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City of Omaha
Jean Stothert, Mayor

RECEIVED
14 FEB 2014

Human Resources Department

Omaha/Douglas Civic Center
1819 Farnam Street, Suite 506
Omaha, Nebraska 68183-0506
(402) 444-5300
FAX (402) 444-5314
FAX (402) 444-5317

Honorable President

and Members of the City Council,

Submitted herewith for your consideration is a contract between the City of Omaha and SimplyWell LLC, a Nebraska limited liability company. SimplyWell will implement a wellness plan for employees of the City of Omaha. The wellness plan will provide an opportunity for City employees to sign up, receive information on various topics, prepare health risk appraisals, provide development of personal wellness profiles for each employee and provide for some basic testing. The proposed contract is for a term of three (3) years and provides in it an option to remain for two (2) additional one-year terms at the City's discretion. SimplyWell LLC will receive the amount of two dollars and forty-five cents (\$2.45) per participant per month with an annual cap of thirty-seven thousand dollars (\$37,000) for the first year, a setup fee of two thousand dollars (\$2,000) for the first year, and for other services provided on a per unit basis.

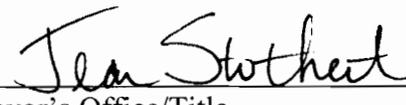
The City issued Requests for Proposals in March 2013 and received a number of different proposals. The proposals were analyzed by representatives of the Human Resources Department in conjunction with the City's outside benefits consultant SilverStone. The proposals were narrowed to finalists, and a review of those two was performed ultimately leading to the determination that SimplyWell should be awarded the contract. The contract provides for the development of a wellness program for all employees of the City of Omaha. It is felt that this will provide a process by which the health of City's employees improves leading to a corresponding decrease in medical expenses.

The funding for this contract will be provided by Human Resources Department Fund 11111, Org. 105000.

The Human Resources Department urges your favorable consideration of this Ordinance.

Respectfully submitted,

Referred to the City Council for Consideration:

		
Mikki Frost	Date	Mayor's Office/Title
Human Resources Director		Date

ORDINANCE NO. _____

PAGE 2

Approved as to Funding:

Approved:

Allen Hunt

4-25-14

Date

Mikki Frost 4-24-14

Mikki Frost

Date

Human Rights & Relations Director

FOR
Stephen B. Curtiss
Finance Director

*Amu
PC AH
4/24/14*

ORDINANCE NO. _____

AN ORDINANCE to approve a contract between the City of Omaha, a municipal corporation, and SimplyWell LLC, a Nebraska limited liability company, to create a wellness program for its employees involving the payment of money from appropriations in more than one (1) year in accordance with section 5.16 and 5.17 of the Omaha Home Rule Charter of the City of Omaha, 1956 as amended; to provide for payment to SimplyWell LLC in the amount of two dollars and forty-five cents (\$2.45) per participant per month with an annual cap of thirty-seven thousand dollars (\$37,000) for the first year, for a setup fee of two thousand dollars (\$2,000) for the first year, and for other services provided on a per unit basis for a term of three (3) years with the option of two (2) one-year extensions in response to a Request for Proposals to pay from the Human Resources Fund 11111, Org. 10500; and to provide an effective date hereof.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF OMAHA:

Section 1. Authority is hereby granted and approval hereby given for a contract between the City of Omaha and SimplyWell LLC, a Nebraska limited liability company, for services involving the payment of money from appropriations in more than one (1) year in accordance with section 5.16 and 5.17 of the Omaha Home Rule Charter of the City of Omaha, 1956 as amended. The contract contemplates that the City of Omaha shall utilize SimplyWell LLC, a Nebraska limited liability company, to create a wellness program for its employees in accordance with terms and conditions of the contract annexed hereto, and by this reference made a part of this Ordinance.

Section 2. That the City's obligations under this contract attached hereto shall be provided from the Human Resources Department Fund 11111, Org. 105000.

ORDINANCE NO. _____

Page 2

Section 3. That Mayor of the City of Omaha is hereby authorized to sign and City Clerk authorized to attest to the attached contract on behalf of the City of Omaha.

Section 4. That the Ordinance shall be in full force and take effect immediately upon passage under and by virtue of the authority granted by Section 2.12 of the Home Rule Charter of the City of Omaha, 1956 as amended.

INTRODUCED BY COUNCILMEMBER

APPROVED BY:

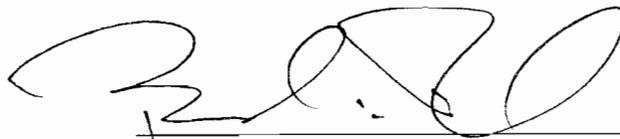
MAYOR OF THE CITY OF OMAHA DATE

PASSED _____

ATTEST:

CITY CLERK OF THE CITY OF OMAHA DATE

APPROVED AS TO FORM:



DEPUTY CITY ATTORNEY

4/29/14
DATE

SIMPLYWELL SERVICES AGREEMENT

This Services Agreement (this "Agreement") is made and entered into this ___ day of _____, 2014, by and between SimplyWell LLC, a Nebraska limited liability company ("SimplyWell") and City of Omaha ("Client"). SimplyWell and Client may be collectively referred to as "Parties" or individually referred to as a "Party."

PRELIMINARY STATEMENT

SimplyWell has developed a population health management application focused on prevention, education, promotion of health and wellness and self-care (the "SimplyWell Application"). Under the SimplyWell Application, SimplyWell provides certain services to persons and organizations to implement and promote the SimplyWell Application (the "SimplyWell Application Services").

Client desires to secure the implementation of the SimplyWell Application and to obtain the SimplyWell Application Services, and SimplyWell has agreed to provide and implement the SimplyWell Application and to provide the SimplyWell Application Services to Client and its employees and/or spouses under the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the foregoing, and for other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereto agree as follows:

1. SimplyWell Application Services. SimplyWell hereby agrees to implement the SimplyWell Application and to provide the SimplyWell Application Services for the benefit of Client and Client's employees and or spouses, which services will be determined by Client (herein collectively the "Members"). During the term of this Agreement, SimplyWell agrees to implement and provide the SimplyWell Application Services identified on Exhibit "A" which is attached hereto and incorporated herein by this reference. In addition, Client has the option to purchase additional Wellness Program Ancillary Services as identified on Exhibit A-1 which is attached hereto and incorporated herein by this reference. Attached as Exhibit "D" is Request for Proposals (RFP) issued by Client and Exhibit "E" is the response of SimplyWell to that RFP. The parties understand that to the extent that there is any discrepancy between this contract and the RFP and the response of SimplyWell to the RFP issued by the Client, that the RFP and SimplyWell's response shall prevail.

