**Request for Proposal (RFP) ETG0005   
Third Party Administration of Wellness and Disease Management Programs for the Department of Employee Trust Funds (ETF)**

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**Issued by the**

**State of Wisconsin**

**Department of Employee Trust Funds**

**On behalf of the Group Insurance Board**

Release Date: April 25, 2016

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# General Information

## Introduction

The purpose of this Request for Proposal (RFP) is to provide interested and qualified parties with information to enable them to prepare and submit a proposal for the third party administration of the wellness and disease management programs offered as part of the State of Wisconsin health insurance program. This includes the Group Health Insurance Program (GHIP) for State employees, and the Wisconsin Public Employer (WPE) program for local government employees. The Wisconsin Department of Employee Trust Funds (ETF) intends to use the results of this solicitation process to award a Contract. The Contract will be administered and managed by ETF, with oversight by the State of Wisconsin Group Insurance Board (the “Board”). This RFP document and the awarded Proposer’s (Contractor’s) Proposal response shall be incorporated into the Contract.

## Current State and Background

ETF is a State of Wisconsin agency that administers retirement, health, life, disability, and long-term care insurance programs for over 570,000 State and local government employees and annuitants.

### Health Insurance Program

The GHIP/WPE programs, primarily fully insured health plans administered by ETF and 18 contracted health plans, are for the employees of 58 State agencies, the State of Wisconsin Legislature, the University of Wisconsin (UW) System, the University of Wisconsin Hospital and Clinics, 368 local government employers, retirees, and dependents. The GHIP/WPE programs make up one of the largest health plan groups in Wisconsin, spending $1.4 billion in health insurance premiums annually.

Currently, most health insurance benefits (98%) are administered through 17 competing, fully insured health plans that offer a prescribed, “uniform benefit” package called the “It’s Your Choice (IYC) Health Plan”, as well as a high deductible health plan (HDHP) option. The health plans follow the Board’s guidelines for eligibility and program requirements and participate in an annual competitive premium rate bid process. Most health plans are health maintenance organizations (HMOs) and one is a preferred provider organization (PPO).

The State also administers a small self-insured offering through both the “IYC Access Health Plan” and “State Maintenance Plan” that are administered through a single administrator. The IYC Access Health Plan provides freedom of choice for providers and also has an HDHP option. The State Maintenance Plan offers the IYC Health Plan benefit design, including a HDHP option, and is available in regions in Wisconsin where there is not reasonable access to providers through a fully insured health plan.

The pharmacy benefit is self-insured and has been administered through a Pharmacy Benefit Manager (PBM) since 2004. This includes providing Medicare Part D benefits through an Employer Group Waiver Plan (EGWP) since 2012.

The dental benefit program is also self-insured as of 2016. Enrollees of the GHIP/WPE programs may opt out of dental coverage during the annual open enrollment.

2016 Enrollment Data: Table 1 lists the number of individuals enrolled in the GHIP/WPE programs for 2016. More detailed information is located in Appendix 1 State of Wisconsin Enrollment Data.

Table 1 2016 Enrollment Data

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **STATE** | | **LOCAL** | | **Grand Total** | |
|  | **Subscribers** | **Members** | **Subscribers** | **Members** | **Subscribers** | **Members** |
| **ACTIVE EMPLOYEE** | **61,719** | **157,448** | **12,780** | **36,004** | **74,499** | **193,452** |
| **SINGLE** | 20,443 | 20,443 | 3,139 | 3,139 |  |  |
| **FAMILY** | 41,276 | 137,005 | 9,641 | 32,865 |  |  |
| **ANNUITANT** | **26,126** | **38,607** | **2,254** | **3,333** | **28,380** | **41,940** |
| **SINGLE** | 14,880 | 14,880 | 1,372 | 1,372 |  |  |
| **FAMILY** | 11,246 | 23,727 | 882 | 1,961 |  |  |
| **CONTINUANT** | **144** | **230** | **43** | **78** | **187** | **308** |
| **SINGLE** | 108 | 108 | 30 | 30 |  |  |
| **FAMILY** | 36 | 122 | 13 | 48 |  |  |
| **GRADUATE ASSISTANT** | **7,503** | **10,611** |  |  | **7,503** | **10,611** |
| **SINGLE** | 5,725 | 5,725 |  |  |  |  |
| **FAMILY** | 1,778 | 4,886 |  |  |  |  |
| **Grand Total** | **95,492** | **206,896** | **15,077** | **39,415** | **110,569** | **246,311** |

**Open Enrollment**: Dates for the annual open enrollment period, known as “It’s Your Choice” (IYC), are set by the Board each year. The 2016 open enrollment period will begin October 17 and end November 11. Program and benefit changes are primarily disseminated via employer groups and the ETF website.

**Benefit Consultant**: In November of 2015, the Board’s benefit consultant, Segal Consulting (Segal), presented a report containing analysis of the current GHIP/WPE programs and recommended strategies for program design that would contain future cost increases and improve health outcomes while increasing the efficient delivery of quality health care to Members. A significant component of the report is a recommendation for a Total Health Management model that includes driving engagement in wellness and disease management programming. As a result of this recommendation, the Board has approved 2016 solicitations for a third party administrator of wellness and disease management programs, the development of a data warehouse, and proposals to evaluate self-insurance and regionalizing the health insurance program. A link to Segal’s report and a link to the implementation memo can be found in Table 2 Background Information.

**Employee Assistance Programs (EAP)**: Contracts for Employee Assistance Programs are not held by a single central entity for Enrollees. The Department of Administration holds a statewide contract for EAP services available to State agencies. The UW System campuses procure EAP vendors independently, as do the WPE local government employer groups.

**Employer Groups**: There are 58 different State agencies in the GHIP program, which operate under eight (8) different payroll processing centers. There are currently 368 local government employers offering health benefits to employees through the WPE program. This participation varies slightly each year due to an annual opt in and opt out provision for any local government employer in Wisconsin. The University of Wisconsin System Administration manages payroll functions for the 13 four-year campuses and the 13 two-year campuses with locations throughout the State. See Appendix 2 GHIP-WPE Employer Group Detail for a complete list of employer groups. Also, see Appendix 3 Department of Corrections (DOC) Work Locations, and Appendix 4 State Work Locations (non-DOC) for physical locations of employer groups.

### Well Wisconsin Incentive

The Board implemented a uniform wellness incentive, known as the Well Wisconsin incentive, starting in 2014. The Well Wisconsin incentive is available to the primary health insurance subscriber and their enrolled spouse/domestic partner. $150 is earned once a biometric screening and health plan-provided health risk assessment are completed. The incentive is available to active employees and annuitants, excluding those annuitants also enrolled in a Medicare Advantage plan that restricts incentives. Individual health plans are the primary administrators of the current Well Wisconsin incentive. Health plans are required by the Board contract to provide enrollees with a health risk assessment and issue the cash incentive once the program requirements are met. A link for the Well Wisconsin website can be found in Table 2 Background Information.

**Worksite** **Biometric Screenings**: Since 2014, the Wisconsin Department of Administration has held a statewide contract with OptumHealth for worksite biometric screenings, which are available to all employer groups of the GHIP/WPE programs. In 2015, 188 screening events were held at approximately 125 locations, with a total of 16,600 individuals screened. Results data from the worksite screening is transferred to the Participant’s health plan.

**Participation Rates**: Participation in the Well Wisconsin program for both 2014 and 2015 was approximately 13% of the eligible population. In 2015 there were approximately 27,500 incentive payments issued.

The following factors significantly impact the ability to use program data for evaluating and expanding the current program: relatively low participation rates in the program, no medical claims data for program outreach and evaluation, and the lack of a uniform health risk assessment.

### Disease Management

Although contracted health plans are currently required to offer disease management programs, few health plans are using the Well Wisconsin program as an opportunity to enroll moderate to high risk participants into health plan-provided disease management programs. For those health plans that are offering additional health outreach-based Well Wisconsin participation, engagement rates are low. There are currently no provisions in the uniform benefits of the GHIP/WPE programs that incent or require participation in disease management programs. Segal’s recommendation to the Board in November 2015 does recommend such provisions.

### Additional Background Information

Table 2 (below) provides links to additional background information. This information is provided to assist the Proposer in completing an RFP response.

Table 2 Background Information

|  |  |
| --- | --- |
| Background | Web Address |
| Well Wisconsin Program Website | <http://wellwisconsin.wi.gov/Home> |
| Information about the GHIP/WPE programs | <http://etf.wi.gov/publications/et8902.pdf> |
| It’s Your Choice Open Enrollment Material | <http://etf.wi.gov/members/IYC2016/IYC_home.asp> |
| Benefit Consultant November 10, 2015 Report to the Board | <http://etf.wi.gov/boards/agenda-items-2015/gib1117/item3ar.pdf> |
| Office of Strategic Health Policy February 9, 2016 Memo to the Board for Implementation of Benefit Consultant Recommendations | <http://etf.wi.gov/boards/agenda-items-2016/gib0217/item5c.pdf> |
| Wisconsin Administrative Code: Chapter ETF 11 Appeals | <http://docs.legis.wisconsin.gov/code/admin_code/etf/11> |
| WI State Statutes Chapter 40 | <http://www.legis.state.wi.us/statutes/Stat0040.pdf> |
| ETF Insurance Complaint Information | <http://etf.wi.gov/publications/et2405.pdf> |

## Future State: Project Scope and Objectives

In an effort to contain future cost increases and to improve the health of Members, ETF and the Board are seeking an innovative Vendor who has a proven track record and capabilities to seamlessly service an account the size of the State’s program and its location diversity; a Vendor that will administer the current Well Wisconsin incentive program and be a strategic partner in implementing the Total Health Management model presented by Segal to the Board in November of 2015. Complex care management programs will continue to be a component of the health plan contracts with the Board, but ETF sees the value in being able to provide disease management coaching, education and resources at the time of engagement with the Well Wisconsin program, and on an on-going basis. This, along with a future medical benefit designed to support and incent active health management by the individual, providers and health plans, will lead to improved health outcomes and impact future costs.

The Proposer must:

1. Be a strategic partner to ETF and the Board in wellness and disease management planning and strategic program and policy development;
2. Administer the current Well Wisconsin program, including administration of a health risk assessment, the current cash incentive and coordination of the statewide biometric screenings;
3. Develop and maintain a user friendly, tailored, engaging and secure web-portal for wellness and disease management program Members and ETF program administrators;
4. Provide a dynamic, easily accessible Participant points or scorecard system to track requirements for the programs offered as part of the GHIP/WPE programs;
5. Develop and administer an easy-to-complete evidenced-based health risk assessment that measures the ETF population’s modifiable health risk behaviors, stratifies risk, and identifies willingness to change behaviors;
6. Provide engaging and effective follow-up services to Participants, such as health coaching and web-based tools and challenges;
7. Provide an engaging and effective disease management program, that is compatible with the uniform benefits offered by the GHIP/WPE programs, using program and claims data;
8. Market and promote the wellness and disease management programs to eligible Members; and,
9. Evaluate and report on program engagement rates and effect on health outcomes and program costs.

At this time, the following phased-in approach for wellness and disease management programs is anticipated. The actual timing will not be known until final decisions are made by the Board, and the results of additional procurement activities are finalized.

**Phase 1**

Administration of the current Well Wisconsin incentive by a single vendor, improving the consistency of the program promotion and the Member experience.

Greater capability to use data for evaluating the program’s design and impact.

Improved ability to offer engaging follow-up services and ongoing wellness and disease management support to Members.

**Phase 2**

Implement enhanced financial incentives and other strategies to increase program participation.

Increase the opportunity to engage moderate to high risk Members in disease management programs.

**Phase 3**

Implementation of Segal recommendation of the Total Health Management model, expanding wellness and disease management program, in conjunction with benefit and health plan contract design.

## Procuring and Contracting Agency

This RFP is issued for the State of Wisconsin by the Department of Employee Trust Funds on behalf of the State of Wisconsin Group Insurance Board. The Department is the sole point of contact for the State of Wisconsin in the selection process. The terms “State,” “ETF,” and “Department” may be used interchangeably in this RFP and its attachments.

Prospective Proposers are prohibited from contacting any person other than the individual listed here regarding this RFP. Violation of this requirement may result in the Proposer being disqualified from further consideration.

Express delivery: USPS Mail delivery:

Beth Bucaida Beth Bucaida

**RFP ETG0005** **RFP ETG0005**

Dept. of Employee Trust Funds Dept. of Employee Trust Funds

801 West Badger Road PO Box 7931

Madison, WI 53713-2526 Madison, WI 53707-7931

Telephone: 608-267-3933

FAX: 608-267-0633

E-mail: [ETFSMBProcurement@etf.wi.gov](mailto:ETFSMBProcurement@etf.wi.gov)

## Definitions and Acronyms

Words and terms shall be given their ordinary and usual meanings. Where capitalized in this RFP, the following definitions and acronyms shall have the meanings indicated unless otherwise noted. The meanings shall be applicable to the singular, plural, masculine, feminine, and neuter forms of the words and terms.

**ADA** meansAmericans with Disabilities Act.

**Additional Service** means a service the Proposer offers in excess of the Services required in the Contract. Any Additional Service offered will not be dependent on implementation or delivery of the Services under the Contract. An Additional Service offered by the Proposer is not a guarantee, either stated or implied to be included in the Contract. An Additional Service will only be implemented or delivered at the Department’s request.

**Annuitant** means any retired Employee of the State of Wisconsin: a) a person receiving an immediate annuity under the Wisconsin Retirement System; b) a currently insured recipient of a long-term disability benefit under Wis. Adm. Code § ETF 50.40; c) a currently insured recipient of a disability benefit under Wis. Stat. § 40.65; or d) a terminated Employee with twenty (20) years of creditable service.

**Board** means State of Wisconsin Group Insurance Board.

**Business Day** means each Calendar Day except Saturday, Sunday, and official State of Wisconsin holidays (see also: Calendar Day, Day).

