

COUNCIL ACTION FORM

SUBJECT: WELLNESS PROGRAM SERVICES

BACKGROUND:

The City of Ames Health Promotion program outsources several program resources which assist the City's Health Promotion Coordinator manage a comprehensive, measurable and effective employee wellness program. Resources enable those who are already in good health to maintain their good health, provide a direct resource to employees, and support behavior change to assist all in improving employee wellness.

The Health Promotion program also offers a special benefit-linked incentive program called *Healthy4Life*. This program is made available to employees on the City health insurance plan as a special incentive to achieve or maintain a healthy lifestyle. The program offers in-person health coaching to participants and requires participation in a minimum number of events; an annual physical; and completion of the blood profile and panel questionnaire.

On January 24, 2019, the City initiated a Request for Proposals (RFPs) process for wellness program support services. Requested services included: health risk assessments (online and paper-based), an online web portal with a wide variety of online wellness programs, incentive administration tracking for the *Healthy4Life* program that rewards employees through health risk assessment, online tracking of wellness program, integration of participant data, and periodic reporting (monthly, quarterly, yearly measurement and reports) that cover the portal utilization and engagement, population health risks, projected financial summary and analyzing health data in the same population over consecutive years. In addition, the RFP included on-site and in-person health coaching utilizing motivational interviewing and intrinsic health coaching techniques.

The RFP was issued to 70 firms and 4 bid services with responses were received from ten firms. An evaluation committee comprised of City staff members from the Human Resources, Health Promotion, Electric Services and Water Plant Departments ranked the proposals based on the matrix provided in the RFP. Each proposal was evaluated based on a combination of cost of services including cost for varying risk levels of participants based on the above population of members, cost for health assessments, including printed and web-based, physician forms; wellness coaching (web-based coaching and onsite coaching) for all risk levels; web-portal challenges and social networking; implementation/start-up costs; account management and support; reporting including individual reporting, participant engagement, risk stratification, program impact and program outcomes, claims and financial impact analysis; other services provided by the business, references; and the availability to implement a program by July 1, 2019.

The score of each criterion was based on a scale of 1 to 10 and then assigned a corresponding weight factor. The maximum possible score, combining all five evaluators, was 4000. The quality of services, company and coaching qualifications, expertise, and resources, and relevant references of similar public programs with proven success of Employee Wellness Programs designed for other entities related scores represent 70% of the overall score, and proposed costs accounted for 30%.

The initial ranking based on the review of the submitted proposals and costs are listed below:

Firms	Total Score	Rank	Fee Proposal for 5 Year Term
MercyOne Business Solution, Clive, IA	2868	1	\$150,366
Health Solutions, Cedar Rapids, IA	2722	2	\$180,240
Spire Wellness, Indianapolis, IN	2650	3	\$118,170
UnityPoint Health-Optimum Health Solution, Peoria, IL	2514	4	\$154,553
Health Improvement Solutions, Omaha, NE	2498	5	\$185,000
Wellmark, Des Moines, IA	2154	6	\$536,018
MercyCare Business Health Solutions, Cincinnati, OH	2084	7	\$164,950
Sterling Wellness, Crowley, LA	1998	8	\$243,650
Adventist Healthcare, Gaithersburg, MD	1276	9	\$308,310
Album Health, Des Moines, IA	0		Non-Responsive

The top five firms were next invited in for a portal demonstration and interview. All five provided a brief presentation introducing their team members and their roles and demonstrating their understanding of the scopes of services. Interviews were evaluated based on a clear understanding and clarity of the services required including responses to questions posed, the demonstration of their experience and approach with Wellness Program with other public entities similar to ours, their cohesive approach and what sets them apart from the other firms. As with the proposal scoring, each criteria was weighted and given a score based on a scale of 1 to 10.

The scores based on the interview, with a maximum possible of 3000, are shown below.

Firms	Total Score	Rank	Fee Proposal for 5 Year Term
UnityPoint Health-Optimum Health Solution, Peoria, IL	2560	1	\$154,553
Health Solutions, Cedar Rapids, IA	2310	2	\$180,240
MercyOne Business Solution, Clive, IA	2270	3	\$150,366
Health Improvement Solutions, Omaha, NE	2080	4	\$185,000
Spire Wellness, Indianapolis, IN	2010	5	\$118,170

Based on a unanimous decision by the evaluation committee following the interviews, responses to follow up questions, and the determination of the best value to the City,

the evaluation committee recommends UnityPoint Health-Optimum Health Solution as the top candidate.

The final five firms combined scores from the written proposal and in-person presentation were ranked as follows:

Firm	Total Score	Rank	Fee Proposal for 5 Year Term
MercyOne Business Solution, Clive, IA	5138	1	\$150,366
UnityPoint Health-Optimum Health Solution, Peoria, IL	5074	2	\$154,552
Health Solutions, Cedar Rapids, IA	5032	3	\$180,240
Spire Wellness, Indianapolis, IN	4660	4	\$118,170
Health Improvement Solutions, Omaha, NE	4578	5	\$185,000

The evaluation committee members are recommending UnityPoint Health-Optimum Health Solution for these services because of their belief this company provides the best value and aligns most thoroughly with the goals of the City of Ames wellness program as demonstrated throughout the evaluation process. In particular, during the presentation portion, UnityPoint Health-Optimum Health Solution provided multiple references from Iowa public employers utilizing their services that were not included in the initial written proposal. The evaluation committee decided not to go back and adjust the initial low scores in the references section from the first round for UnityPoint Health-Optimum Health Solutions since those references were not included in the initial written proposal. While the combined scores ranked MercyOne highest overall, MercyOne came in at number three in the interview portion of the evaluation process.

Overall, UnityPoint Health-Optimum Health Solution is recommended based on the cohesiveness of their business team, expertise and success of their coaching staff, and robust reporting capabilities integrating medical claims and wellness program impact that were an added value above what was requested in the RFP. Additionally, UnityPoint Health-Optimum Health Solution has strong recommendations from all of their references and has demonstrated success in growing program participation and program impact in organizations who have similar goals and employee populations to the City of Ames in both the public and private sectors. **Funds for the services in this proposed contract will be paid from the City's Health Insurance Fund. The allocated FY 2019/20 Budget is \$37,000 for these services.**

ALTERNATIVES:

1. Award a three-year contract with an option to renew for two additional one-year periods to UnityPoint Health-Optimum Health Solutions for Wellness Program Services beginning July 1, 2019 to June 30, 2022, at a cost of \$32,720 in FY 2019/20, \$32,720 in FY 2020/21, and \$32,720 in FY 21/22. The cost of renewal for an additional two years is \$28,196 per year.

2. Direct staff to negotiate a contract for wellness program services with one of the other firms that submitted a proposal to the City.
3. Do not award a contract for the Wellness Program Services Contract.

CITY MANAGER'S RECOMMENDED ACTION:

UnityPoint Health-Optimum Health Solutions has an extensive record of providing wellness program services to city government and public organizations throughout Iowa as well as demonstrated success in the private sector in growing and improving the impact of wellness programs most similar to the City of Ames. Utilizing UnityPoint Health-Optimum Health Solutions' services will strengthen administration of City Health Promotion programs by providing in-person coaching staff, online programming and services, incentive-tracking, and robust reporting capabilities integrating medical claims and wellness program impact.

While awarding this contract to UnityPoint Health-Optimum Health Solutions is \$4,186 more than the lowest cost proposal over a five-year term, staff believes UnityPoint Health-Optimum Health Solutions will provide the best value to the City by providing the necessary resources to enable the City to continue to expand engagement and improve the positive health impact of the Health Promotion program. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.