It is understood that SimplyWell may provide the SimplyWell Application and the SimplyWell Application Services thereunder through employees, agents, contractors, and any other persons or business entities, which it may employ or contract in its sole discretion and judgment.

2. Client Responsibilities. The Client agrees to:

(a) Provide SimplyWell with a list identifying the names, addresses, telephone numbers, gender, unique identifier (employee identification number or social security number) and dates of birth of the Members (to be updated upon request of SimplyWell, but in no event less than quarterly). If a unique identifier is other than the social security number, then Client confirms that this identifier is not recycled and is unique within the company;

(b) Encourage employees to participate in the SimplyWell Application, reasonably assist SimplyWell with enrollment functions and to accommodate and provide reasonable access to all Members for health risk appraisals and education;

(c) If the Client develops and implements an incentive program, then Client agrees that it will comply with federal law, to include but not limited to the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and/or the Americans with Disabilities Act (ADA);

(d) Compensate SimplyWell as described in Paragraph 3 below.

3. Compensation. As compensation to SimplyWell for implementing the SimplyWell Application and conducting the SimplyWell Application Services, Client shall pay SimplyWell in accordance with the fee scheduled identified on Exhibit "B" attached hereto and incorporated herein by this reference. Client shall pay such compensations within 30 days of receipt of invoice.

4. Term. The term of this Agreement shall commence upon the date of execution of this Agreement and shall continue for three (3) years thereafter (the "Benefit Year"). Thereafter, the client shall have two 1 year options to extend the Agreements (a "Successive Benefit Year. The Agreement shall expire unless the Client provides thirty (30) days notice prior to the end of the Benefit Year or any Successive Benefit Year of its intention to exercise the option detailed above. Either Party may terminate this Agreement: upon the default of the other, if such default has not been cured within thirty (30) days after written notice. In addition, the Parties may mutually agree to terminate this Agreement. Either Party may terminate this Agreement upon the default of the other, if such default has not been cured within thirty (30) days after written notice. In addition, the Parties may mutually agree to terminate this Agreement. For purposes of this Agreement, default shall include, without limitation, Client's failure to pay the compensation described in Paragraph 3.

5. Non-Exclusive Services. Client understands and agrees that SimplyWell has other business activities that take a major and substantial part of SimplyWell's total time devoted to business matters. Accordingly, SimplyWell shall not be bound to devote all or any specific part of its business time to the affairs of Client, but shall devote such time and attention to Client's business as may be required in order to ensure that the services are conducted in a diligent and proper manner. During the Term of this Agreement, SimplyWell may: (i) engage in any activity whether or not such activity may be deemed to be in competition with the business operations of Client; (ii) own an interest in any other business venture of any nature or description independently, or with others; and (iii) provide services for any other business of any nature or description whether or not competitive with the business of Client. Notwithstanding the foregoing, SimplyWell agrees to maintain the confidentiality of the raw data collected from Third Party Payor and/or Client and/or its employees, including claims data, absenteeism, sick time, productivity, worker's compensation, attrition rate and any other personal health information collected.

6. Confidentiality.

(a) Employees. Client and SimplyWell acknowledge and agree that in the course of implementing the SimplyWell Application and providing the SimplyWell Application Services to the Members SimplyWell will obtain certain confidential and sensitive information relating to the Members and their activities, habits, health history, etc. (the "Member Information"). Client acknowledges and agrees that Client shall have no right to receive the Member Information and that the Member Information shall not be distributed by SimplyWell to any person or entity other than the respective Member or his or her guardian and his or her health care provider upon the written direction of the Member or his or her guardian. This provision shall survive the termination of this Agreement.

(b) SimplyWell Application. During the course of the SimplyWell Application, Client may receive certain proprietary and confidential information of SimplyWell relating to its business affairs and operations, which is generally not available to the public (the "Confidential Information"). Confidential Information shall include, without limitation, any financial information, pricing information, customer information, methods of operation, business plans, marketing and sales strategies and concepts of production methods or plans, and any information or documentation identified as confidential at the time of disclosure or thereafter. Client agrees to keep the Confidential Information confidential, and not to publish or disclose it, or to disclose the existence of discussions or communications between SimplyWell and Client. Client agrees that it will not use the Confidential Information for any purpose other than in respect to the SimplyWell Application. Client agrees that the Confidential Information is, in all respects, confidential in nature. Any disclosure or use of the Confidential Information by Client, other than as provided in this Agreement, may cause serious harm or damage to SimplyWell, its owners, managers, officers and directors. In this regard:

(1) Confidential Information may be disclosed only to employees, officers or directors of Client, and its advisors or their representatives who need such information for the purposes contemplated by this Agreement (it being understood that those employees, officers, directors, advisors and representatives shall agree to restrict publication or disclosure in accordance with this Agreement); and

(2) It shall not be a violation of this Agreement to disclose or publish information: (i) which is now or hereafter in the public domain through no fault of Client; (ii) which Client is obligated to produce under applicable law or court of competent jurisdiction; (iii) which is lawfully received by Client from a third party with no restriction on further disclosure; or (iv) prior to disclosure hereunder, it is properly within the rightful possession of Client.

Upon request of SimplyWell, Client shall return all documents that are or contain Confidential Information, including any notes or compilations prepared by Client. In addition, Client shall delete all Confidential Information from all of its computer files. Within ten (10) days after written request from SimplyWell, Client shall certify to SimplyWell in writing that it has returned all documents containing Confidential Information and deleted all Confidential Information from its computer files, and that it has not retained, and does not have in its possession, any Confidential Information in any form. Any disclosure or use of the Confidential Information by Client, other than as provided in this Agreement, may cause serious harm or damage to SimplyWell, its owners, managers, officers and directors and the Client. Material and irreparable harm shall be presumed if Client breaches any provision of this Agreement. Each Party agrees that a court of competent jurisdiction may immediately enjoin any breach of this Agreement upon request of the other, which shall also be entitled to other rights and remedies which it may have in law or in equity. This provision shall survive the termination of this Agreement.

