

State of North Carolina

Castlight Health Platform Demonstration
July 21, 2014



castlight
HEALTH

Objectives for today

Introduction to Castlight

- Overview of Castlight Health
-

Engagement Approach

- Engagement Strategy for the States
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Platform Demonstration

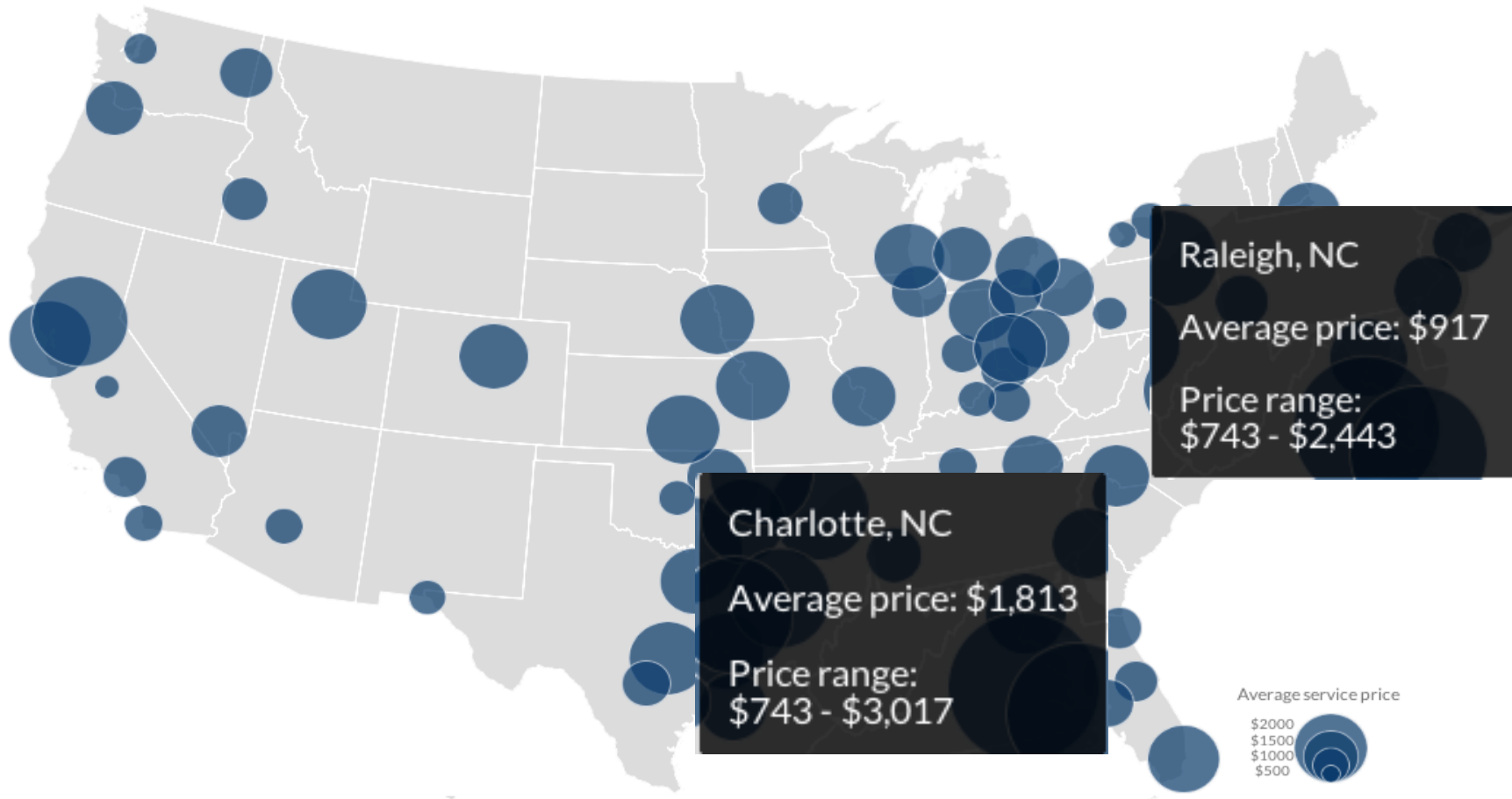
- Demonstration of Castlight's Web Platform
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Q&A

