**Castlight Member Marketing Toolkit**

**December 2025 – Stay well this season**

| **Deliverable** | **Content** |
| --- | --- |
| **Digital Sign** | **Stay well this season**  Enjoy the holidays even more by prioritizing your health and wellbeing. Be sure to add a visit with a doctor to your list.  Scan to find a primary care provider (PCP) and put your health first.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Stay well this season**  Enjoy the holidays even more by prioritizing your health and wellbeing. Be sure to add a visit with a doctor to your list.  Schedule a visit with a primary care provider (PCP) and put your health first.  **Take charge**  **Prevent**  Make sure you have had your annual wellness exam to get a clear picture of your health and any overdue screenings to reduce your risk  **Vaccinate**  Avoid seasonal illness by getting the flu, RSV, and COVID-19 vaccines  **Manage**  Get support with managing holiday stress and building resilience through leading an active and healthy lifestyle  **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 1 Graphic** | **Stay well this season**  Enjoy the holidays even more by prioritizing your health and wellbeing. Be sure to add a visit with a doctor to your list.  Log in to Castlight to find a provider and schedule an appointment.  Not registered? Download the mobile app or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Shareable 2 Graphic** | **Give yourself the gift of better health**  Add more movement to your day and healthy food to your plate to avoid a holiday slump and stay healthy. Be sure to check off your annual exam and routine screenings on your holiday to-do list. Visit a PCP for support with your overall wellbeing.  Log in to Castlight to find a provider and schedule your appointment.  Not registered? Download the mobile app to register in seconds or visit mycastlight.com.  **<QR code>**  @heycastlight\_health |
| **Email** | **Subject:** Stay well this season  Enjoy the holidays even more by prioritizing your health and wellbeing. Be sure to add a visit with a doctor to your list. Use the app to find a primary care provider (PCP) and access tools, resources, and programs to help you stay in good health.  **Visit your primary care provider (PCP) to get focused on your health.**   * Make sure you have had your annual wellness exam to get a clear picture of your health and any overdue screenings to reduce your risk * Avoid seasonal illness by getting the flu, RSV and COVID-19 vaccines * Get support with managing holiday stress and building resilience through leading an active and healthy lifestyle   **Access tools and benefits in app to stay on track during the holidays**   * Connect with your Employee Assistance Program (EAP) and other behavioral health resources for emotional support to fend off holiday stress * Use *Healthy Habits* in the app to stay the course with your routine, including regular exercise and healthy eating * <Reward yourself for making progress on your health goals and redeem points for great prizes before the end of the year>   Log into Castlight to view your benefits, find a PCP, and schedule your 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: Stay well this season**  **Start date / End date:** Select your dates – recommendation is Dec. 1–31  **Message:**  Enjoy the holidays even more by prioritizing your health and wellbeing. Be sure to add a visit with a doctor to your list. Use the app to find a primary care provider (PCP) and access tools, resources, and programs to help you stay in good health all season and all year long.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = benefits page |

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