(c) During the course of this Agreement, SimplyWell may receive certain proprietary and confidential information of Client relating to its business affairs and operations, which is generally not available to the public (the "Client Confidential Information"). Client Confidential Information shall include, without limitation, any financial information, pricing information, customer information, methods of operation, business plans, marketing and sales strategies and concepts of production methods or plans, and any information or documentation identified as confidential at the time of disclosure or thereafter. SimplyWell agrees to keep the Client Confidential Information confidential, and not to publish or disclose it. SimplyWell agrees that it will not use the Client Confidential Information for any purpose other than in respect to the SimplyWell Application. SimplyWell agrees that the Client Confidential Information is, in all respects, confidential in nature. Any disclosure or use of the Client Confidential Information by Client, other than as provided in this Agreement, may cause serious harm or damage to Client and its affiliates, and their owners, managers, officers and directors. In this regard:

(1) Confidential Information may be disclosed only to employees, officers or directors of SimplyWell, and its advisors or their representatives who need such information for the purposes contemplated by this Agreement (it being understood that those employees, officers, directors, advisors and representatives shall agree to restrict publication or disclosure in accordance with this Agreement); and

(2) It shall not be a violation of this Agreement to disclose or publish information: (i) which is now or hereafter in the public domain through no fault of SimplyWell; (ii) which SimplyWell is obligated to produce under applicable law or court of competent jurisdiction; (iii) which is lawfully received by SimplyWell from a third party with no restriction on further disclosure; or (iv) prior to disclosure hereunder, it is properly within the rightful possession of SimplyWell.

Upon request of Client, SimplyWell shall return all documents that are or contain Client Confidential Information, including any notes or compilations prepared by SimplyWell. In addition, SimplyWell shall delete all Client Confidential Information from all of its computer files. Within ten (10) days after written request from Client, SimplyWell shall certify to Client in writing that it has returned all documents containing Client Confidential

9140 West Dodge Road, Suite 408
Omaha, NE 68114

Client: City of Omaha
Attention: Human Resources Director
1819 Farnam Street, Suite 506
Omaha, NE 68183

13. Miscellaneous.

(a) Proprietary Rights. Client agrees that the SimplyWell Application names, marks and information, are proprietary to SimplyWell and shall not be used by Client or its owners or employees or otherwise disclosed in any way to third parties, without the prior written consent of SimplyWell first having been obtained. Any new product developments, forms or improvements of the SimplyWell Application during the term of this Agreement shall be the property of SimplyWell and shall be deemed part of the SimplyWell Application names, marks and information. This provision shall survive the termination of the term of this Agreement.

SimplyWell agrees that names, marks and information of Client, are proprietary to Client and shall not be used by SimplyWell or its owners or employees or otherwise disclosed in any way to third parties, without the prior written consent of Client first having been obtained. Any new product developments, forms or improvements of Client during the term of this Agreement shall be the property of Client and shall be deemed part of the Client's names, marks and information. This provision shall survive the termination of the term of this Agreement.

(b) Entire Agreement. This Agreement contains the entire understanding among the parties hereto and supersedes any prior written or oral agreement between them respecting matters addressed herein.

(c) Waiver, Modification, Etc. No waiver by either party to require the performance by the other party of any of the terms of this Agreement shall in any way affect such party's right to enforce such terms, nor such any waiver on any one occasion be deemed a waiver of any other term hereof, or any breach hereof. No right under this Agreement may be waived and no modification or amendment to this Agreement may be made except by written agreement executed by the party to be charged.

(d) Applicable Law. This Agreement shall be construed, interpreted, and governed by the laws of the State of Nebraska. In the event of a dispute, the Parties shall attempt in good faith to resolve the dispute promptly by negotiation between designated representatives of the parties who have authority to settle the dispute. If the matter has not been resolved within 60 days of a party's request for negotiation, either Party may request arbitration by providing written notice to the other Party. The Parties will jointly appoint a mutually acceptable arbitrator. If agreed by both parties in writing, the decision of the arbitrator(s) shall be final, conclusive and binding, and no action at law or in equity may be instituted by either party other than to enforce the award of the arbitrator(s). Judgment upon the award rendered by the arbitrator(s) may be entered in any court of competent jurisdiction. The agreement will remain in full force and effect during any such period of arbitration unless otherwise terminated pursuant to the terms of this Agreement. Unless otherwise agreed, nothing herein shall preclude either party from seeking any equitable or legal remedies available to it.

(e) Severability. In the event any portion of this Agreement is deemed to be contrary to the law, the remaining portions hereof shall continue to be valid and binding on all parties, unless to do so would materially alter the rights or obligations of the parties.

(f) Headings. The headings used herein are for convenience only and do not limit the contents of this Agreement.

(g) Nondiscrimination. SimplyWell shall not, in the performance of this agreement, discriminate or permit discrimination in violation of federal or state laws or local ordinances because of race, color, sex, age, political or religious opinions, affiliations or national origin.

(h) New Employee Work Eligibility Status. The SimplyWell is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

(i) Interest of the City. Pursuant to Section 8.05 of the Home Rule Charter, no elected official or any officer or employee of the City shall have a financial interest, direct or indirect, in any City agreement. Any violation of this section with the knowledge of the person or corporation contracting with the City shall render the agreement voidable by the Mayor or Council.

(j) Interest of SimplyWell. The SimplyWell covenants that he presently has no interest and shall not acquire any interest, direct or indirect, which would conflict with the performance of services required to be performed under this agreement; he further covenants that in the performance of this agreement, no person having any such interest shall be employed.

(k) Assignment. The SimplyWell may not assign its rights under this agreement without the express prior written consent of the City.

(l) Equal employment opportunity clause. Annexed hereto as Exhibit "D" and made a part hereof by reference are the equal employment provisions of this contract. All reference in Exhibit "D" to "Contractor" shall mean "SimplyWell." Refusal by the SimplyWell to comply with any portion of this program as therein stated and described will subject the offending party to any or all of the following penalties:

- (1) Withholding of all future payments under the involved contracts to the SimplyWell in violation until it is determined that the SimplyWell is in compliance with the provisions of the contract;
- (2) Refusal of all future bids for any contracts with the City or any of its departments or divisions until such time as the mplyWell demonstrates that he has established and shall carry out the policies of the program as herein outlined.

(m) Heath Insurance Portability and Accountability Act ("HIPAA") In addition, to the confidentiality provisions set forth in Section 6 of this Agreement, the Parties desire to comply with the Standards for Privacy of Individually Identifiable Health Information promulgated by the Department of Health and Human Services at 45 CFR parts 160 and 164, subparts A and E ("Privacy Rule") under the Health Insurance Portability and Accountability Act of 1996 ("HIPAA").

