## Q&A

- Answer any questions
-

# The journey starts here

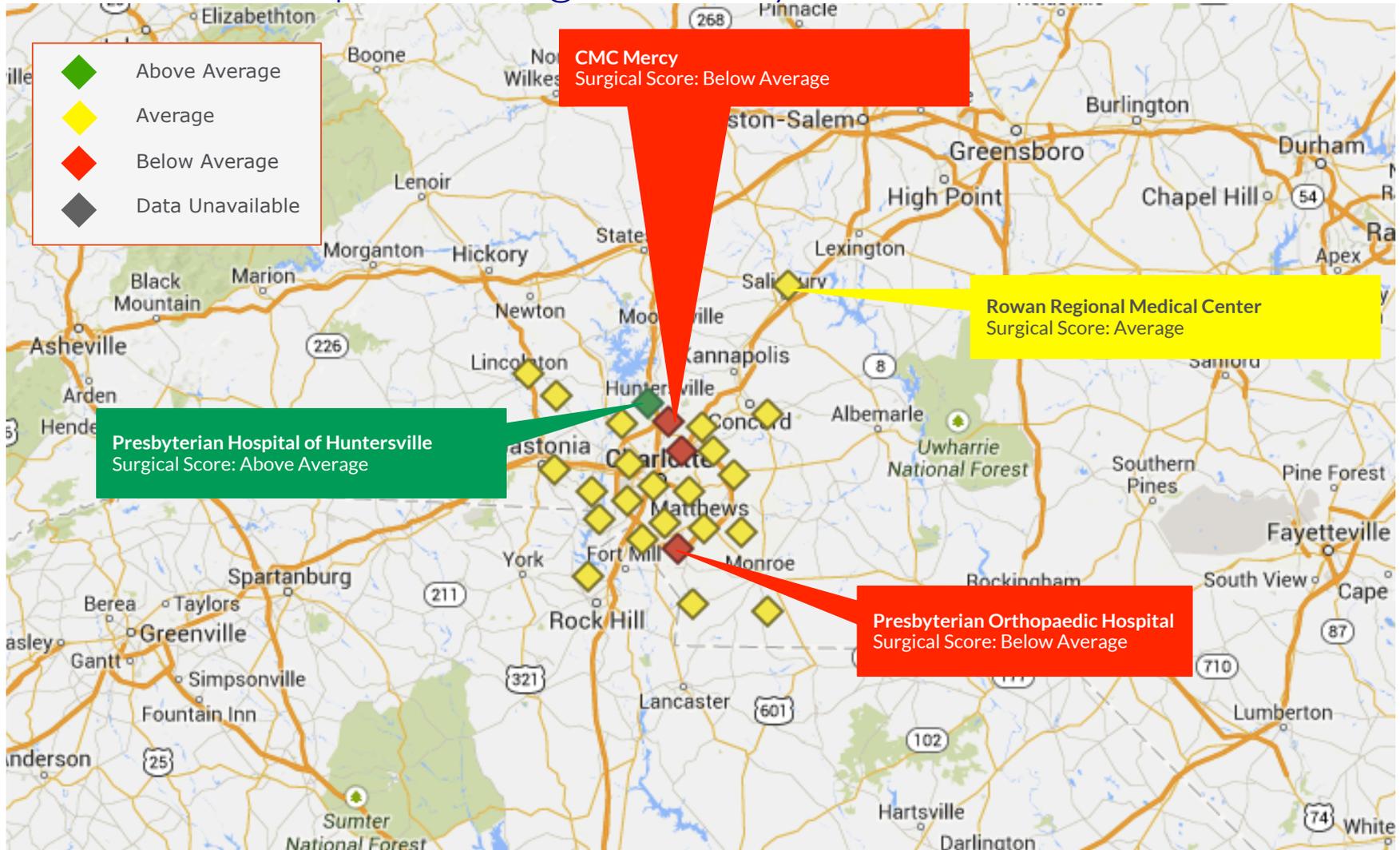
The variation in costs for lower back MRI in Charlotte & Raleigh



Source: Castlight Health. The primary source of data used for this analysis is medical claims data. Castlight augments this data with other data including: publicly available data, provider information, and actual provider rate sheets that list the negotiated price between a provider and an insurer. Castlight then applies proprietary algorithms to obtain the provider prices used for this analysis.

# And it not just about Cost: Quality also varies

## Charlotte Hospitals: Surgical Safety



# Who is Castlight Health?

Our Mission - Provide information to help consumers receive:



the **right care**

at the **right location**

from the **right provider**

at the **right time**

at the **right cost**

While enabling users to focus on what's important to them

# A Comprehensive Platform for Consumerism

## Healthcare Cost & Quality Transparency

- Physician & Facility Costs
- Pharmacy Costs
- Quality Data
  - Background & Experience
  - Patient Satisfaction
  - Clinical Care & Coordination
- Reference Based Pricing

## Benefit & Cost Planning

- Past Care Spending
- Accumulator Data
- Claims History (2 Yr.)
- Benefits Summary

## Health & Wellness Program Integration

- PBM Pharmacy Link
- Centers of Excellence/2<sup>nd</sup> Opinion
- Wellness Programs
- HSA/FSA/HRA
- Patient Concierge/Advocacy
- On-Site Clinics
- Telehealth Line
- Incentives & Rewards

## Personalized & Relevant User Experience

- Savings Alerts
- Targeted Messaging
- Educational Content
- Healthcare Literacy/Education
- Multilingual Access



Castlight Guides



Web Access



Mobile Access

# Cornerstones of a State Engagement Plan

Analytics-driven  
strategy

End user  
research

Agency  
empowerment

Benefits/  
Health Literacy  
Education

Baseline  
communications

Incentives

Provider Engagement & Outreach Strategy



# Demonstration of the Castlight's Transparency Platform

# Demonstrating Castlight's Impact

Pinpointing opportunities to help the State of North Carolina members and their families be effective healthcare consumers (what we have heard from other employers including States we work with)



I want my employees to understand their benefits and make better decisions

I want to reduce my healthcare spend

I want to ensure my employees are receiving the highest quality care

I want to reduce wasteful spending, such as unnecessary ER visits

I want to increase engagement across all my programs

I want to roll out next-generation, advanced benefit designs



Q&A

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