**Castlight Member Marketing Toolkit**

**June 2025 – Men's health first**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Men's health first**  It’s true men are at higher risk for many serious diseases and face unique health problems. It’s important to check-in on your health each year.  Scan to find a primary care provider (PCP) and get on track with your preventive care.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Men's health first**  It’s true men are at higher risk for many serious diseases and face unique health problems. It’s important to check-in on your health each year.  Schedule a visit with your primary care provider (PCP).  **Recommended screenings for men**  **Years of age**   | **Exam/screening** | **20+** | **30+** | **40+** | **50+** | **60+** | | --- | --- | --- | --- | --- | --- | | **Annual preventive**  **exam** | **✔** | **✔** | **✔** | **✔** | **✔** | | **Blood pressure screening** | **✔** | **✔** | **✔** | **✔** | **✔** | | **Cholesterol test** |  | **✔** | **✔** | **✔** | **✔** | | **Colorectal cancer screening** |  |  | **✔** | **✔** | **✔** | | **Prostate exam** |  |  |  | **✔** | **✔** |   **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** | **Men's health first**  It’s true men are at higher risk for many serious diseases and face unique health problems. It’s important to check-in on your health each year. Visit your primary care provider (PCP) to schedule your annual exam and get on track with your preventive care.  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** | **Blood pressure checks can save your life**  Most people with high blood pressure have no symptoms, even if blood pressure readings are dangerously high. You can have high blood pressure for years without any symptoms. Get your blood pressure checked regularly to stay on top of 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 3** | **Are you at risk for heart disease?**  Checking your cholesterol regularly helps determine whether you’re at risk for a heart attack, other forms of heart disease, or diseases of the blood vessels. High cholesterol usually has no signs or symptoms. Your primary care provider (PCP) can check your cholesterol with a simple test.  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 4** | **Screening is better than treating cancer**  Colorectal cancer screening tests can find precancerous polyps so that they can be removed before turning into cancer. Screening can also find colorectal cancer early, when treatment works best. Talk to your primary care provider (PCP) to see if it’s time for your screening.  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 5** | **Should you get a prostate exam?**  Detecting certain types of prostate cancer early can be critical for treatment. If you’re a man 50 years or older, talk with your primary care provider (PCP) and schedule your prostate exam. Early detection is key since prostate cancer almost always has no symptoms.  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 |
| **Email** | **Subject: Men's health first**  It’s true men are at higher risk for many serious diseases and face unique health problems. It’s important to check-in on your health regularly. Use the app to help you get started.  **Visit your primary care provider (PCP) to get on track with your care and stay healthy**   * Assess your overall health and review all preventive care screenings you need at your annual exam * Get your blood pressure checked regularly as high blood pressure often has no symptoms * Check your cholesterol to see if you’re at risk for a heart attack, heart disease, or disease of the blood vessels * Reduce your risk for colon cancer by getting screened to check for pre-cancerous polyps * Get a prostate exam as early detection is critical for treatment   Log into the app to find a provider and schedule your appointment.  **Access benefits, programs and resources tailored to men’s health**   * Use Find Care to locate a specialist you may need in your area * Track your food, activity, and sleep to help you practice and develop good habits * Connect with your Employee Assistance Program (EAP) for support with family and work-life balance challenges * <See what activities you need to complete to receive rewards>   Log into the app to explore benefits and get started.  **<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 your app to start.>  Not registered? Download the app or visit mycastlight.com. |
| **Employer Message** | **Title: Men's health first**  **Start date / End date:** Select your dates – recommendation is June 1–30  **Message:**  It’s true men are at higher risk for many serious diseases and face unique health problems. It’s important to check-in on your health each year. Schedule a visit with your primary care provider (PCP) to get your annual exam and review important screenings you may need depending on your age, family, history, and symptoms, if any. Use the app to find a provider and access benefits, programs, and resources tailored to men’s health,  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = benefits page |

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