- (i) The Parties shall ensure that its directors, officers, employees, contractors, and/or agents do not use or further use or disclose Protected Health Information (as defined in the Privacy Rule) in any manner that would constitute a violation of the Privacy Rule other than as permitted or required by Law; and,
- (ii) The Parties agree to implement all necessary safeguards to prevent the use or disclosure of the Protected Health Information (as defined in the Privacy Rule) and to mitigate, to the extent practicable, any potential business pattern, practice

EXHIBIT A

The SimplyWell Application Services shall include all of the following services:

Wellness Portal

- Online sign-up and registration system
- Participant may choose English or Spanish language
- Online comprehensive questionnaire (health risk appraisal) that includes past medical history, medications, allergies and risk factors. Paper questionnaire available.
- Electronic Health Record
- Daily health news offered by Verified Sources
- Healthy Living Resources
- Online Health Guides
- Disease Management Guidelines
- Educational health modules with topics customized to the individual's risk factors
- Self-tracking of risk and health maintenance
- Online Tracking of Rewards and Points
- Health Score and Tobacco Free Health Score Tracking
- 19 page Personal Wellness Profile
- Physician Summary
- Laboratory Report
- Medical Chart Report

Employer Online and Risk Reporting

Employer Organizational Reports

The Wellness Portal includes a back door reporting feature for organizations that offers a comprehensive listing of reporting capabilities. All reports are real time data, available online, 24 hours per day. There are three levels of administrator rights available for all clients, Director, Manager, and Administrator.

Organizational reports available include:

- Announcement Summary
- Executive Summary
- Group Member Summary
- Group Progress
- Group Summary
- Health Assessment Summary
- Health Screening Summary
- Health Point Summary
- Risk Assessment Summary
- Point Allocation Summary

Organizational Health Report

In addition to all of the online reports, SimplyWell prepares and delivers an Organizational Health Report within 60 days of the last onsite health screening. This report is a PowerPoint presentation that provides a detailed overview of the key

finding of the data collected through the health risk questionnaire, onsite health screening, etc. It includes organizational comparative data of health status to State and National metrics as well as provides recommendations for the future.

Marketing and Communication

Marketing Services

- Supply of SimplyWell's standard Enrollment brochures
- Access to SimplyWell's communication templates to include:
 - Branded announcement posters (electronic)
 - Payroll stuffers
 - Table tents
 - Communication pieces stored on the Solutions Center (printing costs and mailing costs would be additional fees).

e Marketing Services

- Access to the SimplyWell Solution Center
- Custom emails on demand

Account Management Services

- Strategic wellness, multi-year planning
- Conduct enrollment meetings
- Attend wellness committee meetings as ad hoc member
- Development of communication plan/time line
- Training on the SimplyWell Solution Center and Reporting Wellness Portal
- Assistance in pulling point reports
- Guidance on incentive integration
- Weekly meetings for the first six weeks of pre-implementation, monthly meetings thereafter.
- Provision of all end of year group reports electronically
- Annual onsite meeting to present the Organizational Health Report

EXHIBIT A-1

WELLNESS PROGRAM ANCILLARY SERVICES

The Wellness Program Ancillary Services are not required for Client and are available on an opt-in basis if Client notifies SimplyWell of its desire for said services. Any additional requests for Ancillary Services will be managed on a case by case basis and any Ancillary Services associated with such request shall be billed in accordance with the fee schedule on Exhibit B.

Onsite Health Screening

- Height
- Weight
- Blood Pressure
- Laboratory exam to include:
 - i. Lipid Panel
 - ii. Hemagram
 - iii. Fasting Glucose
- Nurse call line for health questions and concerns
- Critical Call Services – when lab is processed by SimplyWell

Physician Lab Upload

If Client offers the option for individuals to remit his/her physician to submit their individual biometrics on a SimplyWell prepared form, SimplyWell will load the results into the SimplyWell Application

Telephonic Nurse Call Services

SimplyWell Wellness Coach Services: a Call Center-Based Solution that Integrates Healthy Lifestyle Coaching with the SimplyWell Application. SimplyWell participants are placed into a level based on answers provided in the questionnaire and medical history information.

Coaching Level 1: 1 initial call and 1 consultation call (2 Call maximum).

Coaching Level 2: 1 initial call and 2 consultation calls (3 Call maximum).

Coaching Level 3: 1 initial call and 5 consultation calls (6 Call maximum).

Paper Health Risk Questionnaire

A paper health risk questionnaire is available for Members who do not have access to the internet. Return postage for questionnaire is not included. Submitted questionnaires will be manually entered into the SimplyWell Applications. Members receive a copy of their individual health risk questionnaire report as well as any lab & test results. These results will be sent in the mail to the Members home address.

Healthcare Claims Experience Report

The Healthcare Claims Experience Report provides a comprehensive analysis of the group's claims over a given plan year. This Report will provide an analysis of claims as it relates to SimplyWell Participants, Non SimplyWell Participants and Repeat SimplyWell Participants (2 or more years). The claims data is stratified to provide an analysis based on:

Age

Gender

Risk Factors, which includes BMI, Blood Pressure, Glucose, HDL and LDL

Health Scores

Length of Participation in SimplyWell

Super claims (single claims > \$30,000)

Super claimants (claimants with claims in excess of \$30,000)
Health claims trends
Cost Avoidance Savings
Opportunity Cost Savings

Online Rewards Store

We offer employers an easy, point-based award option for their wellness initiative.

SimplyWell Take Action! Challenges

SimplyWell's Take Action! and SimplyEasy Challenges were designed as turnkey, downloadable programs that employers can administer at the worksite. Each program includes all the materials needed for administering the programs. These materials are downloadable from the SimplyWell Solution Center. SimplyWell offers the option to elect to have a SimplyWell Account Manager manage all aspects of the program.

Tobacco Cessation Services

SimplyWell offers employers a comprehensive eight-step smoking cessation program combined with an optional three session telephonic EAP service. The services include a Personal Quit Coach providing eight phone sessions with Arbor Family Counseling with Masters trained addiction counselors. 24-hour unlimited telephonic support and an Arbor Addictions Opportunities Packet that provides participants a resource for tracking activity as it relates to their tobacco cessation program.

Data Migration, Data Sharing with Third Party, Coding and/or Custom Reports

All special requests for data, coding or reports outside the Employer Reporting Services will be managed on a case by case basis and billed on an hourly rate.

Translation Services

SimplyWell can assist Client in the translation of any custom messages or documents from English to Spanish.

Miscellaneous Wellness Services

SimplyWell's degreed and certified staff can be hired to provide services outside of the services outlined on Exhibit A. These wellness programs and services include but are not limited to the following:

- Wellness Challenge Program Administration
- Wellness Seminars & Workshops
- Healthy Lifestyle Programs
- Special Projects:
 - Coordination of onsite health screenings/health fairs
 - Wellness committee coordination/consultation
 - Communication development
- Employee Needs Assessments, Productivity Assessments & Culture Audits
- Communication development outside SimplyWell's standard offering

Onsite Enrollment Meetings

A SimplyWell associate will be available for onsite meetings at your given location(s) to educate your population on what SimplyWell consists of and how to enroll in the program.

