



BOARD OF DIRECTORS

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**Meeting Location:
Tulare County Employees' Retirement
Association Board Chambers
136 N Akers St
Visalia, CA 93291
April 10, 2015 9:00 AM**

AGENDA DATE: April 10, 2015

ITEM NUMBER: 9

SUBJECT: Wellness Incentive Vendor

REQUEST(S): That the Board direct Staff regarding the Wellness Incentive Vendor options

DESCRIPTION:

On November 7, 2014 your board approved recommended Wellness Incentives for the 2015 plan year. These incentives provide a \$50 reward for completion of the biometric screening and an additional \$50 for participation in wellness activities or completion of preventative care items. In 2014 the County of Fresno and the County of Tulare both offered a \$50 incentive for participation in the screenings. The County of Tulare administered the incentive through payroll and the County of Fresno participants received a \$50 Visa Card. The administration, tracking and disbursement of the incentives was handled by Delta Team Care in conjunction with staff from the County of Fresno.

Viverae, SJVIA's wellness partner since January 1, 2015, does not provide incentive fulfillment as part of their service contract. Additionally, the SJVIA requires a consistent incentive fulfillment method for all SJVIA entities. As a result, staff requested that GBS, in collaboration with Viverae, provide options regarding wellness rewards administration vendors. Frosch Rewards & Incentives and Healthy Adventures Foundation are both recommended options through Viverae. Both vendors offer solutions for the administration of the wellness incentives for the SJVIA. This item contains a brief summary of each option.

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Frosch Rewards & Incentives

- Delivers a Wellness Rewards Card to each identified qualifying participant congratulating them on their recent wellness achievement
- Wellness Rewards Card is then used online or via phone to be exchanged for any item of their choice within their wellness and fitness focused online catalog containing over 250K items to choose from including brand names, gift cards, and even charitable donations
- No additional shipping or hidden fees to the participant

| Description | Price |
|--|---|
| Card, single page stuffer, and envelope including shipping | \$ 2.44/Card + \$50 Card Value = \$52.44/Card |
| Optional | Price |
| Branded Mailing (for envelopes) | \$400 One-time fee |
| Custom Branded Shopping website and Reward Card | \$1995.00 One-time fee |

Healthy Adventures Foundation

- Delivers a \$50 Visa gift card via mail to qualified participants
- Customization of mailer available for minimal one-time fee
- Can provide insurance and/or signature required for additional fee
- No set up fees for basic Visa card; cost built into per card basis

| Description | Price |
|---|---|
| Card, single page stuffer, and security envelope including shipping | \$4.13/Card + \$50 Card Value = \$54.13/Card |
| Card, single page stuffer, and padded mailer including shipping | \$8.09-\$8.79/card + \$50 Card Value = \$58.09-\$58.79/Card |
| Optional | Price |
| Branded Mailing (for padded mailer) | \$45 One-time fee |
| Fully insured and signature required service upon delivery | \$2.04-\$2.90/card |

Although Delta Team Care assisted the SJVIA by purchasing the Visa Cards and absorbing any activation fees, the tracking, administration and mailing cost was borne by the SJVIA. Considering these options, SJVIA staff recommends using Healthy Adventures as their services provide a \$50 Visa Card as marketed in the wellness program and also includes all mailing and administration.

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FISCAL IMPACT/FINANCING:

Impact is dependent on the option approved by your Board and by the final number of participants in the wellness screenings running through April 30, 2015. Assuming 2,000 employees were eligible for an incentive, the recommended vendor would cost \$8,260.

ADMINISTRATIVE SIGN-OFF:



Rhonda Sjostrom
SJVIA Manager



Paul Nerland
SJVIA Assistant Manager