**Castlight Member Marketing Toolkit**

**July 2025 –Your health, your doctor**

| **Deliverable** | **Content** |
| --- | --- |
| **Digital Sign** | **Your health, your doctor**  A primary care provider (PCP) can help you stay healthy, prevent serious health issues, and care for your whole health over time.  Scan to find a PCP and schedule an appointment.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Your health, your doctor**  A primary care provider (PCP) can help you stay healthy, prevent serious health issues, and care for your whole health over time.  Schedule a visit with your primary care provider (PCP).  **Insight you can trust**  **Preventive care**  Stay up-to-date on routine screenings and vaccines, review your health history, and discuss any symptoms as part of your annual wellness exam  **Chronic disease management**  Get treated for chronic conditions like diabetes, check-in regularly on your medications, and stay informed on how the disease is affecting your body  **Overall wellbeing**  Receive care for both your physical and mental health and review treatment options and lifestyle changes to help you feel better  **Make your appointment**  Log in to Castlight to find a PCP 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 PCP. 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** | **Your health, your doctor**  A primary care provider (PCP) can help you stay healthy, prevent serious health issues, and care for your whole health over time.  Log in to Castlight to find a PCP and schedule an appointment.  Not registered? Download the mobile app or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Shareable Graphic 2** | **Find a PCP you can trust**  Finding a primary care provider (PCP) you trust can help you stay healthier longer. Patients are more likely to be honest with doctors they trust, providing information that can help with prevention, early diagnosis, and treatment. Trusting your PCP both feels good and improves health outcomes.  Log in to Castlight to find a PCP and schedule an appointment.  Not registered? Download the mobile app or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Email** | **Subject: Your health, your doctor**  A primary care provider (PCP) can help you stay healthy, prevent serious health issues, and care for your whole health over time.  **Insight you can trust**   * **Preventive care**   Stay up-to-date on routine screenings and vaccines, review your health history, and discuss any symptoms as part of your annual wellness exam   * **Chronic disease management**   Get treated for chronic conditions like diabetes, check-in regularly on your medications, and stay informed on how the disease is affecting your body   * **Your overall wellbeing**   Receive care for both your physical and mental health and review treatment options and lifestyle changes to help you feel better  Log in to the app to help you find a primary care provider and schedule an appointment.  If you’re not registered, download the mobile app to register in seconds or visit mycastlight.com.  **<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. |
| **Employer Message** | **Title: Your health doctor, your doctor**  **Start date / End date:** Select your dates – recommendation is July 1–31  **Message:**  A primary care provider (PCP) can help you stay healthy, prevent serious health issues, and care for your whole health over time. Your PCP helps you stay up-to-date on preventive care, manage chronic conditions, and provides care for both your physical and mental wellbeing. It’s important to have a PCP you can trust and build a relationship with over the long term. Don’t wait - use the app to help you find a PCP and schedule an appointment.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = Find Care |

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