EXHIBIT B

SERVICES	FEEs
SimplyWell Application Services	Year 1: \$2.45 per participant per month, with an annual cap of \$37,000.
<ul style="list-style-type: none"> • Wellness Portal with Health Risk Questionnaire • Employer Online & Risk Reporting • Marketing & Communications • Account Management Services 	<p>Year 2: \$2.45 per participant per month, with an annual cap of \$47,000.</p> <p>Year 3: \$2.45 per participant per month, with an annual cap of \$57,000.</p> <p>Participant is defined as anyone whose lab and test results have been uploaded into the SimplyWell application and the person has successfully logged into the SimplyWell application and accepted the terms of the user agreement, OR for Participants who have completed the online health questionnaire.</p>

ONE TIME SET UP FEE	\$2,000
OPTIONAL SERVICES AVAILABLE UPON REQUEST BY THE CITY OF OMAHA	FEEs
Onsite Health Screening	\$55 per participant per year (minimum 20 participants)
Physician Lab Upload	\$5 per upload
Telephonic Nurse Call Services	\$2.50 per participant per month
Paper Health Risk Questionnaire	\$25 per processed Questionnaire
Health Care Claims Experience Report	\$2,000 per annual report
Online Incentive Store	\$500 one time set-up , plus cost of items
SimplyWell Take Action Challenges	\$1,500 per challenge
Tobacco Cessation Services	\$300 per participant
Data Migration, Data Sharing with Third Party, Coding and/or Custom Reports	\$150 per person hour
Translation Services	\$65 per hour
Miscellaneous Wellness Services	\$45 per hour
Onsite Enrollment Meetings	Fee waived

EXHIBIT "C"

EQUAL EMPLOYMENT OPPORTUNITY CLAUSE

During the performance of this Agreement, "Contractor" agrees as follows:

- (1) Contractor shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, sexual orientation, gender identity, disability or national origin. Contractor shall ensure that applicants are employed and that employees are treated during employment without regard to their race, religion, color, sex, sexual orientation, gender identity, or national origin. As used herein, the word "treated" shall mean and include, without limitation, the following: recruited, whether by advertising or by other means; compensated; selected for training, including apprenticeship; promoted; upgraded; demoted; downgraded; transferred; laid off; and terminated. Contractor agrees to and shall post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officers setting forth the provisions of this nondiscrimination clause.
- (2) Contractor shall, in all solicitations or advertisements for employees placed by or on behalf of Contractor, state that all qualified applicants will receive consideration for employment without regard to race, religion, color, sex, sexual orientation, gender identity, or national origin, age, disability.
- (3) Contractor shall send to each labor union or representative of workers with which it has a collective bargaining agreement or other contract or understanding a notice advising the labor union or worker's representative of Contractor's commitments under the Equal Employment Opportunity Clause of the City and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
- (4) Contractor shall furnish to the City Contract Compliance Officer all Federal forms containing the information and reports required by the Federal government for Federal contracts under Federal rules and regulations, and including the information required by Sections 10-192 to 10-194, inclusive, and shall permit reasonable access to his records. Records accessible to the City Contract Compliance Officer shall be those which are related to Paragraphs (1) through (7) of this Exhibit and only after reasonable advance written notice is given to Contractor. The purpose for this provision is to provide for investigation to ascertain compliance with the program provided for herein.
- (5) Contractor shall take such actions as the City may reasonably direct as a means of enforcing the provisions of Paragraphs (1) through (7) herein, including penalties and sanctions for noncompliance; however, in the event Contractor becomes involved in or is threatened with litigation as the result of such directions by the City, the City will enter into such litigation as necessary to protect the interests of the City and to effectuate the provisions of this division; and in the case of contracts receiving Federal assistance, Contractor or the City may request the United States to enter into such litigation to protect the interests of the United States.
- (6) Contractor shall file, if any, compliance reports with Contractor in the same form and to the same extent as required by the Federal government for Federal contracts under Federal rules and regulations. Such compliance reports shall be filed with the City Contract Compliance Officer. Compliance reports filed at such times as directed shall contain information as to the employment practices, policies, programs and statistics of Contractor.
- (7) The Contractor shall include the provisions of Paragraphs (1) through (7) of this Section, "Equal Employment Opportunity Clause", and Section 10-193 in every subcontract or purchase order so that such provisions will be binding upon each sub-Contractor or vendor.

EXHIBIT "D"

Request for Proposal of the City of Omaha

REQUEST FOR PROPOSAL (RFP) TITLE	RELEASE DATE
City of Omaha Health and Wellness Program RFP	Wednesday, February 20, 2013
OPENING DATE AND TIME	PROCUREMENT CONTACT
Wednesday, March 13, 2013 at 11:00 am CST	Stephanie Unger, Benefits Manager

On behalf of the City of Omaha, the Douglas County Purchasing Agent is issuing this Request for Proposal for the purpose of selecting a qualified contractor to implement and administer a Health and Wellness Program for the City's 3,500 Active Employees and Pre-65 Retirees. The City of Omaha will not accept proposals that include services of an agent or broker, or any agent or other commissions or procurement fees. **Included with the RFP is Addendum A, which is a document that provides feedback and highlights the results of a Wellness Survey that was completed in 2011.**

The proposing company must understand that the City of Omaha has the right to reject any or all proposals if it is deemed in the best interest of the City of Omaha, and is not bound to recommend a proposal on the basis of quoted price alone.

Written questions are due no later than **4:00 p.m. CST on Tuesday, March 5, 2013**, and should be sent to Stephanie Unger, Benefits Manager, via email at saunger@ci.omaha.ne.us. Questions should be plainly labeled "Health and Wellness Program RFP Questions." The response to questions or any other clarifications will be published **solely** as an addendum **by approximately Thursday, March 7, 2013** on the Douglas County Purchasing Department's web site www.douglascountypurchasing.org.

NOTE SCHEDULE OF EVENTS IN RFP FOR ACTIVITY DATES AND TIMES.

Contractor should submit one (1) original and one (1) copy of their entire proposal as well as an electronic copy on CD or flash drive. Proposals must be submitted by the proposal due date and time. Bid Submission Sheet 1 must be completed and returned with proposal.

PROPOSALS MUST MEET THE FOLLOWING REQUIREMENTS TO BE CONSIDERED AS VALID. PROPOSALS WILL BE REJECTED IF NOT IN COMPLIANCE WITH THESE REQUIREMENTS.

