

Sprint is Revolutionizing Mental Health Services for Employees



Sprint by the numbers

33B⁺

Annual sales

30,000

Employees nationwide

20%

Employees who may benefit from mental health services

Sprint is one the largest telecommunications companies in the country with annual sales topping 33 billion. Headquartered in Kansas, Sprint has 30,000 employees nationwide. In the past few years, Sprint identified an opportunity to provide their employees with better support around mental and behavioral health, and are now a model and leader in mental health services for employers.

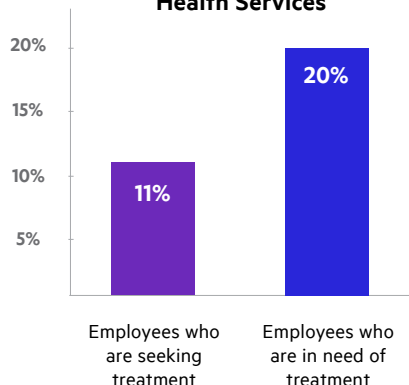
Challenges

From anxiety to the opioid epidemic, mental health conditions represent some of the most common and costly health issues in the United States. Yet employers often feel like they have few tools to address this monumental problem. With 20% of US adults living with a mental health condition—which, on average increases annual individual healthcare costs significantly—employers can no longer ignore the silent challenges millions of employees battle every day.

Despite how difficult it is to address mental health issues as an employer, Sprint saw an opportunity and was committed to facing mental health solutions head-on. “Over the past three years, Sprint’s data has hovered around 11 percent of our employees who are seeking treatment for mental health conditions,” said Nathan Hays, Manager of Health & Productivity at Sprint. “However, a greater percentage (approximately 20 percent) of our employees have self-reported through health risk assessments that they are in need of mental health services.”

These insights were eye opening. They showed how much the employee population demands mental health solutions. And, according to Hays,

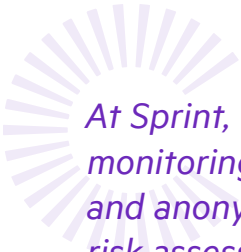
Sprint Employees & Mental Health Services



they demonstrated the importance of engaging with the new hire population as soon as possible to educate them on the mental health resources available to them through Sprint health and wellness benefits.

Solution

To offer mental health support to employees, Sprint's team didn't go in blindly— they used a data-driven approach, as well as support from Castlight, to create solutions and recommendations to employees that support mental health and well-being. Alongside Castlight's support, Sprint implemented an EAP that has seen sky-rocketing engagement.



At Sprint, we're continuously monitoring and analyzing aggregated and anonymized claims data, health risk assessment data, employee assistance plan reports, and more to develop the most accurate picture possible of individual employee mental health needs and guide them to the right resources.

~ Nathan Hays, Manager of Health & Productivity
SPRINT

They implemented Castlight's Elevate to improve access, search effectiveness and help employees gain better information and education around mental health:

1. **Self care** - Employees can conveniently access guided cognitive behavioral therapy (CBT) through myStrength. myStrength is embedded within the Castlight app and allows employees to access care on their own time, with no extra cost. The myStrength experience is based in clinical models and adjusts each day with every interaction.
2. **Guided Search** - Employees are automatically directed to search for psychiatrists and psychologists). The

search renders information about cost and quality of providers. Guided Search also promotes Sprint's Employee Assistance Program (EAP).

3. **Education** - To improve understanding and awareness of behavioral health treatment options, educational content is available within the Castlight app. The content helps Employees learn about mental health as well as potential care options.

In particular, Sprint used Castlight's behavior health solution, Elevate and myStrength, to provide employees additional options for self-care.

Results

Increase in engagement

Since implementing Castlight's behavior health solution, Sprint has seen 2,000 engagement activities in Elevate and over 400 employees have registered for myStrength, a behavioral therapy health site that automatically searches providers in Sprint's EAP and the employee's medical plan and recommends mental health providers in both networks so the employee can use both benefits and there's no disruption in their care.

Spotlight on Results

2,000
Engagement activities
in Elevate

400
Employees registered
for myStrength

2.5^x
Increase in engagement from
personalized messaging

Data-driven communications

"Armed with this data, we identified solutions that unleash the power of technology to help move our

employees forward each and every day towards optimal mental health and wellbeing,” said Hays.

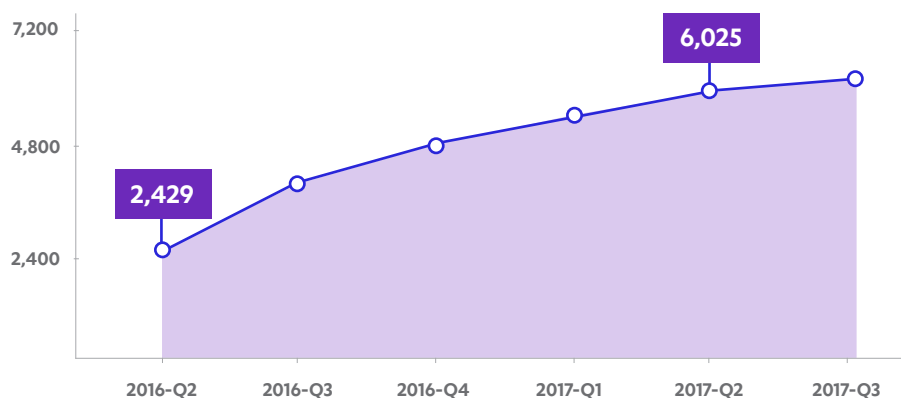
For example, the Castlight personalization engine reconciles an employee’s claim history and search history on the Castlight health navigation platform, evaluates their program eligibility (through their medical plan and Sprint’s EAP), identifies their risk factor, and sends them personalized communication based on their preferred communications channels — via email, push notification, or through the Castlight app.

Personalized messaging

If an employee is identified as low risk for a mental health disorder, they’re prompted to take a quiz to assess their current mental health; if they’ve been diagnosed with a mental health disorder, they’re reminded of resources available to them; and if they’re at high risk; they’re reminded they can confidentially search for therapists in their area. **This personalized messaging has resulted in 2.5 times the engagement in 12 months.**

Total Engagement - 2.5x increase in 12 months

How many members have engaged with all behavioral health campaigns?



Castlight is on a mission to make it as easy as humanly possible to navigate healthcare and live happier, healthier, more productive lives. Our health navigation platform connects with hundreds of health vendors, benefits resources, and plan designs, giving rise to the world’s first comprehensive app for all health needs. We guide individuals—based on their unique profile—to the best resources available to them, whether they are healthy, chronically ill, or actively seeking medical care. In doing so, we help companies regain control over rising healthcare costs and get more value from their benefits investments. Castlight revolutionized the healthcare sector with the introduction of data-driven price transparency tools in 2008 and the first consumer-grade wellbeing platform in 2012. Today, Castlight serves as the health navigation platform for millions of people and is a trusted partner to many of the largest employers in the world.

For more information, visit www.castlighthealth.com and connect with us on [Twitter](#) and [LinkedIn](#) and [Facebook](#).



Castlight Health, Inc.
150 Spear Street, Suite 400
San Francisco, CA 94105

Tel: 415 829 1400
info@castlighthealth.com
castlighthealth.com

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