**Calendar Day** refers to a period of twenty-four hours starting at midnight.

**Calendar of Events** means the schedule of events in RFP Section 1.9.

**Confidential Information** means all tangible and intangible information and materials being disclosed in connection with the Contract, in any form or medium without regard to whether the information is owned by the State of Wisconsin or by a third party, which satisfies at least one of the following criteria: (i) Personally Identifiable Information; (ii) Protected Health Information under HIPAA, 45 CFR 160.103; (iii) Proprietary Information; (iv) non-public information related to the State of Wisconsin’s employees, customers, technology (including data bases, data processing and communications networking systems), schematics, specifications, and all information or materials derived therefrom or based thereon; (v) information expressly designated as confidential in writing by the State of Wisconsin; (vi) all information that is restricted or prohibited from disclosure by State or federal law, including Individual Personal Information and Medical Records as governed by Wis. Stat. § 40.07, Wis. Admin. Code ETF 10.70(1) and 10.01(3m); (vii) any material submitted by the Proposer in response to this RFP that the Proposer designates confidential and proprietary information and which qualifies as a trade secret, as provided in Wis. Stat. § 19.36 (5) or material which can be kept confidential under the Wisconsin public records law, and identified on a Designation of Confidential and Proprietary Information form (DOA-3027). Pricing information cannot be held confidential.

**Continuant** means any Subscriber enrolled in the State of Wisconsin Group Health Insurance Program or the Wisconsin Public Employer program under the federal or State continuation provisions.

**Contract** means the written agreement resulting from the successful Proposal and subsequent negotiations that shall incorporate, among other things, this RFP and the successful Proposer's Proposal, and all modifications to this agreement, and in addition shall contain such other terms and conditions as may be required by the State of Wisconsin.

**Contractor** means the Proposer who is awarded the Contract.

**CDT** means Central Daylight Time covering a time period of mid-March to early November each calendar year.

**CST** means Central Standard Time covering all time periods not CDT.

**Day** means Calendar Day unless otherwise indicated.

**Department** or **ETF** means the Wisconsin Department of Employee Trust Funds.

**EAP** means Employee Assistance Program.

**Employee** means an eligible Employee of the State of Wisconsin as defined under Wis. Stat. § 40.02 (25) (a), 1., 2., or (b), 1m., 2., 2g., or 8, or an eligible Employee of a Wisconsin Public Employer as defined under Wis. Stat. § 40.02 (46) or 40.19 (4) (a).

**Enrollee** or Member means an individual covered by the medical benefit plans of the State of Wisconsin Group Health Benefit Program or the Wisconsin Public Employer program.

**ETF Program Manager** means the primary contact established by ETF for the Contract.

**GHIP** means the State of Wisconsin Group Health Insurance Program.

**GIB** means the State of Wisconsin Group Insurance Board.

**GINA** means the Genetic Information Nondiscrimination Act of 2008.

**Graduate Assistant** is defined under Wis. Stat. § 40.52 (3), and means graduate assistants, teaching assistants, and employees-in-training designated by the Board of Regents of the University of Wisconsin System, who are employed on at least a one-third full-time basis and for teachers who are employed on at least a one-third full-time basis by the University of Wisconsin System with an expected duration of employment of at least six (6) months but less than one (1) year.

**HIPAA** means the Health Insurance Portability and Accountability Act of 1996.

**HRA** means the health risk assessment.

**Individual Personal Information** or **IPI** is defined in Wisconsin Administrative Code § ETF 10.70(1), and means all information in any individual record of the Department, including the date of birth, earnings, contributions, interest credits, beneficiary designations, creditable service, marital or domestic partnership status, address, and social security number, but does not include information in any statistical report, other report or summary in which individual identification is not possible.

**Mandatory** means the least possible threshold, functionality, degree, performance, etc. needed to meet the mandatory requirement.

**Member** or Enrollee means an individual covered by the medical benefit plans of the State of Wisconsin Group Health Benefit Program or the Wisconsin Public Employer program.

**Participant** means an individual enrolled in the State of Wisconsin Group Health Insurance program or the Wisconsin Public Employer program who is utilizing services provided by the Contractor as part of the wellness or disease management programs offered as part of the State of Wisconsin Group Health Insurance program or Wisconsin Public Employer program.

**Program Launch Date** means the date identified in Section 5.1 D of this RFP.

**Proposal** means the complete response of a Proposer submitted on the approved forms and setting forth the Proposer’s pricing for providing the Services described in this RFP, which includes all attachments, exhibits, appendices and all other documents referenced herein.

**Proposer** means any individual, company, corporation, or other entity that responds to this RFP. Used interchangeably with “Vendor,” Proposer means a firm or individual submitting a Proposal in response to this RFP.

**Protected Health Information** or **PHI** is health information protected under the Health Insurance Portability and Accountability Act of 1996 (HIPAA), Title 45 of the Code of Federal Regulations, section 160.103.

**RFP** means Request for Proposal.

**Services** means all work performed, and labor, actions, recommendations, plans, research, and documentation provided by the Contractor necessary to fulfill that which the Contractor is obligated to provide under the Contract.

**State** means the State of Wisconsin.

**State Statutes** or **ss** or **Wisconsin Statutes** or **Wis. Stat.** means Wisconsin State Statutes referenced in this RFP, viewable at: <http://www.legis.state.wi.us/rsb/stats.html>.

**Subcontractor** means a person or company hired by the Contractor to perform a specific task or provide program content as part of the Contract.

**Subscriber** means an Employee, Annuitant, or his or her surviving dependents, who have been specified by ETF as eligible to enroll in and entitled to receive medical benefits under the health plans of the State of Wisconsin Group Health Insurance program or the Wisconsin Public Employer program.

**USPS** means the United States Postal Service.

**USPSTF** means the United States Preventive Services TaskForce.

**UW** means the University of Wisconsin System with 13 four-year campuses and 13 two-year campuses with locations throughout the State.

**Vendor** means a person or company that sells goods or provides services. Used interchangeably with “Proposer,” Vendor means a firm or individual submitting a Proposal in response to this RFP.

**WPE** means Wisconsin Public Employer as defined under Wis. Stat. § 40.02 (28), other than the State, which has acted under Wis. Stat. § 40.51 (7), to make health care coverage available to its Employees.

**WRS** means Wisconsin Retirement System.

Please see ETF’s glossary at: <http://etf.wi.gov/glossary.htm> for additional definitions.

## Clarification of the Specifications and Requirements

Proposers must submit any questions concerning this RFP via e-mail (no phone calls) to [ETFSMBProcurement@etf.wi.gov](mailto:ETFSMBProcurement@etf.wi.gov). The subject of the e-mail must state “**ETG0005 RFP**” and the e-mail must be received on or before the date identified in Section 1.9 Calendar of Events for “Proposer Questions and Letter of Intent Due” date. Proposers are expected to raise any questions they have concerning this RFP at this point in the process.

Questions must be submitted as a Microsoft Word document using the format specified below:

Table 3 Format for Submission of Clarification Questions

|  |  |  |  |
| --- | --- | --- | --- |
| No. | RFP Section | RFP Page | Question |
| Q1 |  |  |  |
| A1 |  |  |  |
| Q2 |  |  |  |
| A2 |  |  |  |

Proposer’s e-email must include the name of the Proposer’s company and the person submitting the question(s). A compilation of all questions and answers, along with any RFP updates, will be posted to the **ETF Extranet** (<https://etfonline.wi.gov/etf/internet/RFP/rfp.html>) no later than the date indicated in Section 1.9.

If a Proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the Proposer should immediately notify the individual identified in Section 1.4 of such error and request modification or clarification of this RFP document.

If it becomes necessary to update any part of this RFP, updates will be published on ETF’s Extranet listed above, which is part of ETF’s website, and will not be mailed. Electronic versions of this RFP and all appendices and exhibits are available on ETF’s Extranet.

## Proposer Conference

There is no scheduled Proposer conference. A Proposer conference is an opportunity for Proposers to ask questions. If ETF decides to hold the Proposer conference, a notice will be posted on ETFs Extranet at <http://etfextranet.it.state.wi.us/etf/internet/RFP/rfp.html>. Note, unless this notice is posted, no conference will be held.

## Reasonable Accommodations

ETF will provide reasonable accommodations, including the provision of informational material in an alternative format, for qualified individuals with disabilities, upon request.

## Calendar of Events

Listed below are the important dates by which actions related to this RFP must be completed. If the Department finds it necessary to change any of the specific dates and times in the Calendar of Events listed below, it will do so by issuing a supplement to this RFP via the ETF Extranet listed in Section 1.6. No other formal notification will be issued for changes in the estimated dates.

Table 4 Calendar of Events \*

|  |  |
| --- | --- |
| Date | Event |
| Monday, April 25, 2016 | ETF Issues RFP |
| Friday, May 6, 2016 | Proposer Questions and Letter of Intent Due |
| Friday, May 13, 2016 | ETF Posts Answers to Questions on ETF Extranet |
| Friday, May 27, 2016 | **PROPOSAL DUE DATE: Proposals Due by 2:00 p.m. CDT** |
| June 27 – July 1, 2016 | Proposer Interviews and Portal Demonstrations |
| Friday, July 15, 2016 | ETF Issues an Intent to Award |
| Monday, July 18 , 2016 | Contract Negotiations Begin |
| Monday, August 15, 2016 | Contract Start Date |

**\*All dates are estimated with the exception of the PROPOSAL DUE DATE and time.**

## Contract Term

The Contract term for providing the third party administration of wellness and disease management programs will commence on the Contract start date and shall extend through December 31, 2018. The Board retains the option, by mutual agreement of the Board and the successful Proposer, to renew the Contract for two (2) additional two (2)-year periods extending the Contract through December 31, 2022, subject to the satisfactory negotiation of terms, including pricing.

Cost increases for any Contract renewals may be capped at the maximum of three (3) % per annum or may be negotiated in good faith and mutually agreed upon by both parties.

## Letter of Intent

A letter of intent indicating that a Proposer intends to submit a response to this RFP shall be submitted to ETF by the date indicated in Section 1.9 Calendar of Events. In the letter, the Proposer shall identify the Proposer's organization and give the name, location, telephone number, and e-mail address of one or more persons authorized to act on the Proposer's behalf. Proposers shall submit the letter of intent via email to the address in Section 1.4. The RFP number and title must be referenced in the Proposer’s contact email. The letter of intent does not obligate the Proposer to submit a Proposal. Submitting a letter of intent is highly encouraged but not a pre-requisite to submitting a Proposal.

## No Obligation to Contract

The Board reserves the right to cancel this RFP for any reason prior to the issuance of a notice of intent to award. The Board does not guarantee to purchase any specific dollar amount. Proposals that stipulate that the Board shall guarantee a specific quantity or dollar amount will be disqualified.

## VendorNet Registration

Only Vendors registered with the State of Wisconsin’s VendorNet will receive automatic future official notice for bid opportunities for Services. VendorNet, the State of Wisconsin’s purchasing information and vendor notification service, is available to all businesses and organizations that want to sell to the State. Anyone may access VendorNet on the Internet at <http://vendornet.state.wi.us> to get information on State purchasing practices and policies, goods and services that the State buys, and tips on selling to the State.

## Retention of Rights

All Proposals become the property of ETF upon receipt. All rights, title and interest in all materials and ideas prepared by the Proposer for the Proposal to ETF shall be the exclusive property of ETF and may be used by the State of Wisconsin at its discretion.

# Preparing and Submitting a Proposal

## General Instructions

The evaluation and selection of a Proposer will be based on the information submitted in Proposer’s Proposal plus references, any presentations (if requested), interviews, demonstrations, responses to requests for additional information or clarification, any on-site visits or best and final offers (BAFOs), where requested.

Failure to respond to each of the requirements in this RFP may be the basis for rejecting a Proposal.

Elaborate Proposals (e.g., expensive artwork), beyond that sufficient to present a complete and effective Proposal, are neither necessary nor desired.

## Incurring Costs

The State of Wisconsin and ETF are not liable for any costs incurred by Proposers in replying to this RFP, making requested oral presentations, or demonstrations.

## Submitting the Proposal

**Proposers must submit the following, including all materials required for acceptance of their Proposal:**

* **One (1) original hard copy Proposal, clearly labeled “ORIGINAL”**
* **Ten (10) identical hard copy paper copies of the original paper Proposal, marked as “COPY.” Indicate the copy number (for example: 1 of 10, 2 of 10, etc.).**
* **One (1) USB flash drive, which includes the following:**
  + **One (1) file folder** of **all un-locked and non-password protected electronic Proposal files in Microsoft Word/Microsoft Excel, and/or Adobe Acrobat 9.0 format. The file folder must be labeled “[Proposer Name] PROPOSAL”.**
  + **One (1) file folder** of **all electronic Proposal files EXCLUDING or REDACTING all confidential and proprietary information in the format of Microsoft Word/Microsoft Excel, or Adobe Acrobat 9.0 format. This file folder must be labeled “[Proposer Name] REDACTED PROPOSAL”. This is the file that will be submitted to requestors for open records requests. Note that no matter what method the Proposer uses to redact, ETF is not responsible for checking that the redactions match the Proposer’s Designation of Confidential and Proprietary Information (DOA-3027). Proposer should be aware that ETF may need to electronically send the redacted materials to members of the public and other Proposers when responding appropriately to open records requests. ETF is not responsible for checking that redactions, when viewed on-screen via electronic file, cannot be thwarted. ETF is not responsible for responding to open records requests via printed hard copy, even if redactions are only effective on printed hard copy. ETF may post redacted Proposals on ETF’s public website in exactly the same file format the Proposer provides, and ETF is not responsible if the redacted file the Proposer provides does not adequately protect the information when the redacted file is copied and pasted, uploaded, emailed, or transferred via any electronic means.**
  + **One (1) file folder with an un-locked and non-password protected electronic file of the cost proposal shall be saved as a separate file from the other Proposal documents labeled “[Proposer Name] ATTACHMENT C COST PROPOSAL”. Please note any costs provided on the Cost Proposal cannot be redacted for confidentiality.**
  + **The exterior of the USB flash drive shall clearly be marked with the Proposer Name and the RFP number.**

**Proposers must submit the Proposal to the address listed in Section 1.4 Procuring and Contracting Agency by the due date and time listed in Section 1.9 Calendar of Events. Attachment C Cost Proposal shall be removed from the submission of the original and identical hard copies. See “Specific Instructions for the Cost Proposal (Attachment C)” below.**

**All Proposals must be time-stamped as accepted by Employee Trust Funds by the stated time. Proposals not so stamped in by Employee Trust Funds on or prior to the stated due date and time will not be accepted and shall be considered late. Receipt of a Proposal by the State** of Wisconsin **mail system does not constitute receipt of a Proposal by Employee Trust Funds, for the purposes of this RFP.**

**Proposals submitted via fax or e-mail will not be accepted.**

The Proposer’s Proposal must be packaged, sealed and show the following information on the outside of the package:

* “[Proposer's Name and Address]”
* Title: ETG0005 Wellness and Disease Management Program Administration RFP
* Proposal Due Date: May 27, 2016 2:00 PM CDT

**Specific Instructions for the Cost Proposal (Attachment C)**

An original (marked as such) and one (1) hard copy of the Cost Proposal Attachment C must be sealed and submitted as a separate part of the Proposal. The Cost Proposal must be packaged, sealed and show the following information on the outside of the package:

* “[Proposer's Name and Address]”
* Title: COST PROPOSAL, ETG0005 Wellness and Disease Management Program Administration RFP
* Proposal Due Date: May 27, 2016,2:00 PM CDT

## Proposal Organization and Format

Proposers responding to this RFP must comply with the following format requirements. ETF reserves the right to exclude any Proposals from consideration that do not follow the required format as instructed below.

