

ITEM #: 19
DATE: 05-28-24
DEPT: HR

COUNCIL ACTION FORM

SUBJECT: WELLNESS PROGRAM SERVICES

BACKGROUND:

On January 23, 2023, the City initiated a Request for Proposals (RFPs) process for wellness program support services for the City of Ames Health Promotion Program. Requested services included: health risk assessments, 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.

Wellmark Blue Cross Blue Shield from Des Moines, IA was the selected vendor in May of 2023. They were awarded a one-year contract with an option to renew for four additional one-year periods beginning July 1, 2023 to June 30, 2024, at a cost of no more than \$27,885 in FY 2023/24. At the time of purchase, it was stated that the cost of renewal would increase 3% each year, for a cost not to exceed \$28,721 in FY 2024/25.

Staff is recommending renewing Wellmark Blue Cross Blue Shield for these services for an additional one year for FY2024/25 because of their success working with the City of Ames Wellness Program within the last year, as well as their success with our health insurance program over the last 20+ years. Staff believes 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. Funds for the services in this proposed contract will be paid from the City's Health Insurance Fund. The FY 2024/25 Budget contains funding that will support the fees of Wellmark's services.

ALTERNATIVES:

1. Award a one-year renewal contract to Wellmark Blue Cross Blue Shield for FY 2024/25 Wellness Program Services beginning July 1, 2024 to June 30, 2025 at a cost **not to exceed** \$28,721.
2. Reject the contract and direct staff to conduct an RFP process to seek wellness program services from an alternative firm.

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, they have been successfully providing workplace wellness program services since 2006. Continuing to utilize 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 above.