- Proposals must be received in the
Office of the Omaha City Clerk
1819 Farnam Street, LC 1
Omaha, Nebraska 68183
by the date and time of proposal opening indicated above. **No late proposals will be accepted. No fax proposals will be accepted.**
- Proposals must meet all specifications, terms and conditions of this RFP.
- The contractor's proposal **MUST** be manually signed, in ink, and returned by the proposal opening date and time along with any other requirements as specified in the RFP in order to be considered for an award.
- Proposals must be in a sealed envelope/container and marked "**City of Omaha Wellness Program RFP**".
- A proposal may not be altered after opening. The proposal must stay in effect for one hundred twenty (120) days after the closing.

I. STANDARD CONDITIONS AND TERMS

SCOPE: These standard conditions and terms of the Request for Proposal (RFP) and acceptance apply in like force to this inquiry and to any subsequent contract resulting there from.

EXECUTION: Proposals must be typewritten and signed in ink by the contractor. Erasures and alterations must be initialed by the contractor in ink. No telephone, facsimile or voice proposals will be accepted. Failure to comply with these provisions may result in the rejection of the proposal.

AWARD: All purchases, leases, or contracts which are based on competitive proposals will be awarded according to the provisions in the Request for Proposal. The City of Omaha reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal, and do not improve the contractor's competitive position. All awards will be made in a manner deemed in the best interest of the City of Omaha.

PERFORMANCE AND DEFAULT: In case of default of the contractor, the City of Omaha may contract the service from other sources and hold the contractor responsible for any excess cost occasioned thereby

NONDISCRIMINATION: In accordance with the Nebraska Fair Employment Practice Act Neb. Rev. Stat. §§48-1122, Contractors agree that they nor any of their subcontractors shall discriminate against any employee or applicant for employment, with respect to hire, tenure, terms, conditions or privileges of employment because of race, color, religion, sex, disability, or national origin. The contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The contractor shall insert a similar provision in all subcontracts for services to be covered by any contract resulting from this Request for Proposal. The successful company, as a part in being awarded the contract, must have on file with the Human Rights and Relations Department a completed Contract Compliance Report Form CC-1.

DRUG POLICY: Contractor certifies that it maintains a drug free work place environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the City of Omaha.

NEW EMPLOYEE WORK ELIGIBILITY STATUS (Neb. Rev. Stat. §4-108-114)

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within Douglas County. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the **E-Verify Program**, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at www.das.state.ne.us.
2. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the **Systematic Alien Verification for Entitlements (SAVE) Program**.
3. The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. § 4-108.

II. PROJECT DESCRIPTION AND SCOPE OF WORK

A. SCOPE

The City of Omaha, Nebraska is issuing this Request for Proposal to obtain proposals from qualified contractors to help implement and administer a Health and Wellness Program. The City of Omaha has approximately 3,600 eligible employees and retirees. The RFP will focus on the following areas;

- 1) Company Overview
- 2) Health Risk Assessment
- 3) Biometric Screening
- 4) Reporting
- 5) Administration
- 6) Implementation, Staffing and Account Management
- 7) Communication Strategy
- 8) Supplemental Topics
- 9) Cost Proposal

The contractor will be responsible for all requirements and successful performance of this contract.

It is the City's preference to roll out the wellness program with participation required during July 1, 2013 through December 31, 2013.

PERFORMANCE GUARANTEE

All Contractors should provide their suggested performance metrics in their proposal for the services to be provided. Indicate your "Performance Guarantee" along with the fees at risk if your Performance Guarantee is not met. Performance Guarantees will be measured 30 days after each calendar year covered by the Contract. This portion of the Proposal will be finalized with the successful vendor.

Performance areas should include but are not limited to:

- a. Timetable and completion dates within each component of individual services set out in Section A above.
- b. Timeliness of response to Human Resources Staff re: resolution of questions/concerns/problems.
- c. Quarterly meetings commencing from the beginning of the contract between the Contractor and City Human Resources Staff.

B. CONTRACT PERIOD

The City and selected Contractor will enter into a three (3) year contract. This contract will commence on the date of the award. The agreement may be extended for two additional one year terms. In no case will the combined term (including renewals) exceed five (5) years.

The amount identified by your company must indicate that the rates are guaranteed for the entire period indicated above and that no other charges will be considered or required during this period of time unless specified separately as a part of your proposal. If alternate methods are presented, in lieu of specified rates, such methods must remain in effect for the entire specified period unless both parties agree to modify said method.

The contract will be renewable at the City's request. If delays in the proposal process result in an adjustment of the anticipated contract starting date, the contractor agrees to accept a contract for the full term of the contract.

C. INQUIRIES

Any explanation desired by a contractor regarding the meaning or interpretation of any RFP provision or questions must be submitted in writing to Stephanie Unger, Benefits Manager, no later than **4:00 p.m. CST on Thursday, March 7, 2013** and clearly marked "Health & Wellness RFP Questionnaire" may be sent via email to:

Saunger@ci.omaha.ne.us

An oral presentation may be required after all written proposals have been received by the City of Omaha. A representative from the City of Omaha Human Resources Department will schedule the time and place for this presentation if necessary.

E. TECHNICAL REQUIREMENTS

Contractor's proposal must address implementation of the scope of services described above. Contractor is to provide a list of all service providers or subcontractors that will be used and documentation that they are properly (licensed or accredited). The City of Omaha reserves the right to add or exclude service providers or subcontractors within the list of services provided.

F. PERFORM IMPLEMENTATION

As part of the implementation plan, contractor's proposal will provide a timetable and a list of any methods, tools, or devices to assist the City of Omaha in said implementation. Additionally, any implementation plan must detail how the contractor will ensure compliance with the RFP, with relevant federal, state and local regulations and ordinances, and with any union contractual provisions.

H. CONTRACT ADMINISTRATION

The City of Omaha Human Resources Department will administer the contract. Invoices must be sent directly to the City of Omaha Human Resource Offices, 1819 Farnam Street, Suite 506, Omaha, Nebraska 68183 by the 5th of each month after services have been provided. Payment will be processed within thirty (30) calendar days after receipt of correct invoices. Invoices must be itemized, with name and date of service.

I. PRIME CONTRACTOR RESPONSIBILITIES

The contractor will be required to assume responsibility for all contractual products and services offered in this proposal whether or not the contractor performs them. Further, the City will consider the contractor to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the anticipated contract. If any part of the work is to be subcontracted, responses to this proposal shall include a list of subcontractors, including business name and address, telephone number, contact person and complete description of work to be subcontracted. The City reserves the right to approve or disapprove subcontractors at the time of award and throughout the contract period and to require the contractor to replace subcontractors found to be unacceptable. The contractor is solely responsible for adherence by the subcontractor(s) to all provisions of the contract.