Proposals must be typed and submitted on 8.5 by 11-inch paper and bound securely.

Only provide promotional materials if they are relevant to a specific requirement of this RFP. If provided, all materials must be included with the response to the relevant requirement and clearly identified as “promotional materials.” Electronic access to such materials is preferred, which includes flash drives and web links.

**Proposers responding to this RFP must comply with the following format requirements:**

|  |  |
| --- | --- |
| Front Cover | Include at a minimum the following information:   * **Proposer's Business Name** * **Title of the following:**   ***Proposal Response for the Wisconsin Department of Employee Trust Funds RFP ETG0005 Wellness and Disease Management Program Administration***   * **Proposal Date** |
| TABLE OF CONTENTS | Provide a table of contents for the Proposal. |
| TAB 1 | Provide the following in the following order:   * TRANSMITTAL LETTER: A signed transmittal letter must accompany the Proposal. The transmittal letter must be written on the Proposer’s official business stationery and signed by an official that is authorized to legally bind the Proposer. Include in the letter:  1. Name, signature and title of Proposer’s authorized representative; 2. Name and address of firm; 3. Telephone number, and e-mail address of representatives who will be providing Services under this RFP; 4. RFP number and title: ETG0005 Third Party Administration of Wellness and Disease Management Programs RFP; and 5. Executive Summary.  * Attachment A – Proposer Checklist * Attachment B – Mandatory Proposer Qualifications * Attachment E – Subcontractor Information * Attachment F – DOA-3027 Designation of Confidential and Proprietary Information * Attachment G – DOA-3261 Request for Proposal * Attachment H – DOA-3477 Vendor Information * Attachment I – DOA-3478 Vendor References * Current Form W-9 Request for Taxpayer Identification Number and Certification (from the Department of the Treasury, Internal Revenue Service: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>) |
| TAB 2 | Response to Sections 6 (GENERAL QUESTIONNARE) and 7 (THIRD PARTY ADMINISTRATIVE SERVICES QUESTIONNAIRE)  Provide a point-by-point response to each and every statement in Section 6 and Section 7. The response must follow the same numbering system, use the same headings, and address each point or sub-point. |
| TAB 3 | Assumptions and Exceptions  All assumptions and exceptions must be included in this tab. **Any assumption or exception made by the Proposer but not included in this tab will be invalid.**   1. **Assumptions or Exceptions to this RFP**   Exceptions to the Contract Terms and Conditions may be considered during Contract negotiations if it is beneficial to ETF. **If Proposer does not provide assumptions or exceptions in this tab to the terms and conditions specified in Section 9 Contract Terms and Conditions, Proposer’s assumptions or exceptions may not be discussed or considered during Contract negotiations. ETF will not accept Proposer’s standard contract or agreement in lieu of assumptions or exceptions.** ETF will determine any changes to the Contract Terms and Conditions. If the Proposer has no assumptions or exceptions to the Contract Terms and Conditions, provide a statement in Tab 3 to that effect.  Provide a succinct explanation for each assumption and exception as well as a reference to the exhibit, appendix, attachment, and/or section of this RFP to which the assumption or exception applies.Clearly label each assumption and exception, restate the original RFP language, state Proposer’s assumption or exception to the RFP language with one of the following labels:   * Standard Terms and Conditions Exception * RFP Assumption * RFP Exception  1. **Assumptions or Exceptions to Attachment C Cost Proposal**   Use the Microsoft Excel file “Attachment D Financial Compliance.xlsx” (Follow all instructions on tab D-1 within the file) to submit all assumptions and exceptions to the Attachment C Cost Proposal. **NOTE:** **Proposer shall not include any dollar amounts related to any service or fee proposed by Proposer in Attachment D.** |
| TAB 4 | Provide a hard copy of the following documents:   * Proposer’s certified financial statement for Proposer’s most recent completed fiscal year; * Sample Proposer’s standard wellness and disease management contract; * Sample Proposer promotional materials; * Sample Proposer reports; and, * Sample Proposer invoices. |
| TAB 5 | Additional Services  Proposer may submit additional detail for services beyond those requested in this RFP to be considered as part of Contract negotiations (see section 8.2 Additional Services). The listing of any corresponding dollar amounts related to additional services may only be listed in the Additional Services section in Attachment C Cost Proposal. Proposer shall not list any cost information in the written Proposal. Any Additional Service offered will not be given consideration for additional points during the evaluation process or be a basis for the method of awarding the Contract. |
| **Format for Sealed Cost Proposal** | |
| SEALED COST PROPOSAL | The Cost Proposal form is located in the Microsoft Excel file “Attachment C - Cost Proposal.xlsx” (Follow instructions on tab C-1 within this file). Failure to provide a sealed Cost Proposal using the exact form provided in Attachment C may result in the Proposal being disqualified and rejected. No mention of the Cost Proposal may be made in any other part of the Proposal. The sealed Cost Proposal must be submitted per the requirements in Section 2.3 Submitting the Proposal. |

## Multiple Proposals

Multiple Proposals from a Proposer will not be accepted.

## Withdrawal of Proposals

Proposals shall be irrevocable until the Contract is awarded unless the Proposal is withdrawn. Proposers may withdraw a Proposal in writing at any time up to the date and time listed in Section 1.9 Calendar of Events on the Proposal closing date or upon expiration of three (3) Calendar Days after the Proposal Due Date and time if received by ETF. To accomplish this, the written request must be signed by an authorized representative of the Proposer and submitted to the contact listed in Section 1.4 Procuring and Contracting Agency. If a previously submitted Proposal is withdrawn before the Proposal Due Date, the Proposer may submit another Proposal at any time up to the Proposal Due Date and time.

# Proposal Selection and Award Process

## Preliminary Evaluation

Proposals will initially be reviewed to determine if Mandatory requirements are met. Failure to meet Mandatory requirements as stated in Attachment B Mandatory Proposer Qualifications, or failure to follow the required instructions for completing the Proposal as specifically outlined in this RFP may result in rejection of the Proposal.

## Clarification Process

Clarifications from Proposers may be requested by ETF for the purpose of clarifying ambiguities or questioning information presented in the Proposal. Clarifications may occur throughout the Proposal evaluation process. Clarification requests will include appropriate references to this RFP or the Proposal. Clarification responses shall be in writing and shall address only the information requested. Responses shall be submitted to ETF within the time required.

## Proposal Scoring

Proposals that pass the preliminary evaluation may be reviewed by an evaluation committee and scored against predetermined criteria. The committee may review written Proposals, references, additional clarifications, oral presentations, site visits and other information to score Proposals. ETF may request reports on a Proposer's financial stability, and if financial stability is not substantiated, may reject a Proposer's Proposal. ETF may request demonstrations of the Proposer's proposed products(s) and/or service(s), and review results of past awards to the Proposer by the State of Wisconsin.

A Proposer may not contact any member of the RFP evaluation committee.

The evaluation committee's scoring will be tabulated and Proposals will be ranked based on the numerical scores received.

The evaluation committee reserves the right to stop scoring a Proposal at any point during the evaluation. If the committee chooses to do this, the committee would compare each Proposer’s score to the highest score. If a Proposer’s score is not reasonably apt to exceed the highest score during the rest of the scoring process, no matter how well the Proposer scores, either via that Proposer moving up in the ranking, or the highest scorer moving down in the ranking, the committee may remove the Proposal from further consideration.

## Evaluation Criteria

Proposals will be evaluated based upon the proven ability of the Proposer to satisfy the requirements in an efficient, cost-effective manner, taking into account quality of service. Proposals will be scored using the following criteria:

Table 5 Evaluation Criteria

| **RFP Section** | **Description** | **Total Points** | **%** |
| --- | --- | --- | --- |
| 6 | General Questionnaire | 400 | 26 |
| 7 | Third Party Administrative Services Questionnaire | 825 | 54 |
| Attachment C | Cost Proposal | 300 | 20 |
|  | **Proposal Total** | **1525** | **100** |
| **top proposers only** | **Description** | **Total Points** | **%** |
| - | Proposer Demonstrations | 500 | - |

Results of reference checks will be used to clarify and substantiate information in the written Proposals. The reference checks may be considered when scoring the responses to the general and technical questionnaires in this RFP.

The points stated above are the maximum amount awarded for each RFP section listed above. Proposals accepted for final consideration will have additional evaluation criteria for the Proposer web-portal demonstrations listed in Table 4 Calendar of Events.

## Method to Score the Cost

The lowest Cost Proposal will receive the maximum number of points available for the cost category. Other Cost Proposals will receive prorated scores based on the proportion that the costs of the Proposals vary from the lowest Cost Proposal. The scores for the cost category will be calculated with a mathematical formula.

## Oral Presentations, Demonstrations, and/or Site Visits

The top scoring Proposers, based on the evaluation of their written Proposal in the general and technical questions of this RFP only, may be required to participate in oral presentations, interviews and/or site visits to supplement the Proposals, if requested by ETF. This may include demonstrations of Proposer’s technological solutions, data management and reporting capabilities and interviews with key staff who may interact with ETF program staff, Board members, and Members.

Not all Proposers may be invited for oral presentations, demonstrations, and/or site visits. ETF will make every reasonable attempt to schedule each oral presentation or demonstration at a time and location that is agreeable to the Proposer. Failure of a Proposer to interview or permit a site visit on the date scheduled may result in rejection of the Proposer's Proposal.

By submitting a Proposal in response to this RFP, the Proposer grants rights to ETF to contact or arrange a visit with any or all of the Proposer’s clients and/or references.

## Contract Award

Based on the results of the evaluation and taking into account all of the evaluation factors, the evaluation committee will recommend the highest scoring Proposal to the Board for award. The Proposal determined to be most advantageous to the Board will be selected by the Board for further action. The Board reserves the right not to award a Contract. If contract negotiations cannot be concluded successfully with the awarded Proposer(s), the Board may negotiate a Contract with the next highest scoring Proposer(s).

## Best and Final Offer (BAFO)

ETF reserves the right to solicit a BAFO and conduct Proposer discussions, request more competitive pricing, clarify Proposals, and contact references with the finalists, should it be in the State of Wisconsin’s best interest to do so. ETF is the sole determinant of its best interests.

If a BAFO is solicited, it will contain the specific information on what is being requested, as well as submission requirements, evaluation criteria as composed by the Committee, and a timeline with due date for submission. Any BAFO responses received by ETF after the stated due date will not be accepted. Proposers that are asked to submit a BAFO may refuse to do so by submitting a written response, indicating their response remains as originally submitted. Refusing to submit a BAFO will not disqualify the Proposer from further consideration.

## Right to Reject Proposals and Negotiate Contract Terms

This RFP does not commit the Board to awarding one or multiple contracts, or paying any cost incurred in the preparation of a Proposal in response to this RFP. The Board retains the right to accept or reject any or all Proposals, or accept or reject any part of a Proposal deemed to be in the best interest of the Board. The Board shall be the sole judge as to compliance with the instructions contained in this RFP.

The Board may negotiate the terms of the Contract, including the award amount and the Contract length, with the selected Proposer prior to entering into a Contract. The Board reserves the right to add contract terms and conditions to the Contract during contract negotiations and subsequent renewals.

## Notification of Intent to Award

All Proposers who respond to this RFP will be notified in writing of the Board’s intent to award the Contract as a result of this RFP. All decisions and actions under this RFP are solely under the authority of the Board. This procurement is authorized under Chapter 40 of the Wisconsin State Statutes. Procurement statutes and rules that govern other State agencies may not be applicable.

## Appeals Process

The appeals procedure applies to only those requests for bids/proposals for Services that are over $50,000. Notices of intent to protest and protests must be made in writing. The appeal must state the contract number, detailed factual grounds for the objection to the contract award, and must identify any Wisconsin Statutes and Wisconsin Administrative Codes that are alleged to have been violated. Protestors can only submit one appeal per award.

