2017 Review of CalPERS Compare
CalPERS Board Meeting

Presented by:

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Agenda

- Expectations, Learnings & Opportunities
- Evolution of Castlight Platform
- CalPERS Engagement & Use Patterns
- Anthem Engage Demo
- Questions
Expectations, Learnings & Opportunities
## Expectations, Learnings & Opportunities

### Going-In Expectations
- Delivering consumer-grade cost & quality transparency would yield significant ROI through:
  1. *Unit Cost Savings* - shopping high-value care
  2. *Utilization Changes* – reducing overuse
  3. *Mix Changes* – steering to appropriate care levels
  4. *Program Adoption* – promoting utilization

### Key Learnings
- Unit cost savings are not enough to deliver desired ROI
- Steering to appropriate levels of care is the biggest near-term savings opportunity
- Right place, right time intervention & personalized recommendations represent greatest long-term savings potential

### Opportunities
- Registration is only 4 to 6 percentage points below targeted ROI threshold
- Return use is at targeted ROI threshold
- Members find value in one-stop experience
- They see value in benefits nav & personalization
- Automated claims-based targeting enables 1:1 promotion of Anthem programs
Evolution of Castlight Platform
Evolution of Castlight Platform

Best-In-Class cost & quality transparency

- Personalized, targeted outreach
- Targeted, contextually relevant partner integrations (telehealth, wellness)
- Claims & search-based recommendations
- Pre-wired ecosystem of 30+ partners
- Integration of wellbeing & incentives
- One-stop benefits navigation experience

2014
- Best out-of-pocket price coverage
- Broadest, curated support for clinical quality and patient reviews (21 sources)
- 1,400 Medical, 3,000 Rx, 40 Dental services integrated in one place
- Mobile focused experience
- Curated, proprietary education content

2017
- Best-in-Class health & benefits navigation platform
- Industry-First complete health plan integration

2018
What Castlight was

Cost transparency

Limited quality Sources

Desktop first Orientation
What Castlight is today

Transparency 2.0: Support for over 1400 shopable services

Quality 2.0: 21 nationally recognized sources, including inline quality indicators

Consistent experience across desktop, mobile, and phone

Benefit ecosystem platform, connecting over 150 data sources

Targeted communication engine

One stop shop for all health decisions, benefits & wellbeing
What Castlight will enable in 2018

**Benefits hub** provides members with seamless access to all benefits information.

**Personalized timely outreach** to meet members where they are with relevant information, tips, reminders.

**Well-being and incentives** enables earlier engagement across 100% of the population.

**Benefit ecosystem** connecting over 150 partners and data sources.

**Guided decision support** helps members find the right care from the right provider and the right programs.

**Deep clinical integrations** provides a digital channel for Anthem programs.
Steering to Custom Networks and ACOs

- New search framework starts with educational content to guide member through care options
- CalPERS custom networks are promoted & explained to members
- Display order defined by CalPERS and Anthem
CalPERS Compare
Engagement and Use Patterns
Registration and Return Rates (12 mos)

- 24% HH Registration
- 49% Return Use
- New Registrations
- BoB Email Campaign

**Dates:**
- Jun 2017
- Jul 2017
- Aug 2017
- Sep 2017
- Oct 2017
- Nov 2017

**Registration Rates:**
- Jun 2017: 23%
- Jul 2017: 23%
- Aug 2017: 23%
- Sep 2017: 24%
- Oct 2017: 24%
- Nov 2017: 24%

**Return Use Rates:**
- Jun 2017: 52%
- Jul 2017: 52%
- Aug 2017: 52%
- Sep 2017: 53%
- Oct 2017: 54%
- Nov 2017: 49%
Top 10 Member Searches (3 mos)