J. SCHEDULE OF EVENTS

The City of Omaha expects to adhere to the tentative procurement schedule shown below. It should be noted, however, that some dates are approximate and subject to change.

	ACTIVITY	DATE/TIME
1	Release Request for Proposal	Wednesday, February 20, 2013
2	Deadline to submit written questions	Tuesday, March 5, 2013 at 4:00pm CST
3	The City's responds to written questions	Thursday, March 7, 2013
4	Deadline for submitting proposal (closing)	Wednesday March 20, 2013 at 11:00am CST

	ACTIVITY	DATE/TIME
5	Proposal Opening Location: Legislative Chambers Civic Center 1819 Farnam Street Omaha, Nebraska 68183	Wednesday March 20, 2013 at 11:00am CST
*	Contractor start date	July 1, 2013

III. PROCUREMENT PROCEDURES

A. GENERAL INFORMATION

The Request for Proposal (RFP) is designed to solicit proposals from qualified contractors who will be responsible implementing and administering a Health and Wellness Program. Proposals that do not conform to the mandatory items as provided in the proposal instructions will not be considered.

Proposals shall conform to all instructions, conditions, and requirements included in the RFP. Prospective contractors are expected to carefully examine all documentation, schedules and requirements stipulated in this RFP and respond to each requirement in the format prescribed.

In addition to the provisions of this RFP and the awarded proposal, which shall be incorporated by reference in the contract, any additional clauses or provisions required by the terms and conditions will be included as an amendment to the contract.

B. COMMUNICATION WITH STAFF

From the date the RFP is issued until a determination is announced regarding the selection of the contractor, contact regarding this project between potential contractors and individuals employed by the City of Omaha is restricted to only written communication with the person designated as the point of contact for this RFP.

C. SUBMISSION OF PROPOSALS

The following describes the requirements related to proposal submission, proposal handling and review by the City of Omaha.

Please note that the address label must appear as specified on the face of each container. Regardless of the reason, proposals received late will not be accepted and will be returned to the sender unopened. **The request for proposal title must be included in all correspondence.**

Data contained in the proposal and all documentation provided therein becomes the property of the City of Omaha and the data becomes public information upon opening the proposal. If the contractor wishes to have any information withheld from the public, such information must fall within the definition of proprietary information contained within Nebraska's public record statutes.

All proprietary information the contractor wishes the City of Omaha to withhold must be submitted in a sealed package, which is separate from the remainder of the proposal. The separate package must be clearly marked PROPRIETARY on the outside of the package.

Contractors may not mark their entire RFP as proprietary. Contractor's cost proposals may not be marked as proprietary information. Failure of the contractor to follow the instructions for submitting proprietary and copyrighted information may result in the information being viewed by other contractors and the public.

Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to requirements, completeness and clarity of content. If the contractor's proposal is presented in such a fashion that makes evaluation difficult or overly time consuming, it is likely to be noted in the evaluation process. Elaborate and lengthy proposals are neither necessary nor desired.

D. PROPOSAL OPENING

The sealed proposals will be publicly opened in the Legislative Chambers of the Omaha/Douglas Civic Center and the submitting entities announced on the date, time and location specified in the Schedule of Events.

E. PROPOSAL EVALUATION

The City of Omaha will conduct a fair, impartial and comprehensive evaluation of all proposals in accordance with the criteria set forth below. The criteria for determining a responsible contractor shall include but not be limited to:

1. Company Overview:
 - The ability, capacity and skill of the contractor to deliver and implement the system or services that meet the requirements of this RFP;
 - The character, integrity, reputation, judgment, experience and efficiency of the contractor;
2. Evaluation of Health Risk Assessment, Biometric Screening, Reporting and Administration capabilities:
 - Whether the contractor can provide options that meet the specifications requested;
3. Implementation, Staffing, Account Management and References
 - The quality of contractor performance on prior contracts;
4. Communication Strategy and Supplemental Topics
 - Such other information that may be secured and that has a bearing on the decision to award the contract; and,
5. Cost Proposal
 - Cost of services included within your RFP response.

F. EVALUATION COMMITTEE

Proposals will be evaluated by members of the Evaluation Committee. This committee will consist of staff with the appropriate expertise to conduct such proposal evaluations. Names of the members of the Evaluation Committee will not become public information. Prior to award, contractors are advised that only the point of contact can clarify issues or render any opinion regarding this RFP. No individual member of the City of Omaha, employee of the City of Omaha or member of the Evaluation Committee is empowered to make binding statements regarding this RFP.

G. MANDATORY REQUIREMENTS

The proposals will first be examined to determine if all requirements listed below have been addressed to warrant further evaluation. Proposals not meeting requirements will be excluded from further evaluation. The mandatory requirement items are as follows:

1. Executive Summary;
2. Corporate Overview;
3. Technical Approach;
4. Cost Proposal and
5. Response to Questionnaire

H. REFERENCE CHECKS

The City of Omaha reserves the right to check any reference(s), regardless of the source of the reference information, including but not limited to, those that are identified by the company in the proposal, those indicated through the explicitly specified contacts, those that are identified during the review of the proposal, or those that result from communication with other entities involved with similar projects.

Information to be requested and evaluated from references may include, but is not limited to, some or all of the following: project description and background, job performed, functional and technical abilities, communication skills and timeliness, cost and schedule estimates and accuracy, problems (poor quality deliverables, contract disputes, work stoppages, et cetera), overall performance, and whether or not the reference would rehire the firm or individual. Negative references may eliminate contractors from consideration for award.

IV. PROPOSAL INSTRUCTIONS

This section documents the mandatory requirements that must be met by contractors in preparing the Technical and Cost Proposal. Contractors should identify the subdivisions of Section V clearly in their proposals. Failure to do so may result in disqualification. Failure to respond to a specific requirement may be the basis for elimination from consideration during the City of Omaha's comparative evaluation. Proposals are due by the date and time shown in the Schedule of Events. Content requirements for the Technical and Cost Proposal are presented separately in the following subdivisions:

A. TECHNICAL PROPOSAL

The Technical Proposal shall consist of three (4) sections

1. Executive Summary
2. Corporate Overview
3. Technical Approach (refer to Section D)
4. Cost Proposal (refer to Section E)

B. EXECUTIVE SUMMARY

The Executive Summary shall condense and highlight the contents of the solution being proposed by the contractor in such a way as to provide the Evaluation Committee with a broad understanding of the contractor's Technical Proposal.