The written notice of intent to protest the Notice of Intent to Award of a Contract must be filed with:

|  |  |
| --- | --- |
| **Express/Common Carrier Delivery:** | **USPS Delivery** |
| Group Insurance Board | Group Insurance Board |
| c/o Robert J. Conlin, Secretary | c/o Robert J. Conlin, Secretary |
| Wisconsin Department of Employee Trust Funds | Wisconsin Department of Employee Trust Funds |
| 801 West Badger Road | PO Box 7931 |
| Madison, WI 53713-2526 | Madison WI 53707-7931 |

This notice must be received in the ETF office no later than five (5) Business Days after the Notice of Intent to Award is issued. Fax and e-mail documents will not be accepted. The written protest must be received within ten (10) Business Days after the Notice of Intent to Award is issued.

The decision of the Group Insurance Board is final and subjective judgment of evaluators is not appealable.

# Mandatory Proposer Qualifications

**This section is pass/fail. (0 points)**

**Use Attachment B to respond.**

The following requirements are Mandatory for any Proposer who submits a Proposal. Failure to comply with one or more of the Mandatory qualifications may disqualify the Proposer. A response to each item in Attachment B is a Mandatory qualification. **If the Proposer cannot agree to each item listed, the Proposer must so specify and provide the reason for the disagreement in Tab 3 – Assumptions and Exceptions – of the Proposer’s response.**

Conditions of the Proposal that have the word “must” or “shall” describe a Mandatory qualification.

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| --- | --- |
| **4.1** | Pursuant to Wis. Stats. § 16.705 (1r), the Services must be performed within the United States. |
| **4.2** | Proposer agrees that any work products developed by Proposer as part of the project described in this RFP (e.g. all written reports, drafts, presentation and meeting materials, etc.) shall become the property of ETF. |
| **4.3** | The Proposer has no conflict of interest with regard to any other work performed by Proposer for the State of Wisconsin. |
| **4.4** | The Proposer has not been suspended or debarred from performing federal or State government work. |
| **4.5** | During the past five (5) years, the Proposer has not been involved with any litigation alleging breach of contract, fraud, breach of fiduciary duty or other willful or negligent misconduct. Or during the past five (5) years, the Proposer has not been in bankruptcy or receivership. If a response of “DISAGREE”, provide details of any pertinent judgment, criminal conviction, investigation or litigation pending against the Proposer. |
| **4.6** | The Proposer shall meet all of the provisions and requirements of Section 5 Program Specifications. |
| **4.7** | The Proposer agrees to all terms and conditions listed in Section 9 Contract Terms and Conditions. |

# Program Specifications

**This section is NOT scored. (0 points)**

**The specifications listed in this section are Mandatory requirements of the Contract.**

The following Program Specifications are Mandatory for any Proposer who submits a Proposal. Failure to comply with one or more of the Program Specifications may disqualify a Proposer. **If the Proposer cannot agree to each item listed, the Proposer must so specify and provide the reason for the disagreement in Tab 3 – Assumptions and Exceptions – of the Proposer’s response.**

## Implementation

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| --- | --- |
|  | No later than ten (10) Business Days after the Contract start date, the Contractor will provide an updated Implementation Plan and timeline to the ETF Program Manager. Contractor’s Implementation Plan must be accompanied by an updated Attachment E Subcontractor Information that identifies all of the Contractor’s proposed Subcontractors that will be used in fulfillment of the Contract, including a detailed description of their participation, for ETF approval. |
|  | ETF requires the Contractor to have an Implementation Manager and Implementation Team available to manage the project from the Contract start date until all implementation tasks are complete, as determined by ETF, and all remaining responsibilities are transferred over to the Lead Account Manager and Account Management Team. The Implementation Manager must be available Monday through Friday from 8:00 a.m. to 4:30 p.m. CST/CDT to assist ETF staff. Contractor will provide ETF with an emergency contact number in case issues arise that need to be resolved outside of the aforementioned, normal business hours. The Contractor will continuously assess the implementation process to ensure a smooth and successful implementation. The Lead Account Manager who will be responsible for the Contract must be an active member of the Implementation Team. |
|  | The Contractor must conduct status meetings with ETF concerning project development, project implementation and Contractor performance at least twice a week during implementation and for the first two to three (2-3) months following the Program Launch, unless otherwise approved by ETF in writing. Meetings may be in person or by teleconference/webinar, as determined by ETF. |
|  | The Implementation Manager and/or Implementation Team will be required to perform and/or manage the following activities prior to the Program Launch date of December 30, 2016, including but not limited to:   1. Within ten (10) Business Days of the Contract start date, the Contractor has submitted the Annual Promotion and Communication Plan to the ETF Program Manager for review and approval; 2. Within thirty (30) Days of the Contract start date, the Contractor has submitted the complaints and grievance process and procedures to the ETF Program Manager for review and approval; 3. Within thirty (30) Days of the Contract start date, the Contractor has submitted the biometric screening protocols to the ETF Program Manager for review and approval; 4. The Contractor must provide the ETF Program Manager with proposed website design and content in a test environment no later than September 16, 2016 for the It’s Your Choice open enrollment period, listing basic information about the 2017 program, e.g. the transition to the Contractor and contact information for customer service; 5. The Contractor’s customer service staff for the program is established, trained and operational for the It’s Your Choice open enrollment period no later than September 30, 2016; 6. The homepage of the website is completed, and approved by ETF, and launched for access by all Members no later than September 30, 2016 for the It’s Your Choice open enrollment period; 7. The Contractor must attend the It’s Your Choice Employer Kick Off meeting on Monday, October 6; 8. Two (2) informational mailings to eligible program households must occur during the It’s Your Choice open enrollment period; 9. The proposed content for the web-portal, including health risk assessment must be provided to ETF and ready for initial testing no later than November 4, 2016; 10. The daily and full file compare of the ETF HIPAA 834 eligibility files must be fully tested and are ready for program operation no later than November 11, 2016; 11. The Contractor must establish and make available to employer groups the process for scheduling 2017 biometric screening events no later than November 11, 2016; 12. Contractor has established and tested the required data transfers and such data transfers are working correctly and securely with all participating health plans no later than December 2, 2016; 13. Contractor’s web-portal is fully functional, and includes all the features specified in Section 5.6 F for the 2017 program year, and is available to all Members no later than December 2, 2016; 14. All program content that will be available at the time of the Program Launch date has received approval by ETF no later than December 16, 2016; 15. Content for January 2017 informational mailing to eligible program households has been approved by the ETF Program Manager and a January mail date scheduled no later than December 16, 2016; and 16. Contractor data transfers are established and tested with the PBM no later than March 3, 2017. |

## Administrative Services

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| --- | --- |
|  | The Proposer must have a minimum of five (5) years of experience administering a comprehensive wellness and disease management program for an employer group of over 100,000 covered lives and a minimum of one hundred (100) different work locations. |
|  | The Proposer must have a minimum of five (5) years of experience administering a comprehensive wellness and disease management program for a public sector employer that includes conducting onsite biometric screening to over 20,000 individuals per year and managing program requirements, including a health risk assessment for over 40,000 individuals per year. |
|  | The Contractor must serve as a subject-matter resource by responding to specific inquiries from ETF and by providing information on emerging best practices that affect wellness and disease management programs. In addition, the Contractor must be available to:   1. Meet with ETF and stakeholders of the GHIP/WPE programs every other week over the course of the first quarter of each Contract program year to evaluate the current program design and offerings. This evaluation will result in recommendations to the Board for changes to program design and execution for the following program year that will address the health risk factors identified in the ETF population, drive participation rates and improve health outcomes. 2. Meet with ETF and stakeholders of the GHIP/WPE programs every other week over the course of the second quarter of each Contract program year to assess program modifications for the next Contract program year, including but not limited to action items in section 5.2.C.1., above, program requirements and options, website and portal features, annual outreach and communication plans and, optional resources and additional services. 3. Attend, in person, up to two (2) Board meetings per year for the term of the Contract, and assist with presentations to the Board on the current program and recommendations for future programming. 4. Participate in monthly operational meetings with ETF staff.   Any time there are proposed changes to the wellness and disease management programs of the GHIP/WPE programs, the Contractor must review and comment on proposed changes and provide a summary to ETF that compares the changes to industry practices, the overall cost impact, how it may impact the Contractor’s performance, necessary changes in the Contractor’s reporting requirements, and system changes that would be required to support the change. |
|  | The Contractor must monitor the development of and provide notification, information and advice in a timely manner to ETF concerning existing or proposed State or federal regulations or legislation that may affect the program. The Contractor must have legal and technical staff available to ETF for advice and consultation as needed for program administration, including during any appeals processes concerning program requirements or eligibility. |
|  | At the request of ETF, the Contractor must meet with ETF and the program stakeholders identified in Section 1.2 (Current State and Background) for coordination of programs, data, and benefits, as well as overall promotion and program evaluation. At a minimum this will include:   1. Quarterly coordination meetings with other vendors of the GHIP/WPE programs; 2. Quarterly coordination meetings with the employer groups wellness workgroups; and 3. Annual coordination with the vendors or employer group contacts for EAP.   Meetings may be in person or by teleconference/webinar, as determined necessary by ETF. |
|  | The Contractor must provide program training services to the employer groups of the GHIP/WPE programs during the Contract term. At a minimum this will include:   1. Onsite attendance at the Annual It’s Your Choice Employer Kick Off Meeting; 2. Onsite attendance at a minimum of twenty (20) employer hosted benefit fairs (40 benefit fairs were held in 2015); and 3. Trainings, as needed, for employer groups, onsite or by teleconference/webinar, as determined by ETF. |
|  | The Contractor must not modify any of the services or program content provided as part of this RFP without prior written approval by the ETF Program Manager. |

## Well Wisconsin Program Administration

|  |  |
| --- | --- |
|  | The Contractor must administer all aspects of the current, and future enhancements to, the Well Wisconsin program. This includes: providing biometric screenings, providing a health risk assessment, tracking of program requirements, issuance of the cash incentive, program promotion and education, coordination with health plans, and required reporting to ETF and employer groups. |
|  | The Contractor must be able to administer a program that may have different eligibility based on Member’s enrollment information, such as excluding Enrollees of a Medicare Advantage Plan from receiving incentives. |
|  | The Contractor must provide a dynamic scorecard or points based system to Participants that clearly summarizes the program requirement options and completion status. The Contractor will make annual updates to the system content based on expansion of the program and as needed to keep the content engaging. |
|  | At ETF’s request, the Contractor must submit to ETF, for approval, the Contractor’s methodology for developing the wellness score and determining wellness/risk categories, for individual Participants including but not limited to: the factors used in the scoring, how those factors are weighted, the wellness/risk categories, the threshold for those categories, and the threshold for each program/type of intervention. The Contractor must identify how special populations or medical conditions, such as pregnancy, are addressed in the methodology. ETF reserves the right to review the methodology and require changes. Any changes to this methodology by the Contractor must receive prior written approval from the ETF Program Manager. |
|  | The Contractor must be able to accept any required Member submission by web, email and USPS. |
|  | The Contractor must be able to customize the time period that the wellness program requirements are available to the ETF population and the deadline for completion to meet the needs of ETF’s annual open enrollment period and changes to the program requirements. |
|  | Cash incentives issued for the program must be a check or universally accepted gift card.   1. Gift cards must not be restricted to a specific list of merchants or entities. 2. Participants may not be charged a service fee for the first request to reissue an incentive payment. 3. Gift cards must comply with the Credit Card Accountability Responsibility and Disclosure Act of 2009. Policy, procedures and fees for reissuing gift cards must be adequately disclosed to Members in program materials and on the web-portal. 4. The Contractor must have the ability to delay issuing incentive payments earned at the end of the calendar year in order to accommodate the needs of the employer payroll centers for current year tax reporting. 5. Incentives must be issued to the Participant no later than four (4) weeks after the incentive is earned, with the exception of payments earned after the November payroll report deadline, in which case incentives must be issued no later than January 31 of the following year. |
|  | The Contractor must be able to implement transitions in incentive design changes, such as moving from a cash incentive to other financial incentive models (e.g., premium differentials, reductions in copayments). This will include developing the necessary reporting and/or data transfers needed by ETF and other vendors of the GHIP/WPE programs to administer the changed incentive. |
|  | The Contractor must comply with all applicable requirements and provisions of the Americans with Disabilities Act (ADA) of 1990. Evidence of compliance with ADA shall be made available to ETF upon request. |

