**Castlight Member Marketing Toolkit**

**January 2025 – Commit to your health**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Commit to your health**  Tired of struggling with New Year, New You? Start this year off right and make a commitment to understand the current you.  Scan to find a primary care provider (PCP) and schedule your annual wellness exam.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Commit to your health**  Tired of struggling with New Year, New You? Start this year off right and make a commitment to understand the current you.  Schedule your annual wellness exam with your primary care provider (PCP).  **Insight you can trust from your PCP**  **Detect issues early**  Review your history, ongoing concerns, and current lifestyle  **Know your numbers**  Check your heart rate, blood pressure, body mass index (BMI), cholesterol,, and blood sugar  **Coordinate preventive care**  Schedule important screenings, vaccinations, and other necessary tests to reduce risk  **Stay well**  Focus on a healthy lifestyle and make informed care decisions moving forward  **Make your appointment**  Log in to Castlight to find a provider and schedule your appointment.  Not registered? Download the mobile app or visit mycastlight.com  **<QR code>**  @heycastlight\_health  **[CARE GUIDES]**  **Make your appointment**  A Castlight Care Guide can help you find a provider. Click the Get Help tab in the app to talk or chat with an expert.  Not registered? Download the mobile app or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Shareable**  **Graphic 1** | **Commit to your health**  Start the New Year off right. Schedule your annual wellness exam with your PCP to know where you stand with your health.  Log in to Castlight to find a provider and schedule your appointment.  Not registered? Download the mobile app or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Shareable Graphic 2** | **Get screened for cervical cancer**  Each year more than 11,000 women in the US are diagnosed with invasive cervical cancer.\* If you’re a woman ages 21 to 65, talk to your PCP about getting screened. Regular screenings are critical for early detection.  Log in to Castlight to find a provider and schedule your appointment.  Not registered? Download the mobile app or visit mycastlighthealth.com  \*CDC, June 2024  **<QR code>**  @heycastlight\_health |
| **Email** | **Subject: Commit to your health**  Start the year off right and know where you stand with your health and wellbeing. Use the app to help you get started.  **Schedule an annual wellness exam with your PCP**   * Review your health history to detect issues early * Know your numbers, including heart rate, blood pressure, and BMI * Coordinate preventive care to reduce risk * Make informed care decisions moving forward   To make an appointment, log into the app to find a provider and schedule your appointment.  **Understand what benefits you have and how to use them**   * Review your medical plan details * Explore other programs and wellbeing resources to support you and your family * See what activities you need to do this year to start earning rewards   To get started, log into the app to view your benefits.  Not registered? Download the mobile app or visit mycastlight.com.  **January is Cervical Cancer Awareness Month**  Each year more than 14,000 women in the US are diagnosed with invasive cervical cancer. If you’re a woman ages 21 to 65, talk to your PCP about getting screened. Regular screenings are critical for early detection.  **<Need help>**  Reach out to a Care Guide for one-on-one support when you need it. Talk or chat with an expert. Click the Get Help tab in the app to start. |
| **Employer Message** | **Title: Commit to your health**  **Start date / End date:** Select your dates – recommendation is Jan. 1–31  **Message:**  Start the year off right and know where you stand with your current health and wellbeing. Schedule an appointment for your annual wellness exam with your PCP to get a clear picture of your current health. Use the app to understand what benefits you have and how to maximize them to support the wellbeing of you and your family.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = benefit programs |

Information in < > is variable. Please confirm if it applies to your experience.