- Answer any questions
-

The journey starts here

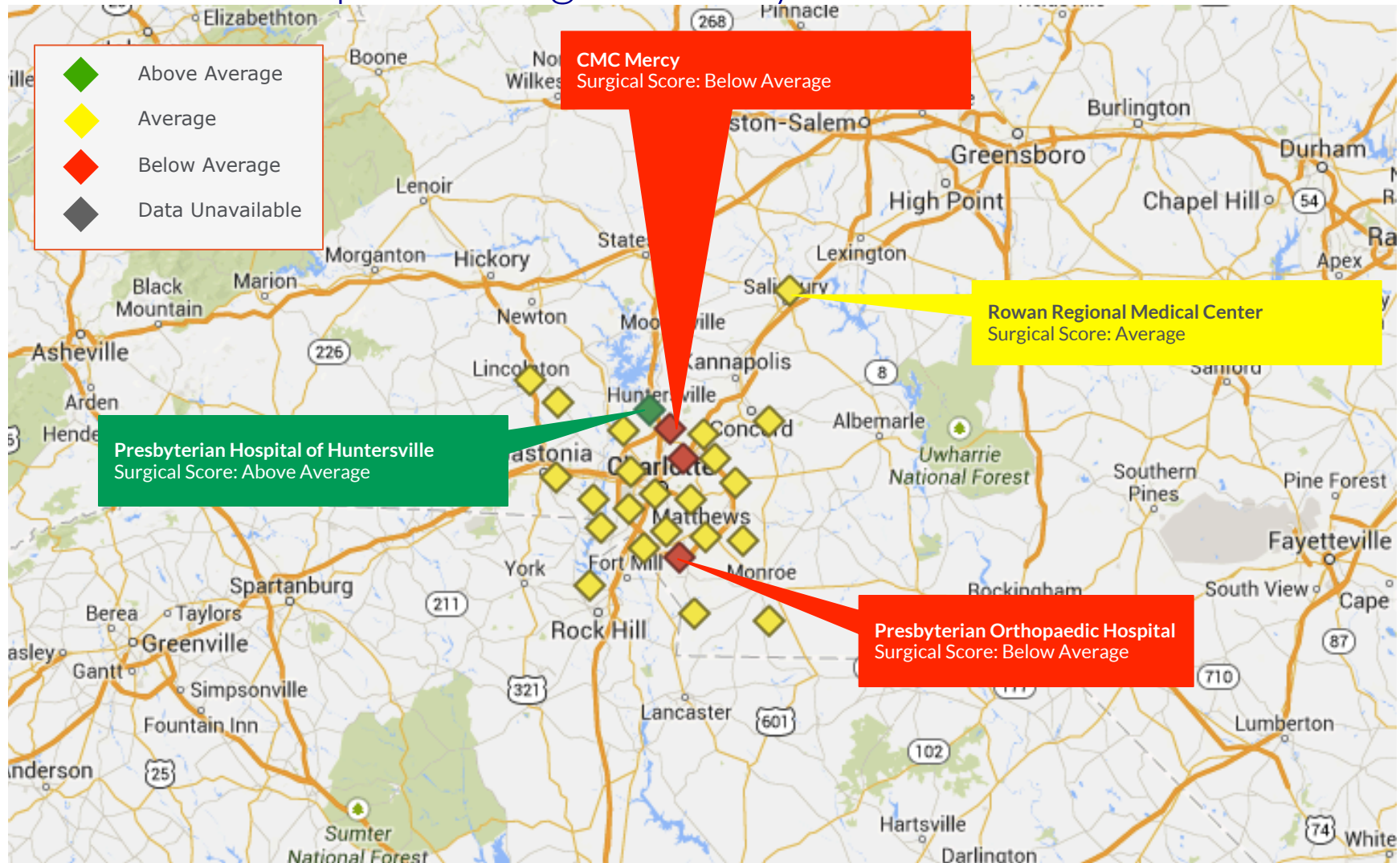
The variation in costs for lower back MRI in Charlotte & Raleigh