## Biometric Screening

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| --- | --- |
|  | The Contractor must develop and provide a cost-effective, efficient, and engaging workplace biometric screening process administered by qualified individuals at statewide locations, accessible to all eligible Members that will meet the current and future needs of the program. |
|  | The Contractor must develop and submit a biometric screening protocol for all Contractor conducted screenings within thirty (30) Days of the Contract start date and receive approval from the ETF Program Manager of the protocol no less than sixty (60) Days prior to the first screening event. The protocol must include quality assurance measures that address staffing levels and credentials, material delivery to sites, calibration of equipment, privacy and confidentiality, data security of Confidential Information obtained at the event, and handling of all waste. |
|  | The Contractor must provide convenient access to the biometric screening to all eligible Members including shift workers and events at secure facilities at convenient times and accommodate hours outside of normal work hours and days. |
|  | The Contractor must establish a central point of contact for coordination with eligible employer groups for scheduling and promoting of workplace biometric screening events.   1. The Contractor must schedule a biometric screening event for any eligible employer site that makes a formal request to the Contractor at least sixty (60) Days prior to the employer specified event date. 2. The Contractor must be able to provide onsite biometric screenings for any employer group that will be able to obtain a minimum of twenty (20) participants for one (1) event. 3. The Contractor must conduct quarterly outreach to eligible employer groups to assist with scheduling screening events. 4. Employer groups holding events in secure areas of a facility reserve the right to limit screening registration and participation to employees of that facility. 5. Coordination must include:    1. Hosting at least one (1) planning call prior to the event, between the Contractor and the employer group site coordinator(s);    2. The Contractor providing event specific promotional material which, at a minimum, is an event flyer (provided in PDF format) listing event and registration details;    3. The Contractor will provide the site coordinator with weekly registration updates for the four (4) weeks prior to the event and assist the site coordinator with determining adjustments to the number of registrations available;    4. The Contractor must allow the site coordinator for the employer group to increase or decrease the projected attendance for the event up to seven (7) Days prior to the event;    5. The Contractor must ensure that screening supplies meet the capacity of the event. If the Contractor wants to ship event supplies to a facility prior to the event date, the Contractor must, prior to any shipment, coordinate with the site coordinator to determine if shipments can be accepted at the facility, the correct mailing address, and the timing of such shipment;    6. The Contractor must provide a back-up plan for each site coordinator, which includes phone numbers, in case clinicians scheduled for an event are a “no show”; and    7. The Contractor must provide all site coordinators with a satisfaction survey within seven (7) Days after the date of the event. The survey must use a five (5)-point rating scale and content must be approved by the ETF Program Manager prior to distribution. 6. Screening staff must arrive at least two (2) hours prior to the event start time and manage event set-up and check-in of registered Participants. |
|  | The Contractor must provide a Participant registration system, accessible within the web-portal and via the Contractor customer service toll free number, which verifies program eligibility prior to the screening. The registration system must provide the Participant with an e-mail confirmation and at least two (2) e-mail reminders of the scheduled biometric screening, with one (1) reminder being sent seven (7) Days prior to the event and a second being sent twenty-four (24) hours prior to the event. Registration for the event must remain open until twenty-four (24) hours prior to the event. |
|  | The Contractor must be able to provide biometric screenings that include tests to measure:   1. Body Mass Index based on height and weight or other body fat measurement method if prior approval is received from the ETF Program Manager; 2. Waist to Hip Ratio; 3. Blood Pressure; 4. Blood Glucose; 5. Hemoglobin A1c; 6. Cholesterol (total cholesterol, high-density lipoprotein, triglyceride and low-density lipoprotein); and 7. Cotinine.   The Contractor must be able to provide fasting and non-fasting biometric screenings via finger stick and venipuncture. |
|  | At all biometric screening events, the Contractor must:   1. Have a minimum of one (1) staff person trained in First Responder Training or equivalent emergency medical training; 2. Confirm the Participant’s identity with a photo identification (ID) at the time of the biometric screening; 3. Provide each Participant with a paper copy of their individual screening results at the time of the screening that includes a summary of whether the results are within normal ranges and a brief consultation explaining the results. For results that cannot be provided onsite, the Contractor will mail a hard copy of the results to the Participant’s home address; 4. Have an average screening completion time of twenty (20) minutes and a wait time of no more than ten (10) minutes for pre-registered Participants; and 5. Notify the ETF Program Manager, by phone or email, of complaints or issues that occurred at the biometric screening within one (1) Business Day of the event. |
|  | No more than forty-eight (48) hours after the event, the Participant must receive an email detailing the remaining program requirements, highlighting health coaching and other follow-up services, and notifying the Participants that they may receive an outreach call for health coaching. If the Participant does not have email, information must be provided by USPS. |
|  | The Contractor must import results data from the Contractor-provided biometric screening into the Participant’s profile or health risk assessment (in the web-portal) within ten (10) Days of the screening date. |
|  | In lieu of obtaining biometric values at a Contractor screening, Participants must be allowed to submit verifiable results obtained from their healthcare provider on a Contractor-provided form. The Contractor-developed form must include:   1. Date that labs were obtained for each result(s); 2. Indicator for blood work to identify fasting or non-fasting values; and 3. Ability for Participant's healthcare provider to report prior results if updated blood work is not necessary based on clinical experience or USPSTF guidelines.   The Contractor’s system must have an indicator to identify which biometrics are obtained at a Contractor event and which are obtained via the Participant’s healthcare provider. |
|  | The Contractor must not accept self-reported biometric data for the program requirement. |
|  | The Contractor must develop a screening cycle for workplace biometrics events that incorporates USPSTF guidelines for frequency of screening tests or make a recommendation to ETF and the Board for modifications to the frequency of the biometric screening requirement. |
|  | Targeted employer groups or specified screening events, as defined and approved by ETF, may be allowed to request flu shots as an additional service at the biometric screening events. Flu shots will be made available to any eligible Member, even if the Member is not registered for the biometric screening. |

### Access to Secure Facilities

The provision of Services under the Contract requires access to/entrance into secure facilities or secure areas of facilities operated by the Wisconsin Department of Transportation (DOT) and the Wisconsin Department of Corrections (DOC) (refer to Appendix 3 Department of Corrections (DOC) Work Locations), as well as secure treatment facilities operated by the Wisconsin Department of Health Services (DHS) (refer to Appendix 4 State Work Locations (non-DOC)). The Contractor shall adhere to and comply with any and all security policies/processes and requirements that may be in place at such locations.

In addition to the secure facilities identified above, the Contractor shall be required to adhere to any and all security policies/processes that may be in place at a State office location and local government location (refer to Appendix 4 State Work Locations (non-DOC).

The Contractor must comply with all security and identification procedures at each location at no additional cost to the State.

* The Contractor is responsible for communicating common security restrictions to all Contractor employees and Subcontractors.
* Identification: All Contractor employees and Subcontractors, while working on State property, are required to carry or display acceptable identification. Requirements vary by State agency. Some facilities require visible photo identification in the form of a badge, while some correctional facilities may require a valid driver’s license.
* Vehicle Security: All Contractor employees’ and Subcontractors’ vehicles must be locked when the vehicle is unattended.
* Patient/inmate Contact: Fraternization with inmates and patients is prohibited. In the event of contact, the Contractor must report such contact to the State agency where the contact took place before leaving the facility. Nothing is to be given to inmates or patients (e.g. food, mail, money, newspapers or magazines, etc.) without authorization and nothing is to be received from inmates or patients or removed or transported from secure facilities.
* Use of Tobacco Products: Contractor’s and Subcontractors’ employees should refrain from using tobacco products while providing services on-site. Disregard of the facilities’ policies concerning tobacco use could result in a fine and immediate expulsion of Contractor’s and any Contractor Subcontractor’s employee(s) off the State’s property.
* Background checks are required as per Exhibit 4 Department Terms and Conditions and must be successfully completed prior to arrival at any State facility.
* Contraband: Although specific policies vary somewhat between State facilities, contraband items are prohibited from being carried by any and all persons. Items may be left at the facility’s security office, however, illegal items will not be returned. Contraband items include, but are not limited to:
  + Drugs;
  + tobacco products;
  + mobile phones;
  + adult or pornographic materials; and,
  + explosives and weapons (including pocket and razor knives).
* Persons walking into any State facility may be required to pass through a metal detector and/or have all carry-in items x-rayed or searched.
* The employer group event coordinators at secure corrections and treatment facilities have the right to implement registration management processes that ensure the shift duties and responsibilities of Participants are not impacted by screening participation.

## Health Risk Assessment

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|  | The Contractor must provide a health risk assessment that:   1. Is an instrument validated by a nationally recognized third party but can be customized with ETF-provided questions at the end of the assessment; 2. May be completed, on average, in fifteen (15) minutes or less; 3. Measures modifiable health risk behaviors and readiness to change, and stratifies risk; 4. Is available on the web-portal. For Participant’s unable to complete the health risk assessment in the web-portal, the Contractor must provide the ability for the Participant to complete it by mobile phone, landline phone, or by paper, whichever is the preferred submission type for the individual Participant; and 5. Allows web-portal users to partially complete the health risk assessment and return to it with all previously entered information saved. |
|  | At the request of the ETF Program Manager, the Contractor must provide a printable version of the health risk assessment content translated in to up to two (2) languages that will be specified by ETF. |
|  | The Contractor must provide the proposed content of the health risk assessment to the ETF Program Manager at least sixty (60) Days prior to the program year start date and have all updates required by ETF completed at least thirty (30) Days prior to the program start date.  The Contractor will not modify the health risk assessment content without prior notice to and approval from the ETF Program Manager. |
|  | Upon completion of the health risk assessment, the Participant must be presented with a score of their health status and risk factors along with recommendations on:   1. Health goals related to each risk factor; 2. Strategies to reduce each risk factor; and 3. Resources available to help the Participant address risk factors, including Contractor’s health coaching as well as resources available through health plans and community resources generally available to Wisconsin residents. |
|  | The score must be presented to the Participant in an easy to understand summary and utilize the score from the prior year, if one exists, to display changes in health status or risk. |

## Program Website and Web-Portal

The Contractor will provide a dedicated website and a web-portal as part of the Contract. The website will provide basic program information. The web-portal will be used to present and track Participant level information on participation in the wellness and disease management programs and provide health resources and education to all Members.

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|  | The Contractor must host and maintain a customized website and web-portal dedicated to Members of the GHIP/WPE programs that will be able to meet the wellness and disease management capacity needs of current and future participation rates.   1. The design of the website and web-portal must be approved by the ETF Program Manager. 2. The web-portal must be available via the popular browsers available in the market which include Internet Explorer, Mozilla Firefox, Chrome and Safari. 3. The web-portal must be simple, intuitive and easy to use and navigate. 4. The web-portal must be able to render effectively on any form factor for mobile devices which include smartphones, tablets. 5. The website and web-portal must have mobile capabilities. At a minimum the mobile capabilities must:    1. Have the ability to synchronize with commonly used activity trackers and/or mobile applications, such as FitBit, Garmin, Jawbone or other activity trackers or mobile application(s) specified by ETF; and    2. Allow the Member to access program information, complete the health risk assessment, and schedule a biometric screening appointment from their mobile device. 6. The website must ensure response time averaging two (2) seconds or better, and never more than three (3) second response time, for all on-line activities. Response time is defined as the amount of time between pressing the RETURN or ENTER key or depressing a mouse button and receiving a data-driven response on the screen, i.e., not just a message or indicator that a response is forthcoming. 7. The solution must use SSL/TLS for end-to-end encryption for all connections between the user devices and the portal with the use of browsers or smartphone apps. 8. The portal must be secured with a minimum of SHA2-256 bit EV certificates to provide the latest in encryption and cryptography. 9. The portal must disable SSL/TLS negotiations which are using non-secure protocols and weak ciphers. 10. The Contractor must periodically provide ETF reports on the current security safeguards enabled for the website and web-portal. 11. After the initial website and web-portal implementation detailed in Section 5.1 D, the Contractor must grant ETF access to the website and web-portal test environment for ETF’s review and approval no less than four (4) weeks prior to the subsequent annual launch dates for each, and for each new iteration of the website and web-portal. No less than two (2) weeks prior to the annual launch dates for each, the Contractor must have final content and functionality completed, as determined by ETF. 12. Prior to any launch of the Contractor website or web-portal, the Contractor must test the accessibility of the website and web-portal on multiple web browsers and from multiple internet carriers to ensure system capability. 13. The Contractor must have the website content updated and approved by the ETF Program Manager at least two (2) weeks prior to the annual It’s Your Choice open enrollment period. 14. The Contractor must obtain prior approval from the ETF Program Manager for the inclusion of any links from the website or web-portal to an external (governmental and non-governmental) website/portal or webpage. |
|  | The website and web-portal must be hosted in a secure data center with system monitoring, managed firewall services and managed backup services within the United States and available twenty-four (24)-hours-a-day, seven (7) days a week, except for regularly scheduled maintenance.  The data center network shall include robust firewall, intrusion prevention and intrusion detection systems to prevent and detect unauthorized access. Any scheduled maintenance must occur between the hours of midnight and 5:00 a.m. CST/CDT or another time agreed to by the ETF Program Manager, and must be scheduled in advance with notification on the program website/portal. Unscheduled disruption to the availability of the website or web-portal must be communicated to ETF immediately. Contractor must provide a 24-hour “hot line” number to be used by Members and employer groups in the event of an unscheduled disruption or system shutdown.  Contractor must have a regular patch management process defined for the infrastructure.  Contractor must have a defined maintenance time window for system patches, software upgrades.  Outages in the system must be communicated through the portal or via alerts. |
|  | Basic program information must be available on the website without requiring log in credentials for the portal including:   * + - 1. General information about the programs offered as part of the GHIP/WPE programs;       2. Frequently asked questions and answers;  1. The Contractor form for biometrics obtained by the Participant’s healthcare provider; 2. Outreach materials; 3. Information about how to access Contractor services; and 4. Contact information, including USPS mail addresses, email address and customer service phone number for the Contractor. |
|  | To ensure accessibility among persons with a disability, the Contractor’s website and web-portal must comply with Section 508 of the Rehabilitation Act of 1973 (29 USC Section 794d) and implementing regulations at 36 CFR 1194 Subparts A-D. The website must also and conform to W3C’s Web Content Accessibility Guidelines (WCAG) 2.0 (see <http://www.w3.org/TR/WCAG20/>). |
|  | The Contractor must be able to link user profiles and site access permissions to the daily eligibility file provided by ETF and make updates based on current eligibility within three (3) Business Days of data receipt. |
|  | The Contractor must have web-portal content and functionality updated, tested and approved by the ETF Program Manager at least fourteen (14) Days prior to the program year start date. All web-portal features must be available with a single sign-on and must include:   * 1. User name and password creation and recovery;   2. Eligibility confirmation;   3. Scorecard that is presented to the Participant for tracking and summarizing the program requirements;   4. Access to the health risk assessment;   5. Information on the Contractor-provided biometric screening events and registration system;   6. Secure upload functionality for submitting program required documentation;   7. Communication functions that allow users to submit secure questions to the Contractor and allow the Contractor to push general and targeted communications to users via USPS, e-mail, text and other standard communication vehicles, as requested by ETF;   8. Incentive payment status (e.g., pending, issued, etc.);   9. Educational modules available on demand and recommended to the Participant based on Participant’s completed health risk assessment and biometric screening;      1. A variety of health topics must be made available to Members including, but not limited to nutrition, physical activity, sleep, stress, tobacco use, excessive alcohol use, and medication adherence.      2. For each program year, the Contractor must provide at least two (2) education modules to Participants on the Contractor web-portal that are customized with ETF-provided content.   10. Functions that allow users to schedule or contact health coaching;   11. An area for Members to view their health coaching information (e.g. upcoming appointment information, appointment history, individualized plans and goals, etc.); and,   12. Reporting functionality. |
|  | The web-portal must be available to all Members of the GHIP/WPE programs, with access for earning the incentive limited to eligible Participants only. |
|  | For Participants employed by the University of Wisconsin System, the Contractor must be able to capture, either via the user profile in the web-portal or as part of the health risk assessment, the name of the primary campus on which the Participant is employed. This functionality must also be made available, by ETF request, to other large employer groups. |
|  | The Contractor web-portal must be an interactive system that allows individuals and teams to create and participate in wellness challenges, track challenge progress via health trackers specified by ETF, and communicate with other members who are participating in the challenge(s). |
|  | The Contractor must update content and/or documents posted to or accessed via the website and portal within three (3) Business Days of the ETF Program Manager approving such content and/or documents. |
|  | The Contractor web-portal must have back-end system administrator data dashboard capabilities that allow ETF administrative access to real time data on program participation and completion rates of program requirements. |

