

ITEM #: 21
 DATE: 06-13-23
 DEPT: HR

COUNCIL ACTION FORM

SUBJECT: WELLNESS PROGRAM SERVICES AGREEMENT

BACKGROUND:

On January 23, 2023, the City initiated a Request for Proposals (RFP) process for wellness program support services for the City’s Health Promotion Program with a budget of \$35,000 for FY 2023/24. 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
- Health coaching
- Online tracking of wellness program
- Integration of participant data
- 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.

Responses were received from 14 firms. Four were selected as finalists for further evaluation, as indicated below:

Firm	Selected As Finalist
AlbumHealth	
Bravo Wellness	
CHC Wellbeing	X
GoPivot Solutions	
Healthbreak, Inc.	
Optimum Health Solutions	
Rock Valley Physical Therapy	
StatBridge	
Sterling Wellness Solutions	
Telligen	X
Treo Wellness	
US Wellness	
Wellmark, Inc.	X
Wellworks For You	X

The proposal from Wellmark Blue Cross Blue Shield, Des Moines, IA was identified by the review team as the best proposal. Staff believes the firm provides the best value and aligns most thoroughly with the goals of the City's wellness program as demonstrated throughout the evaluation process. Wellmark has also worked with the City for over 20 years in the health insurance services market. Therefore, staff is recommending awarding to Wellmark Blue Cross Blue Shield for these wellness program support services.

Staff has prepared a one-year contract for the period of July 1, 2023 to June 30, 2024, with an option to renew for four additional one-year periods, at a cost of not to exceed \$27,885 in FY 2023/24. The cost of renewal would increase 3% each year. Funds for the services in this proposed contract will be paid from the City's Health Insurance Fund. The FY 2023/24 Budget contains funding for this agreement.

ALTERNATIVES:

1. Award a contract to Wellmark Blue Cross Blue Shield for FY 2023/24 Wellness Program Services beginning July 1, 2023 to June 30, 2024 at a cost not to exceed \$27,885.
2. Reject the contract and direct staff to seek wellness program services from an alternative firm from the RFP process.

CITY MANAGER'S RECOMMENDED ACTION:

Wellmark Blue Cross Blue Shield has an extensive record of providing health insurance services to the City of Ames for the past 20+ years, as well as other city governments and public organizations throughout Iowa. Additionally, Wellmark has been successfully providing workplace wellness program services since 2006.

Utilizing Wellmark's wellbeing services will strengthen administration of City Health Promotion programs by providing continuity between health insurance and wellness data, experienced health coaching staff, online programming and services, detailed incentive-tracking, and robust reporting capabilities integrating medical claims and wellness program impact. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.