

SJVIA Summary of Health Management/Wellness Request for Proposal

August 17, 2011

	American Specialty Health	Anthem, Inc	Delta Health Systems	Elite Corporate Health	Nurtur
Vendor Presentation	N/A	** = 3 different vendors rolling out 1 program, integration seemed lacking	**** = good presentation, high energy, well thought out answers, team SJVIA would be working with	*** = has a history with Tulare County, might be too small for all of SJVIA	** = nothing in place today to support business in area
Account Team Experience	Health coached focused/nothing onsite	Medical model, focused on chronic conditions	Communication specialist dedicated to SJVIA, Health coaches onsite, focused on SJVIA needs	Working on a Fresno clinic, strong local presence in Tulare	Good customer service but not sure if they are ready to support SJVIA needs
Implementation Plan	*** = good plan, not customized	** = plan was clinic needs	*** = plan based on committee calls and monthly communication plan	*** = Menu of services SJVIA can select from	*** = Communication pieces looked great, not sure what else they can support SJVIA with
Clients (relative to SJVIA size)	.2% (56)	.2% (393)	30% (8)	69% (3)	25% (30)
References (current clients)	N/A	N/A	**** = excellent feedback on customer service, customization and overall satisfaction	**** = excellent feedback, very good with government entities	*** = very happy with customized communications and innovation
References (termed clients)	N/A	N/A	*** = happy with programs, needed a new approach	No termed clients	** = relationship move
Health Assessment	** = mail/online and Spanish	* = outsourced, online only	*** = in house, online only	* = outsourced, client picks	**** = in house, mail, online, onsite and counseling
Biometric Screenings (onsite)	** = Quest Diagnostics	** = HealthFitness	** = Delta TeamCare and HIS	** = internal/clinical based	** = Impact Health

Vendors were rated based on RFP responses, presentations to SJVIA committee and follow up with references.

Scales is below: * - below average, ** - average, *** - above average, **** - excellent

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Biometric Screenings (offsite)	**** = Quest Diagnostics	N/A	N/A - but they will go out to locations as many time as the SJVIA would like	*** = clinical based	N/A
Health Coaching	** = online or mail	* = Outsourced to Healthways	**** = onsite and face to face or group coaching	** = coaching available at some locations	* = telephonic only/onsite coaching not available
Health Education Programs	** = not much for customization, SJVIA would need to do most of the work	* = HealthFitness is direct to the member, not a lot of customization	*** = based on SJVIA needs, lead by health coach, onsite committee and specific determined	** = didn't get a lot of information on the programs other than biometrics	** = customization came in the form of communication, not sure how they would support SJVIA overall
Disease Management or Lifestyle Management	N/A	** = online DM, medical model DM	**** = lifestyle management focused, chronic condition and lifestyle focused	* = partner with American Health Care Hinds Group, Medical Model	** = Direct mail DM and online
Integration Process	N/A = fees apply	N/A	N/A	Integration with incentives can be used	N/A
Incentive Management	Yes	Yes	Yes	Yes	Yes
Research and Industry Trends	*** = Medical Director and clinical reviews	*** = Market Research Field Group and medical director	*** = Hummingbird Health Coaching clinical review process	** = Peer reviews and industry trends	*** = award winning programs
Enrollment Process	N/A	** = Proactive by way of Health Assessment participation	*** = Opt in anytime participant is ready, customized communication and personalized to the member	** = proactive approach on-site, hands on	** = proactive opt in approach, follow up from Nurtur if they do not participate
Multi-Lingual Staff	Yes	Some	Some	Yes	Yes

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Engagement Strategies	* = emails and reward strategies	** = emails, letters, websites and web-based strategies	**** = onsite relationships built by being in front of participants and building face to face	*** = Promotion and dissemination of key information to engage participants	** = Communication, Identification and Conversation
Web portal Capabilities	* = Yes, self directed	** = Yes, self directed	** = Yes, self directed	** = Yes, self directed	* = Some, self directed
Communication Strategies	** = consumer engagement, outreach, email, reward kits, incentives	** = Tailored interventions based on HA	*** = Customized based on the need of the client	** = Tailored communication pieces based on biometric screenings	**** = Highly customized communication pieces developed specific for client
Return on Investment Strategies	N/A	* = Vague answer on how they look at ROI	*** = discussion around what ROI means to the client and how we work together to get to a savings model	** = only discussed how biometric screenings can save money	* = Vague answer, danced around the topic
Reporting Features	* = Additional fees apply	** = HA, coaching and HealthyLifestyle programs reporting	*** =All inclusive reporting	** = Reporting for biometrics	** = some reporting available
Claims Integration	N/A	** = Customized integration available for fee	N/A	N/A	N/A
Performance Guarantees or Rate Lock	N/A	N/A	3 year pricing lock	N/A	N/A
Pricing	N/A	\$2.35 pepm/ menu of pricing for desired programs	\$195-\$170/participant based on participation in program (3 year lock on prices)	\$139.00/participant only biometric screenings	\$74.16pepy

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