## Wellness and Disease Management Programs

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|  | The Contractor must have one (1) of the following accreditations within one (1) year of the Contract start date:   1. National Committee on Quality Assurance (NCQA) provisional Wellness & Health Promotion Accreditation; 2. NCQA full or provisional disease management accreditation; or 3. Utilization Review Accreditation Commission (URAC) disease management accreditation. |
|  | The Contractor must be able to provide wellness and disease management programs to eligible Members including, but not limited to:   1. Health coaching; 2. Educational resources, including short interactive health modules; 3. Tracking tools; and 4. Development and facilitation of individual and group challenges. |
|  | The Contractor must provide personalized, engaging wellness and disease management health coaching, by telephone and by secure electronic modalities accommodating the Member’s preferred means of communication. |
|  | All health coaching provided by the Contractor must:   1. Be evidenced-based and reflect a comprehensive approach to help Members achieve lasting behavior change in order to reduce risk factors related to lifestyle or disease state; 2. Be able to provide health coaching outcome data for wellness and disease management; 3. Be available to Members via a toll-free number and by secure electronic modalities accommodating the Member’s preferred means of communication; 4. Ensure that all electronic correspondence is secure and meets the privacy and confidentiality requirements set forth in the Contract Terms and Conditions; 5. Provide health coaching sessions, at a minimum, between 8:00 a.m. and 7:00 p.m. CST/CDT Monday through Friday, and from 8:00 a.m. and 12:00 p.m. CST/CDT on Saturdays; 6. Provide all Participants with information on the availability of health coaching services as part of the health risk assessment results summary, regardless of risk factors, and encouraged to participate. Members must also be able to access health coaching services prior to completion of the program requirements; 7. Member coaching enrollment will be voluntary and sessions per individual will be unlimited (unless otherwise approved by ETF); 8. The Contractor’s health coaches must work with Members to establish an individualized plan and define achievable goals that can be maintained on an ongoing basis; 9. Members must be able to retain a specific coach for future coaching sessions and must be able to change coaches if they are not satisfied with their current coach; 10. Health coaching must help Members take advantage of the full range of resources available through the Contractor, as well as health plans and community resources; 11. Members utilizing health coaching must receive a satisfaction survey at the end of every coaching session. The surveys must use a five (5)-point rating scale and content must be approved by the ETF Program Manager prior to distribution. |
|  | The Contractor must not utilize robocalls to offer Contractor services to Members, unless prior approval is received from ETF as part of the Annual Promotion and Communication Plan. |
|  | All health coaches for the wellness program must be certified by one or more nationally recognized credentialing bodies, have a minimum of one (1) year experience in health coaching, and be provided with on-going education and training. |
|  | Wellness coaching must be offered for a wide range of risk factors related, but not limited to: nutrition, physical activity, sleep, stress, tobacco use, excessive alcohol use, and medication adherence. |
|  | The Contractor must provide a minimum of one hundred (100) hours of onsite wellness health coaching, at events and locations identified and approved by the ETF Program Manager each Contract year. Onsite health coaching must meet the same general criteria for evidence-based coaching and be provided by qualified coaches as detailed in Sections 5.7 D and 5.7 F. Onsite coaches must be able to address a variety of risk areas and have a process for referring Members to additional resources and Contractor disease management programs. Onsite coaching must be tracked for utilization and measured for effectiveness. |
|  | The Contractor must be able to provide disease management programs, at a minimum, for hypertension, Type 2 diabetes, asthma, chronic respiratory diseases, metabolic syndrome, low back pain and depression. |
|  | The Contractor must develop a disease management program that will expand over time, initially based on Member biometric and health risk assessment data, but later utilizing pharmacy claims data, medical claims data and predictive modeling. The Contractor must work with ETF to determine which conditions and which risk levels will be offered additional services. |
|  | All health coaches for the disease management program must have appropriate certifications/credentials and have a minimum of one (1) year experience in coaching, and be provided with on-going education and training. |
|  | The Contractor must conduct individual outreach by mail (USPS) and phone to offer disease management services to Members identified as moderate or high risk based, initially based on the biometric screening results or response to the health risk assessment, then on claims data. The details on the type of risk factors and frequency of outreach must be included in the Annual Promotion and Communication Plan submitted to ETF. At the request of ETF, the Contractor must adjust the frequency and type of outreach for disease management programs. |
|  | Once claims data for the GHIP/WPE programs is available to the Contractor, the Contractor must report return on investment (ROI) annually for the ETF wellness and disease management programs. Upon request, the Contractor must provide a description of the methodology used to calculate ROI on all programs. |
|  | The Contractor must provide up to twelve (12) live webinars each year of the Contract. Webinar topics and promotion methods must be included in the Annual Promotion and Communication Plan submitted to ETF. Webinar content must be provided to the ETF Program Manager at least ninety (90) Days prior to the webinar date and have all updates required by ETF sixty (60) Days prior to the air date. Up to two (2) webinars per year will be specific to the requirements of the ETF program and the Contractor services offered as part of the ETF program. A post-webinar satisfaction survey must be distributed to attendees of the webinars. |
|  | The Contractor must assist ETF and its stakeholders and partners with identifying and implementing up to four (4) pilot programs each year including but not limited to, outreach to targeted populations, education campaigns, onsite coaching, or targeted group challenges. |
|  | The Contractor must meet the performance standards for the Wellness and Disease Management Programs detailed in Appendix 7 Performance Standards. |

## Staffing

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|  | The Contractor must provide and maintain qualified staff at a level that enables the Contractor to conduct the requirements of the Contract and the future participation rates of the programs. The Contractor must ensure that all persons, including Subcontractors assigned to perform Services under the Contract, have the experience, credentials and, professionalism necessary to perform the Services required. |
|  | The Contractor must have a lead Account Manager and a backup Account Manager assigned to ETF, for the life of the Contract, who can provide daily operational support as well as strategic planning and analysis. The Account Manager must be available for consultation with ETF during the hours of 8:00 a.m. to 4:30 p.m. CST/CDT, Monday through Friday, as required to fulfill the scope of services specified in the Contract. Contractor will provide ETF with an emergency contact number in case issues arise that need to be resolved outside of the aforementioned business hours.  The lead Account Manager must have the responsibility and authority to manage the entire range of services specified in the Contract and will respond promptly to changes to ETF’s benefit plan design, changes in procedures, or general administrative problems identified by ETF. |
|  | The Contractor must have a designated Information Technology contact and a backup Information Technology contact who will have overall responsibility for the information technology aspects of the Contract.  The Information Technology contact shall be available for consultation with ETF during the hours of 8:00 a.m. to 4:30 p.m. CST/CDT, Monday through Friday, as required to fulfill the scope of services specified in the Contract. Contractor will provide ETF with an emergency contact number in case issues arise that need to be resolved outside of the aforementioned business hours. |
|  | There must be a central point of contact at the Contractor for employer issues related to the programs (i.e., questions about incentive payments or eligibility issues, etc.). The Contractor must acknowledge receipt of the inquiry from the payroll processing centers and/or employer payroll staff within two (2) Business Days of the inquiry and actively communicate on issue resolution status with the payroll processing centers and/or agency payroll. |
|  | The Contractor must ensure that all staff receive initial and ongoing training regarding all applicable requirements of the Contract. The Contractor will ensure that the Contractor staff who provide Services under the Contract have received comprehensive orientations and training regarding their functions, are knowledgeable about the Contractor’s operations relating to the Contract, and are knowledgeable about their functions and how those functions relate to the requirements of the Contract. |
|  | The Contractor must meet the performance standards for Staffing detailed in Appendix 7 Performance Standards. |

## Customer Service

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|  | The Contractor must have sufficient trained and equipped customer service staff and a dedicated toll free number for ETF’s program and its Members to respond to inquiries, correspondence, complaints, and issues. Responsibilities include, but are not limited to, scheduling biometric screening appointments, assisting Members with completing the health risk assessment, providing status of incentive payments, assisting with accessing the website and web-portal, and answering questions regarding other services the Contractor provides as part of the Contract. |
|  | The Contractor’s call center must have call management systems and communications infrastructure that can manage the initial account call volume and meet the future needs as the program expands. |
|  | Members must be able to speak to a customer service representative, via the dedicated toll free number which will be posted on the website and all print materials, between 8:00 a.m. and 7:00 p.m. CST/CDT Monday through Friday, at a minimum, except for legal holidays. Members must also be able to submit questions using e-mail and the web-portal. The call center must be equipped with TDD (Telephone Device for the Deaf) in order to serve the hearing impaired population. |
|  | The Contractor must have a customer service inquiry system for inquiries received by phone and web. The system must maintain a history of inquiries for performance management, quality management and audit purposes. Related correspondence and calls shall be indexed and properly recorded to allow for reporting and analysis based on a distinct transaction.  The system must track and log the following detail:   1. The individual’s identifying information; 2. The date and time the inquiry was received; 3. The reason for the inquiry (including a reason code using a coding scheme); 4. The origin of the transaction (e.g., inbound call, ETF, employer group, health plan); 5. The representative that handled the inquiry; 6. For phone inquiries, the length of call; and 7. The resolution of the inquiry (including a resolution code using a coding scheme). If unresolved, the action taken and follow up steps required. |
|  | At ETF’s request, the Contractor must provide the policies and procedures related to the operation of the call center. ETF reserves the right to require changes to the policies and procedures that directly impact Members. |
|  | The Contractor must have and implement procedures for monitoring and ensuring the quality of services provided by its customer service representatives. At ETF’s request, the Contractor must submit these procedures for review and approval by ETF. At least five percent (5%) of all Member inquiries made by each submission type (e.g. phone, email, web-portal) must be reviewed by Contractor management staff (e.g. lead worker, supervisor, manager) to ensure accurate information was given to ETF Members and appropriate coaching and training is given to customer service representatives who fail to accurately respond to Members. |
|  | The Contractor must conduct satisfaction surveys, provided to a statistically valid random sample of Members and program Participants. These surveys must measure satisfaction in the following categories:   1. Customer service; 2. Biometric screening experience; 3. Health risk assessment; and 4. Web-portal experience.   All surveys must use a five (5)-point rating scale and content must be approved by the ETF Program Manager prior to distribution. |
|  | The Contractor must designate a client service liaison to respond to Member-related issues identified by ETF. For matters designated as urgent by ETF, the Contractor must contact the Member within two (2) Business Days of receiving a request from ETF and actively communicate on issue resolution status with the ETF Program Manager until the issue is resolved. |
|  | The Contractor must meet the performance standards for Customer Service detailed in Appendix 7 Performance Standards. |

## Member Complaints and Grievances

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|  | Within thirty (30) Days of the Contract start date, the Contractor must provide ETF information describing in detail the Contractor’s process and procedures for complaints and grievances, including any communication templates for responses. ETF reserves the right to review the complaint process and procedures and templates and require changes, where appropriate. The Contractor must update its complaint and grievance process and procedures annually, and resubmit to ETF promptly. |
|  | The Contractor must have an effective mechanism for handling complaints and grievances made by Members. This includes a formal grievance procedure, which at a minimum complies with the provisions of Wis. Adm. Code § INS 18.03 that are applicable to a “health benefit plan”, whereby the Member is provided the opportunity to present a complaint to the Contractor and the Contractor will consider the complaint and advise the Member of its final decision. Members of the GHIP/WPE programs must be advised of the grievance process when a financial incentive is denied or if the enrollee expresses, in writing, dissatisfaction with the administration or incentive practices or provision of Services by the Contractor.  The Contractor will be expected to cooperate fully with the efforts of ETF in resolving complaints. Adverse decisions are subject to review by the Board for contractual compliance if the enrollee is not satisfied with the Contractor's action on the matter.  The Contractor must retain records of grievances and complaints and provide a quarterly summary of Member grievances and complaints to ETF including the number and types of grievances and complaints received and the resolution or outcome. The summary report will be in a format established by ETF. |
|  | The Contractor must review and issue a written decision to the Member who lodged the complaint or grievance within thirty (30) Days of Contractor’s receipt of such complaint or grievance. |

