EMPLOYEE SERVICES DEPARTMENT

Jacksonville
Where Florida Begins.

MEMORANDUM

To: Greg Pease, Chairperson
Professional Services Evaluation Committee

From: Bob Parr, Chief, Compensation and Benefits
Mary DiPerna, Manager, Compensation and Benefits

Re: P – 02-16 - Wellness

Date: September 20, 2016

As a result of fee and contract negotiations with Humana, we recommend that the City enter into a contract with Humana for the Wellness program for the City employees. The contract shall begin on January 1, 2017 for an initial one-year period and will include renewal options for four additional one-year periods ending on December 31st of each year.

All other terms and conditions are according to the Scope of Services outlined in the Request for Proposal. The maximum indebtedness shall not exceed $ 493,780 for the CY 2017.

Attachment: Letter from Humana

Office of Employee Benefits 117 W. Duval Street, Suite 150 Jacksonville, FL 32202
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Compensation and Employee Benefits

Humana Go365 Wellness Plan Summary

The Humana Go365 plan is a comprehensive wellness and rewards program in which members earn Go365 points for completing various healthy lifestyle activities, including online educational assessments, preventive screenings and fitness activities. These incentive points define a member's Go365 status in the program - Blue, Bronze, Silver, Gold or Platinum. Points may be redeemed for rewards which are crucial to the success of any wellness program. The more members participate, the more points they earn. An analysis of Humana's own employee wellness plan showed that members that did not participate in their wellness plan had 14.7% higher health claims over a two year period. Additionally, these same members had a 56.3% higher absenteeism rate during the same period.

The science behind the program is to effectively engage both low and high-risk individuals by rewarding them for short-term activities that are in their long-term self-interest which, in turn, creates new healthy behaviors.

Phase 1: Completing the Personal Health Assessment. This comprehensive tool provides a benchmark by which progress can be measured and covers the key areas that will relate to an individual's well-being, such as, medical history, personal measurements (weight, height, blood pressure), eating habits, tobacco and alcohol use, physical activity and mental health well-being. These indicators form the basis for a "report card" that helps the Go365 health coaches generate a Personal Pathway to health with specific goals and related activities. Some of these activities include working out at partner facilities, health coaching, getting regular check-ups or tests and other related activities.

Phase 2: Biometric Screenings. Utilizing finger-stick or blood draw techniques, medical professionals will test individuals and provide immediate counseling for those needing care. The information gathered from these tests will be aggregated and used to provide a base line measurement of City employee's health. For members, this information with be combined with their Personal Health Assessment data to assist Go365 health coaches in designing the member's own personal program.

Phase 3: With Go365, the member can select how they wish to achieve their goals as it allows them to earn points in areas other than fitness. The four main areas are education, prevention, healthy living and fitness and exercise. The Go365 program incorporates technology to help members track progress. It integrates smoothly with heart rate monitors, pedometers, Smartphone apps, Fitbits, etc.

Phase 4: Go365 Healthy Food Program: Go365 members can save 5, 10 or up to 20% on Great for You™ healthy food purchases at Wal-Mart. As members check out, the cashier simply scans their Go365 Healthy Food card and the discount is automatically applied. The savings generated by this program are significant for the member and the healthy food being purchased will help the members reach their personal goals even faster. This part of the program will provide a tangible benefit to City employees to help stretch their food budgets and may prove to be a catalyst for participation.

Exhibit 'A'

Phase 5: Communication: Throughout the program, the Go365 service team assigned to the City will provide marketing assistance, electronic templates, posters, brochures, employee announcement letters and e-mails. Members will also receive personalized e-mails and direct mail to encourage them to keep working to reach their goals. Go365 also makes use of various social media like Twitter and Facebook. Health coaches are available by telephone, e-mail and Instant Messaging chats.

Investment: The Humana Go365 Program is priced as follows:

Administrative Fee	$3.40 PMPM	
Healthy Food Program	$0.36 PMPM	
Incentives (estimated)	$1.71 PMPM	
*Per Member per Month	$5.47 PMPM* X 7,000 Members =	$38,290 Monthly
		$459,480 Annual
Biometric Screening	$49 per test X 700 members =	$ 34.300
First year estimated cost		$493,780

** Biometric screening is voluntary for participants and will be provided by a Humana contracted vendor for $49 per test which includes health coaching. We are assuming a 10% participation rate which equates to 700 employees.*

A complete actuarial evaluation of the wellness program will be completed prior to the end of year two. If the program's performance is not what the City expects, the program can be cancelled with proper notice to Humana.

The recommendation of the Employee Benefits staff is to make the plan effective date January 1, 2017, with an introduction during the Annual Enrollment period (11/2/16-11/14/2016). The Humana Go365 marketing staff will work closely with the City on introducing the plan and building excitement for a "soft" introduction on January 1st and the full introduction on or about March 1st. interested employees will be able to download the Go365 app after January 1st and can get started with their registration and Personal Health Assessment.