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

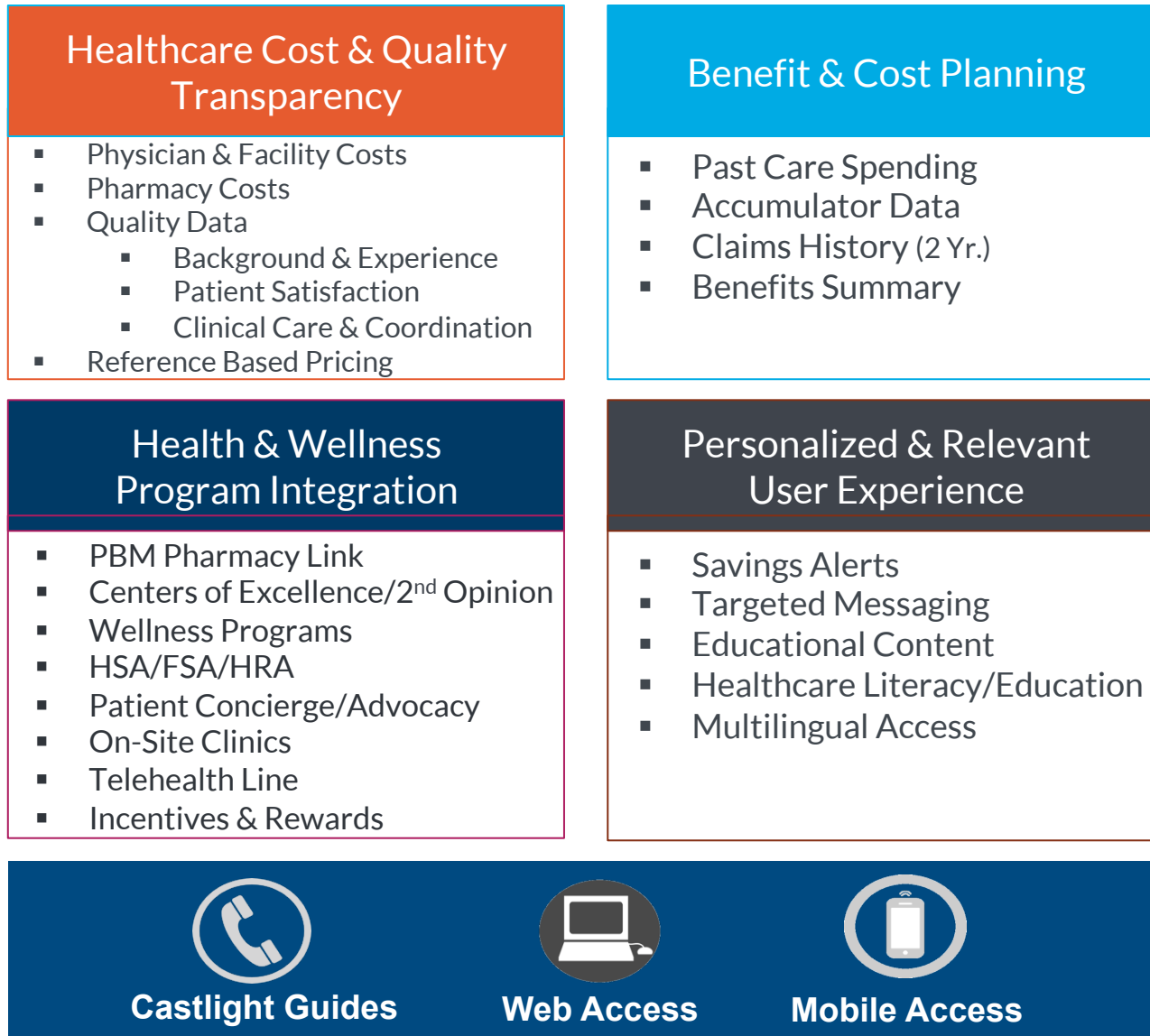
from the **right** provider

at the **right** time

at the **right** cost

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

A Comprehensive Platform for Consumerism



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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