## Marketing and Communication

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|  | The Contractor must obtain approval from the ETF Program Manager on an Annual Promotion and Communication Plan for the wellness and disease management programs within ten (10) Days of the Contract start date and no later than August 1st for subsequent Contract years. The plan must include detail on proposed outreach for the wellness and disease management programs overall and the outreach plan for health coaching. |
|  | All Contractor program content, materials, presentations, and communications, as defined by ETF, must be pre-approved by the ETF Program Manager prior to distribution. |
|  | The Contractor must ensure that its marketing and communication materials are culturally sensitive and professional in content, appearance, and design. At the request of ETF, the Contractor must replace images or artwork on the program website, web-portal, or promotional materials within three (3) Business Days of the Contractor’s receipt of ETF’s request.  In addition, the Contractor must be able to customize all communications for the specifics of the ETF program, including but not limited to:   1. Inclusion of the Well Wisconsin logo, tagline and color scheme; 2. Content must be able to address different types of enrollment and eligibility; and 3. Appropriate representation of the GHIP/WPE programs and vendors.   If the Contractor will not customize materials used for its general client base to ETF’s needs, ETF may deny distribution of those materials. |
|  | All brochures, informational material, electronic and web material must include statements or disclaimers as required by ETF, State and federal law. This includes, but is not limited to:   1. Applicable notices for a voluntary wellness program offered as part of an employer health program; 2. Availability of materials in alternative format or assistance with accessing services for those with disabilities; 3. Disclosure of taxability of cash incentives and reporting of payment amounts to employer; and 4. Disclaimers about eligibility for the program. |
|  | Using a variety of delivery methods, the Contractor must promote the program to all eligible Members to assist with program awareness and goals, and available tools and resources. All materials must be pre-approved by ETF for content, design and format prior to distribution.   1. The Contractor will develop communications that can be sent to employer groups for electronic distribution to employees and posted at the employer site to educate employers and employees on the programs and the Contractor. 2. The Contractor is responsible for developing, printing, posting (on the program web site and web-portal), emailing, texting and mailing (USPS) program materials and notices. In addition, the Contractor must send the following materials by USPS each year, unless otherwise specified, in a format approved by ETF (e.g., postcards, flyers): 3. At least two (2) direct mailings during 2016 open enrollment to all households with eligible Members announcing the transition to a single wellness vendor for 2017. In subsequent years, two (2) direct mailings will be completed during open enrollment to all households with eligible Members describing the program updates and providing direction for accessing the program web-portal; 4. At least one (1) direct mailing each year to all households with eligible Members describing the program and providing direction for accessing the program web-portal no later than January 31 of each year of the Contract. For enrollment start dates that occur outside of the open enrollment period, newly enrolled households with eligible Members will receive the direct mailing within forty-five (45) Days of their coverage start date; 5. For program Participants who have partially completed the annual program requirements, the Contractor must send at least three (3) program deadline reminders by email, text or via the web-portal. At least sixty (60) Days prior to the program year deadline the Contractor must issue a reminder notice to the Participant by direct mail notifying them of the program deadline and required steps for completion; and 6. At least two (2) additional direct mailings each year for other program promotion, education and/or outreach, as deemed necessary by ETF.   Contractor may combine one or more of the above mailings if prior approval is received from the ETF Program Manager. |
|  | The Contractor must provide to ETF any text and graphics needed to promote the Contractor in ETF’s print and web content. |
|  | The Contractor must disseminate ETF-developed messages applicable to the GHIP/WPE programs via the Contractor’s web-portal. |
|  | The Contractor costs for developing and distributing communications to Participants or Members in order to correct an error in previous Contractor communication(s) that was the result of a Contractor error will be at the cost of the Contractor. |

## Information Systems

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|  | The Contractor’s systems must have the capability of adapting to any future changes that become necessary as a result of modifications to the programs offered under the GHIP/WPE programs and its requirements. The Contractor’s systems shall be scalable and flexible so they can be adapted as needed, within negotiated timeframes, as requirements and enrollment expands. |
|  | If the Contractor has plans to migrate to a different data or web platform, ETF must be notified no less than six (6) months in advance. |
|  | The Contractor must transmit data using secure File Transfer Protocol (FTP) or FTP over a Secure Sockets Layer (SSL). This will require software on desktops or an automated system that collects files from the Contractor’s repository and securely transmits data. |
|  | The Contractor’s data centers, network, web-portal and personal computers (PCs) must be protected by an up-to-date firewall. PCs and applications must be updated with the latest security fixes and continually maintained and up-to-date. Servers must be secured with only authorized staff allowed physical access to servers. Data must be transmitted using current industry standard secure transmission protocols which encrypt data. Data that is at rest must be encrypted using strong industry standard encryption. The Contractor must have a password policy with a complex password scheme, which includes:  All passwords must, at a minimum, meet these criteria:  1. A minimum of eight (8) characters;  2. Does not use the user’s name or user ID in the password;  3. Does not repeat any of the last twenty-four (24) passwords used; and,  4. The password must contain at least three (3) of these four (4) data types: Upper case, Lower case, Numeric, Special. The valid characters that can be used are:  a. Upper case alphabetic letters (A - Z)  b. Lower case alphabetic letters (a - z)  c. Numeric (0 - 9)  d. Special characters (all special characters available on the keyboard)  An audit program must be in place to ensure above practices are being followed. Contractor’s staff must be trained and follow secure computing best practices. Wireless networks must be protected using strong encryption and password policies. Connectivity to all networks, wired or wireless, must be protected from unwanted/unknown connections. Any sub-contractors must agree to and abide by the network and data security requirements. |
|  | All data backups must be handled or transmitted securely. Offsite storage must be audited for compliance (i.e. physical security, all used tapes are accounted for). A Business Recovery Plan must be documented and tested annually, at a minimum, by the Contractor. |
|  | The Contractor must be able to confirm that emails sent to program Participants and/or employer groups have been successfully transmitted and will track failed emails and initiate requests to be whitelisted for employer groups that may be blocking the Contractor’s email communication. |
|  | Upon request by ETF, the Contractor must be able to generate and provide a listing of all individuals that were sent a particular document or communication by the Contractor or the Contractor’s Subcontractor, the date and time that the document or communication was generated, and the date and time that it was sent to particular individuals. |

### Data Integration and Technical Requirements

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|  | ETF is currently in the process of consolidating multiple legacy information technology systems to a single benefits administration system. This new system will become the system of record for eligibility and demographic information. The upgrade to this new system may impact the formatting or data fields required for transmitting eligibility files and may also impact the way in which eligibility data is communicated to the Contractor. The next roll-out for the new system is currently scheduled for 2018. |
|  | The Contractor must operate within the requirements of ETF’s member IDs. ETF will communicate eligibility and member information using the MyETF Benefits (MEBS) 8-digit member ID, and the Contractor must develop a crosswalk if the Contractor cannot accept these ID’s for each member. |
|  | The Contractor must follow ETF’s secure file transfer protocols (sFTP) using ETF’s secured FTP site to submit and retrieve files from ETF or provide another acceptable means for secure electronic exchanging of files with ETF. |
|  | The Contractor’s system(s) must be able to accept and accommodate a HIPAA 834 file transfer. See Appendix 5 – 834 Companion Guide.   1. The Contractor must accept an eligibility file update on a daily basis and process the enrollment file additions, changes, and deletions accurately within two (2) Business Days of the file receipt. 2. The Contractor must be able to run a full file compare on eligibility data to identify discrepancies in eligibility and/or demographic information and contact ETF regarding proposed resolutions for those discrepancies that the Contractor is unable to resolve. 3. Delays in processing the 834 file must be communicated to the ETF IT contact and the ETF Program Manager within one (1) Business Day. |
|  | The Contractor must establish and maintain a secure data transfer with all vendors of the GHIP/WPE programs in a mutually agreed to file layout as approved by ETF, unless otherwise noted in this section. For all data transfers, the Contractor will provide data specifications, data dictionaries, and crosswalks, except where ETF indicates it is not required. The Contractor data transfers include, but will not be limited to:   1. Contracted health plans:   NOTE: Data sent to contracted health plans must only contain records for the Members enrolled in that health plan.   * 1. Results of the biometric screening will be transmitted by the Contractor weekly and follow the existing file layout.   2. Results of the health risk assessment will be transmitted by the Contractor weekly. The Contractor must provide all necessary documentation to the health plans for integrating the data into the health plan system(s), including, but not limited to methodology for risk stratification.   3. Unique member participation in wellness health coaching sessions and/or disease management programs must be identified via indicator fields for the type of program. These indicator fields will be included with the results data transmitted by the Contractor weekly. The data specifications will include indicator fields as well as the start and end dates (in a standard date format) of member participation in any of the aforementioned programs. An indicator field to identify members who have been outreached or contacted by the Contractor, yet have elected/chosen not to participate in the aforementioned programs must also be included in results data transmitted by the Contractor weekly.   4. These transfers must be tested and fully operationally no later than thirty (30) Days prior to the program year start date.  1. Pharmacy Benefits Manager:   Data sent from the Pharmacy Benefits Manager to the Contractor will be in a standard file format available from the Pharmacy Benefits Manager. The Pharmacy Benefits Manager will provide the data specifications, data dictionary, and crosswalk.   1. Data warehouse vendor:   Data sent to the data warehouse by Contractor will include the biometric screening and health risk assessment results that are sent to contracted health plans with the addition of custom fields to track participation in the programs available through the Contractor.  Delays in disseminating program data to vendor(s) of the GHIP/WPE Programs must be communicated via email to the ETF IT Department and Program Manager within one (1) Day of the scheduled transfer.  For data transfers between vendors of the GHIP/WPE programs not specified in this RFP, the Contractor must establish vendor to vendor data transfers within ninety (90) Days of written notification from ETF to do so. |
|  | The Contractor data provided to vendors of the GHIP/WPE programs must be accurate, complete and timely. The Contractor must not place restrictions on the use of the data provided to the GHIP/WPE program vendors. |
|  | The Contractor will incorporate existing biometric screening data from the programs into the Participant’s program profile available in the web-portal within ten (10) Days of the screening date. |
|  | No data released directly to ETF or developed for ETF distribution to employer groups will contain individual health information. Health information provided to ETF or employer groups will only be aggregate in nature. |

## Reporting Requirements

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|  | The Contractor must submit reports in a mutually agreeable electronic format (e.g., Microsoft Word, Microsoft Excel, PDF), of the type, at the frequency, and containing the detail described in Appendix 6 Reporting Requirements. Reporting shall continue for the twelve (12) month period following termination of the Contract, if applicable.  Any report containing health information of a program Participant will only be reported to ETF in aggregate form, when participation rates for the subcategory are high enough to maintain confidentiality of the Participant. The Contractor must be able to provide all report data, as requested by ETF, for the entire population and for the following breakdowns:   1. Employer group, business unit and location; 2. Health plan and plan design (IYC Plan, IYC High Deductible Plan); 3. Participant Type (Subscriber, spouse/domestic partner); and 4. County. |
|  | The Contractor must provide ad hoc reporting. The Contractor must deliver such reports to ETF within five (5) Business Days of ETF’s request. |
|  | ETF requirements regarding the frequency of report submissions may change during the term of the Contract. The Contractor must comply with such changes within forty-five (45) Days. |
|  | The Contractor must fully support the Board and ETF in responding to informational requests made by the Legislature. The Contractor must provide a response to ETF Legislative requests within two (2) Business Days. |
|  | The Contractor must notify ETF regarding any significant changes in its ability to collect information relative to required data or reports. |
|  | Each report submitted by the Contractor to ETF must:   1. Be verified by the Contractor for accuracy and completeness prior to submission; 2. Be delivered on or before scheduled due dates; 3. Fully disclose all required information in a manner that is responsive and with no material omission; and 4. Be accompanied by a brief narrative that describes the content of the report and highlights significant findings of the report. |

## Performance Standards and Penalties

The Contractor must guarantee performance sufficient to fulfill the needs of the Contract. The Contractor must meet all performance standards listed in Appendix 7 Performance Standards. After the Contract start date, if additional resources are needed, the Contractor will bear all costs necessary to satisfy the requirements of the Contract.

In addition to the liquidated damages detailed in Exhibit 4, ETF may also assess penalties for failure to meet the performance standards listed in Appendix 7 Performance Standards.

Written notification of each failure to meet a performance standard that is measured by ETF will be given to the Contractor prior to assessing penalties. The Contractor will have five (5) Business Days from the date of receipt of written notification of a failure to perform to provide specifications to cure the failure. Additional days can be approved by the ETF Program Manager if deemed necessary. If the failure is not resolved within this warning/cure period, penalties may be imposed retroactively to the date of failure to perform. The imposition of penalties is not in lieu of any other remedy available to ETF.

If ETF elects to not exercise a penalty clause in a particular instance, this decision shall not be construed as an acceptance of the Contractor’s performance. ETF retains the right to pursue future assessment of that performance requirement and associated penalties.

ETF shall be the sole determinant as to whether or not the Contractor meets a performance standard.

## Comprehensive Transition Plan

Prior to Contract termination, the Contractor must provide a comprehensive transition plan that provides a timeline of major tasks, activities, and information that will be provided to the succeeding vendor when relinquishing responsibilities at termination of the Contract. In the event that the Contractor terminates the Contract, an updated transition plan must accompany the notice of termination. In the event the Board terminates the Contract, the Contractor must send an updated transition plan to ETF within thirty (30) Days of the written notice of termination to the Contractor. The transition plan must be approved by ETF prior to the transition begin date and must include the Contractor’s cooperation and participation in planning calls or meetings with the succeeding vendor.

The Contractor must administer a run-out period of the program at no cost to ETF. The run-out period begins on the Contract termination date and will be no longer than one hundred and eighty (180) Days. Contractor must provide all reports for program close out and transmit program data to the new vendor.

# General Questionnaire

**This section is scored. (400 total points)**

The purpose of this section is to provide ETF and the Board with a basis for determining the Proposer’s capability to undertake the Contract.

All Proposers must respond to the following by restating each question or statement and providing a detailed written response. Instructions for formatting the written response to this section are found in Section 2.4 Proposal Organization and Format.

The Proposer’s Services must be able to be performed according to the requirements contained in this RFP. All resources necessary are to be provided by the Proposer and included on the Cost Proposal Attachment C Cost Proposal.

The Proposer must provide sufficient detail for the Board and ETF to understand how the Proposer will comply with each requirement. If the Proposer believes that the Proposer’s qualifications go beyond the minimum requirements or add value, the Proposer should indicate those capabilities in each section.