<table>
<thead>
<tr>
<th>Search Category</th>
<th>Avg Searches</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Primary Care for Adults</td>
<td>4776</td>
<td>21%</td>
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<tr>
<td>Psychological and Psychiatric Care</td>
<td>2112</td>
<td>33%</td>
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<tr>
<td>Colonoscopy</td>
<td>1212</td>
<td>28%</td>
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<tr>
<td>Obstetrics and Gynecologic Care</td>
<td>1198</td>
<td>31%</td>
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<tr>
<td>MRI</td>
<td>1047</td>
<td>16%</td>
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<tr>
<td>Dermatologist Visit</td>
<td>967</td>
<td>6%</td>
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<tr>
<td>Orthopedic Surgeon Visit</td>
<td>701</td>
<td>25%</td>
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<tr>
<td>Eye Doctor Visit</td>
<td>675</td>
<td>12%</td>
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<tr>
<td>Chiropractic Care</td>
<td>582</td>
<td>29%</td>
</tr>
<tr>
<td>Lab Test</td>
<td>498</td>
<td>28%</td>
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</tbody>
</table>

Over 10,000 Searches Per Month Avg in 2017
Engagement by At-Risk / High-Spend

Targeting Over-Penetration for these Cohorts

- Depression: 35.0% Registration, 74.0% Return Rate
- Diabetes: 31.0% Registration, 73.0% Return Rate
- Low Back Pain: 33.0% Registration, 74.0% Return Rate
- Pregnancy: 39.0% Registration, 72.0% Return Rate
- Routine users of care: 30.0% Registration, 72.0% Return Rate

Return Use: 49%
Registration: 24%
**Action** Outreach to At-Risk / Hi-Spend Cohorts

- **CARDIAC CARE**
  - 216 members engaged
  - View full report

- **WEIGHT MANAGEMENT**
  - 6,257 members engaged
  - View full report

- **BACK PAIN**
  - 5,915 members engaged
  - View full report

- **HIP AND KNEE PAIN**
  - 425 members engaged
  - View full report

- **PREGNANCY**
  - 1,052 members engaged
  - View full report

- **CANCER CARE**
  - 896 members engaged
  - View full report

- **GAPS IN PREVENTIVE CARE**
  - 2,822 members engaged
  - View full report

- **COLON CANCER SCREENING**
  - 3,601 members engaged
  - View full report

- **GAPS IN PEDIATRIC PREVENTIVE CARE**
  - 2,118 members engaged
  - View full report

- **PEDIATRIC ER PREVENTION**
  - 1,246 members engaged
  - View full report

**Action** Launched Q4-2016

- 15,731 Members engaged
- 9,036 Actions taken
**Action:** Adult ER Prevention

**Total actions taken**
- Reviewed Decision Support Content: 678
- Performed Search: 133
- Contacted a Program: 54

**Total engagement**
- Members engaged: 6,814
- Actions taken: 865

Updated as of 12/13/2017 2:01 AM
2018 Engagement Strategy Highlights

Driving additional registration & return use in 2018 hinges on 4 key tactics:

- **Ground Game Communications**
  - Key location on site events
  - Target 50 champions

- **In-App Promotion**
  - New program spotlights
  - Additional Action campaigns

- **Direct Marketing**
  - Test inserts & mailers
  - Promo by Anthem Guides

- **Targeted Emails**
  - Leverage Qtr BoB campaigns
  - Spouse campaigns
Anthem Engage Demo
Platform Enhancements in 2017

- Enhanced clinical quality, including 27 outcomes-based metrics for physicians
- Universal Search, allowing search by program or vendor name
- Framework for push notifications to for greater engagement
- Introduction of Care Center v1.0, including new Benefit Programs and expanded Care Team functionality
- New web design for key benefits education pages will be more personalized and easy to use
- Completely redesigned modern mobile app
- Improved Provider Directory match rates, reducing duplicates and improving quality coverage
- Upgraded urgent care search capability
Value of Castlight to CalPERS

1. Proven impact with high-risk / high-spend cohorts
2. Effective enabler of Anthem cost-control programs
3. Simplifies entire healthcare & benefits experience
4. Creates personalized communications backbone