## Experience

The Proposer’s Proposal package, at a minimum, must address the following items, organized as indicated below:

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| 6.1.1 | Provide a general description of your company including the size of the company, number of years in business, number of employees and primary line of business. |
| 6.1.2 | Highlight any acquisitions, and/or mergers or other material developments (e.g., changes in ownership, personnel, business, etc.) pending now or that occurred in the past five (5) years at the company. Disclose any potential mergers or acquisitions that have been recently discussed by senior officials, and could potentially take place within the next three (3) years after the Contract start date. |
| 6.1.3 | Detail your company’s experience administering a comprehensive wellness and disease management program for an employer group of over 100,000 covered lives. For your five (5) largest clients (three (3) private sector and two (2) largest public sector clients) list the entity name, the type of program for which services are provided, approximate number of eligible participants, number of work locations for the entity, actual number of participants for each program type and number of years your company has been retained. Indicate which programs are primarily self-insured and primarily fully-insured and whether it is a public or private sector employer. |
| 6.1.4 | Detail your company’s capacity for biometric screenings and online health risk assessments by listing two (2) large employers that you have conducted biometric screenings and online health risk assessments. Include the entity name, year of contract activity, approximate number of eligible participants, and actual number of participants for each within a one (1) year period. |

## Staff Qualifications

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| 6.2.1 | List the qualifications of the Account Lead, and their back-up, who would be assigned to the Contract. Include information about their professional qualifications and number of years’ experience in the following areas: population health management, employee wellness, disease management, customer service, and enrollment data for a client of over 100,000 covered lives. Provide a specific example of how this Account Lead has managed an account that experienced a significant challenge or rapid expansion. |
| 6.2.2 | Provide a list of the Account Management Team members, including their title and duties. Describe the strengths and experience that each of these members are able to bring to the project described in this RFP. |

## Customer Service

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| 6.3.1 | Explain how your company plans to meet the current and future customer service needs of the Contract and the performance standards listed in Appendix 7 for Customer Service. Provide examples of reports or materials related to meeting these requirements. |

## Data Security

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| 6.4.1 | **Hosting Environment.**  Provide a description of the hardware, software, communication mediums, and other infrastructure necessary to meet the requirements of the Contract at no additional cost to the State, including any licenses that must be maintained.  Provide a description of the physical security safeguards enforced at your private hosted datacenter or datacenters hosted by a third party cloud provider.  Describe in detail how your network is architected to secure the data and thwart unwanted/unknown access to your solution, applications or systems. You must cover, at a minimum:  Overview of network access control;  Network access controls for administrator access;  Security devices used to protect the infrastructure;  Change control processes for all systems;  Security updates and patch management for all systems;  Host-based firewall and anti-malware protection;  Explanation of how much of the infrastructure/systems is owned and managed by the Proposer and if it’s hosted, how much control the Proposer has or does not have to change the configuration on each system (servers, switches, routers, firewalls, SIEM, Intrusion Protection Systems (IPS), Intrusion Detection System (IDS), etc.);  Encryption between systems and any Public Key Infrastructure (PKI); and  Internal Wireless and wired networks, whether remote or directly connected, that has privileged network access to the infrastructure or systems that house the applications used to provide the web-portal. |
| 6.4.2 | **Application Architecture**  Provide a description of the high level architecture for the solution, supported with diagrams depicting the interactions among the system components. The purpose of these diagrams is to ensure that ETF understands the essential design of the proposed solution and can determine that the design is generally consistent with the budget, scope, and capabilities represented in this RFP. Diagrams will include architectural views that reflect the application architecture, information architecture and related data models, and corresponding software and hardware architectures.  Include a discussion of the particular industry standards that are incorporated in the solution/application architecture. If proprietary standards or interfaces are used please include the rationale and describe the advantage over current industry standards.  Include a discussion of the standard web technologies, frameworks and software platforms adopted in the development of the web user interface (e.g. JQuery, JavaScript, PHP, Ajax, Python, C#, Java, .Net).  Include a discussion of the Software Development Life Cycle (SDLC) process for the system.  Include a discussion of the how the SDLC incorporates the application security principles outlined by OWASP (<http://www.owasp.org>), also include how the system is protected against common web application vulnerabilities which include but are not limited to Cross-site scripting (XSS), SQL injection, CSRF (Cross-site request forgery), and remote code execution.  Please describe the technical solution the Proposer will be implementing to integrate with health and activity tracking devices. Please also list the health devices with which the solution can currently integrate and Proposer’s plan to support such devices in the future. Discuss the modularity of the solution and the ease of implementing future advances in enabling technologies to integrate with health and activity tracking devices. |
| 6.4.3 | **User Security Awareness Training**  Provide details to explain your policies and procedures for user security awareness training for all your staff. You must cover, at a minimum:  Programs used to train employees and content of the programs;  How often trainings occur; and  Any processes used to validate that employees are retaining what they learned. |
| 6.4.4 | **Account/Identity Management**  Describe how the solution will provide for secure access for participants in the system. Describe the user registration process, the association of user accounts to participant information provided by ETF. Describe how you would prevent users from intentionally or unintentionally accessing other participants’ information. Describe how the solution is designed to prevent accidental or incidental access.  Describe the account management and account recovery process.  Provide details to explain how passwords and user accounts are managed to protect against unauthorized access to any systems or applications. You must cover, at a minimum:  Password complexity requirements for all accounts (web-portal user accounts, Proposer employee accounts, administrator accounts and service/shared accounts);  Onboarding process for employees and contractors; and  Off boarding process for employees and contractors.  Describe the technical solution and the authentication standards that will be implemented to integrate with other third party providers such as but not limited to Fitbit, Garmin, Jawbone or other activity tracker or mobile application(s) specified by ETF. |
| 6.4.5 | **Auditing and Logging**  Describe in detail your logging and auditing policies and procedures. You must cover, at a minimum:  Record of who did what and when;  Log retention;  Logging practices;  Syslog or Security Information and Event Management (SIEM);  Auditing practices and procedures in each area of technology (web, application, operating system, database);  User and administrator auditing;  Service or shared account auditing;  Audit history reporting practices to clients, such as ETF; and  Cooperation practices with clients to do forensics for security incident response situations. |
| 6.4.6 | **Vulnerability Management and Penetration Testing**  Provide details of your vulnerability management program and penetration testing practices and procedures. You must cover, at a minimum:  Vulnerability scanning practices;  Vulnerability scanner tools;  Remediation practices;  Vulnerability reporting policy and practices to clients, such as ETF;  Penetration testing practices;  Depth of the penetrating tests, such as, how much is done (social engineering, password cracking, Denial of Service (DOS), etc.); and  Penetration testing reporting policy and practices to clients, such as ETF. |
| 6.4.7 | **HIPAA Security**  A. Describe how your company will maintain confidentiality and comply with HIPAA security, privacy, and electronic data interchange requirements. Address the data security of data centers, networks, the web-portal, vendor to vendor transfers, and at onsite events. |

# Third Party Administrative Services Questionnaire

**This section is scored. (825 total points)**

The purpose of this section is to provide ETF and the Board with a basis for determining the Proposer’s capability to undertake the Contract.

All Proposers must respond to the following by restating each question or statement and providing a detailed written response. Instructions for formatting the written response to this section are found in Section 2.4 Proposal Organization and Format.

The Proposer must be able to be perform Services according to the requirements contained in this RFP. All resources necessary are to be provided by the Proposer and included in Attachment C Cost Proposal.

The Proposer must provide sufficient detail for the Board and ETF to understand how the Proposer will comply with each requirement. If the Proposer believes that the Proposer’s qualifications go beyond the minimum requirements or add value, the Proposer should indicate those capabilities in each section.

Questions listed in this section may include specifications that are requirements of the Contract.

## Program Planning and Features

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| 7.1.1 | **Scope**: Describe your understanding of the scope of work described in this RFP. |
| 7.1.2 | **Implementation Plan**: Provide a proposed implementation plan that includes both a project overview and details on specific tasks, timeliness and responsibilities. Clearly delineate the tasks you expect ETF to perform and the information you expect ETF to provide. Describe the steps that must be taken in order to assume all responsibilities described in this RFP as of the Program Launch date of December 30, 2016. Identify any specific challenges with the implementation timeline. |
| 7.1.3 | **Strategic Planning**: How will your firm act as an innovative strategic partner to ETF and the Board as an expanded wellness program and transition in incentive designs are evaluated? Include your input on the pros and cons of transitioning to a new program design for the 2018 program year. Provide an example from another large employer client that your firm provided strategic program planning. |
| 7.1.4 | **Technological Solutions:** What are the features and functionality of the website and web-portal that will be provided to ETF and how will they drive engagement in the programs delivered for the Contract? Include detail on the level of customization that is available to ETF as part of the Contract. Describe how your platforms will be able to support increased traffic as program participation increases and during periods of high volume usage (i.e. open enrollment). |
| 7.1.5 | **Biometric Screenings**: Describe how biometric screenings will be provided as part of the Contract from the standpoint of the Participant, the Employer and ETF. Provide two (2) examples of how you reduced the cost and required frequency of biometric screenings for a large employer group that screened over 20,000 employees per year. What is your recommended approach for biometric screenings for the Contract? |
| 7.1.6 | **Health Risk Assessment**: Describe the third party validation of your health risk assessment and how the content of your health risk assessment identifies risk for the individual and the population. Identify accreditations, certifications or special recognition that apply to your health risk assessment. Describe how the health risk assessment is accessed by participants, average time to complete and the information presented to the participant upon completion. Describe what aspects of the health risk assessment can be customized for ETF. Describe any form of gamification used to increase participant engagement. |
| 7.1.7 | **Wellness Health Coaching:** Describe the wellness health coaching services that will be provided for the Contract from the standpoint of the Participant and ETF including: the qualifications and experience of the health coaches that will be available, methods that will be used to identify participants for coaching, how your company will drive utilization of coaching services, and how you define a successful coaching interaction. Provide health coaching outcome data for your company’s book of business. |
| 7.1.8 | **Disease Management Programs:** Describe the accreditations your company holds for disease management or health promotion programs. Detail how your company would implement a phased expansion for this Contract utilizing the PBM and medical claims data. Provide two (2) examples of how you implemented a phased-in disease management program for a large employer group (100,000+ employees) and the resulting ROI. |
| 7.1.9 | **Reporting Capabilities:** Detail your company’s capabilities in producing the reports that will be required for the Contract. Provide a description and examples of reports. Describe if any additional reporting capabilities would be provided to ETF. |

## Additional Performance Standards and Guarantees

Describe additional performance guarantees and the percentage of fees at risk you are prepared to offer ETF, tied to operational performance, engagement and health outcomes. Proposers are encouraged to provide additional detail on health outcome metrics for which performance guarantees could be offered.

# Cost

**This section is scored. (300 total points)**

The Cost Proposal Attachment C must be submitted as instructed in Section 2.3 Submitting the Proposal. See RFP Section 3.5 Method to Score the Cost for the cost score calculation. **The listing of any dollar amounts related to any service or fee will not be allowed within the Proposer’s written proposal. All dollar amounts for any service or fee are required to be listed on Attachment C only.**

ETF reserves the right to clarify any pricing discrepancies related to assumptions on the part of the Proposers. Such clarifications will be solely to provide consistent assumptions from which an accurate cost comparison can be achieved for scoring.

Costs outlined in the Cost Proposal shall remain firm for the initial Contract period. All costs listed must reflect the level of customization and features represented in the Proposer’s response to this RFP.

## Travel Expenses

The Contractor’s and any Subcontractors’ travel expenses (e.g. airfare, lodging, meals, and insurance) and other miscellaneous expenses related to the provision of Services must be included in the Proposer’s proposed cost and shall not be an additional charge to ETF.

## Additional Services

Proposer may submit additional detail, as instructed in Section 2.3 (Tab 5), for related services beyond the Services in this RFP to be considered as part of contract negotiations.

Additional Services will only be implemented or delivered at the Department’s request. Their inclusion in the Contract is not a guarantee, either stated or implied, of the demand for the services. The Department is not obligated to implement or utilize any of the Additional Services listed on the Cost Proposal. Throughout the term of the Contract, the Department retains full control and flexibility with regard to the types, quantities, and timing of any Additional Service. Additional Services provided on the Cost Proposal may not be dependent on implementation or delivery of any Service in this RFP.

# Contract Terms and Conditions

**This section is NOT scored. (0 points)**

The Department will execute a State of Wisconsin contract with awarded Contractor. A pro forma contract is located in Exhibit 1 (2 Pages).

The Contract and any subsequent renewal(s) will incorporate all terms and conditions in this Section 9 including the following documents:

* Exhibit 2 - Standard Terms and Conditions (DOA-3054) (3 Pages);
* Exhibit 3 - Supplemental Standard Terms and Conditions for Procurement for Services (DOA-3681) (1 Page); and,
* Exhibit 4 – Department Terms and Conditions (10 Pages).

## Board and Department Authority

The Department is acting as an agent of the Board in carrying out any directives or decisions relating to this RFP, Contract and subsequent awards. All references to the “Department”, “ETF”, “State of Wisconsin”, “State” or “Board” in any term, condition, or specification shall have the same authority as one entity.

The Department is the sole point of contact for Board contracting.

## Payment Terms

* Invoices must be itemized by cost categories of expenses actually incurred.
* Invoices shall include the purchase order number when issued.
* Invoices will be submitted in accordance with ETF direction.
* ETF anticipates invoices will be received monthly.

# Required Forms

The following documents must be completed and submitted with the Proposer’s Proposal in accordance with the instructions given in Section 2.4 Proposal Organization and Format:

1. Attachment A – Proposer Checklist
2. Attachment B – Mandatory Proposer Qualifications
3. Attachment C – Cost Proposal
4. Attachment D – Financial Compliance
5. Attachment E – Subcontractor Information
6. Attachment F – DOA-3027 Designation of Confidential and Proprietary Information
7. Attachment G – DOA-3261 Request for Proposal
8. Attachment H – DOA-3477 Vendor Information
9. Attachment I – DOA-3478 Vendor References
10. Current Form W-9 Request for Taxpayer Identification Number and Certification (from the Department of the Treasury, Internal Revenue Service: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>)