Contractors shall summarize how their Technical Proposal meets the requirements of the Request for Proposal and why they are best qualified to perform the work required herein.

C. CORPORATE OVERVIEW

The Corporate Overview section of the Technical Proposal must consist of the following subdivisions:

1. CONTRACTOR IDENTIFICATION AND INFORMATION

The contractor must provide the full company or corporate name, address of the company's headquarters, entity organization (corporation, partnership, proprietorship), state in which the contractor is incorporated or otherwise organized to do business, year in which the contractor first organized to do business, whether the name and form of organization has changed since first organized, and Federal Employer Identification Number.

2. FINANCIAL STATEMENTS

The contractor must provide financial statements applicable to the firm. If publicly held, the contractor must provide a copy of the corporation's most recent audited financial reports and statements, and the name, address and telephone number of the fiscally responsible representative of the contractor's financial or banking organization.

If the contractor is not a publicly held corporation, either the reports and statements required of a publicly held corporation, or a description of the organization, including size, longevity, client base, areas of specialization and expertise, and any other pertinent information must be submitted in such a manner that proposal evaluators may reasonably formulate a determination about the stability and financial strength of the organization. Additionally, a non-publicly held firm must provide a banking reference.

The contractor must disclose any and all judgments, pending or expected litigation, or other real or potential financial reversals, which might materially affect the viability or stability of the organization, or state that no such condition is known to exist.

3. CHANGE OF OWNERSHIP

If any change in ownership or control of the company is anticipated during the twelve (12) months following the proposal due date, the contractor must describe the circumstances of such change and indicate when the change will likely occur. Any

change of ownership to an awarded contractor(s) will require notification to the City of Omaha.

4. **RELATIONSHIPS WITH THE CITY OF OMAHA**

The contractor shall describe any dealings with the City of Omaha over the previous three (3) years. If the organization, its predecessor, or any party named in the contractor's proposal response has contracted with the City of Omaha, the contractor shall identify the contract number(s) and/or any other information available to identify such contract(s). If no such contracts exist, so declare.

5. **CONTRACTOR'S EMPLOYEE RELATIONS TO THE CITY OF OMAHA**

If any party named in the contractor's proposal response is or was an employee of the City of Omaha within the past twelve (12) months, identify the individual(s) by name, the City of Omaha department with whom employed, job title or position held with the City of Omaha, and separation date. If no such relationship exists or has existed, so declare.

If any employee of any department of the City of Omaha is employed by the contractor or is a subcontractor to the contractor, as of the due date for proposal submission, identify all such persons by name, position held with the contractor, and position held with the City of Omaha (including job title and agency). Describe the responsibilities of such persons within the proposing organization. If, after review of this information by the City of Omaha, it is determined that a conflict of interest exists or may exist, the contractor may be disqualified from further consideration in this proposal. If no such relationship exists, so declare.

6. **CONTRACT PERFORMANCE**

If the contractor or any proposed subcontractor has had a contract terminated for default during the past three (3) years for failure to perform services.

Contractor must submit full details of all termination experienced during the past three (3) years, including the other party's name, address and telephone number. The response to this section must present the contractor's position on the matter. If the contractor has experienced no such termination for default in the past three (3) years, so declare.

7. **SUMMARY OF CONTRACTOR'S CORPORATE EXPERIENCE**

The contractor shall provide a summary matrix listing the contractor's previous projects similar to this Request for Proposal in size, scope and complexity. The City of Omaha will use no more than three (3) narrative project descriptions submitted by the contractor during its evaluation of the proposal.

The contractor must address the following:

a. Contractor must provide narrative descriptions to highlight the similarities between their experience and this Request for Proposal. These descriptions must include:

- the time period of the project;
- the contract dates;
- the contractor's responsibilities;
- (for reference purposes) a customer name (including the name of a contact person, a current telephone number, a facsimile number and e-mail address); and,
- (each project description) shall identify whether the work was performed as the prime contractor or as a subcontractor. If a contractor performed as the prime contractor, the description must provide the originally scheduled completion date and budget, as well as the actual (or currently planned) completion date and actual (or currently planned) budget.

- b. Contractor and subcontractor(s) experience must be listed separately. Narrative descriptions submitted for subcontractors must be specifically identified as subcontractor projects.
- c. If the work was performed as a subcontractor, the narrative description shall identify the same information as requested for contractors above. In addition, subcontractors shall identify what share of contract costs, project responsibilities, and time period were performed as a subcontractor.

8. **SUMMARY OF CONTRACTOR'S PROPOSED APPROACH**

The contractor must present a detailed description of its proposed approach to the management of the project.

The contractor must identify the specific professionals who will work on the City of Omaha project if their company is awarded the contract resulting from this RFP. The names and titles of the team proposed for assignment to the City of Omaha project shall be identified in full, with a description of the team leadership, interface and support functions, and reporting relationships. The primary work assigned to each person should also be identified.

Resumes should not be longer than three (3) pages. Resumes shall include, at a minimum, academic background and degrees, professional certifications, understanding of the process, and at least three (3) references (name, address, and telephone number) who can attest to the competence and skill level of the individual.

9. **SUBCONTRACTORS**

If the contractor intends to subcontract any part of its performance hereunder, the contractor must provide the following:

- a. Name, address and telephone number of the subcontractor(s);
- b. Specific tasks for each subcontractor;

D. TECHNICAL APPROACH

The technical approach section of the Technical Proposal must consist of the following subsections:

- a. Scope of Services included with your proposal response;
- b. Response to Questionnaire (Refer to Section IV);
- c. Detailed Implementation Plan

E. COST PROPOSAL REQUIREMENTS

This section describes the requirements to be addressed by contractors in preparing the Cost Proposal. The contractor must submit its Cost Proposal in a section of the proposal that is separate from the Technical Proposal section.

It is our preference to see the proposed cost on a Per Participant Per Month basis. Please be clear if the cost can vary based on the actual participation in the Wellness plan.

The component costs of the fixed price proposal for providing the services set forth in the Request for Proposal must be provided by submitting forms substantially equivalent to those described below.

This summary shall present the total fixed price to perform all of the requirements of the Request for Proposal. The contractor must include details in the Cost Proposal supporting any and all costs. These details must include, at a minimum, detailed descriptions and/or specifications of the goods and/or services to be provided, quantities, and timing and unit costs, if applicable.

The City of Omaha reserves the right to review all aspects of the Cost Proposal for reasonableness and to request clarification of any proposal where the cost component shows significant and unsupported deviation from industry standards or in areas where detailed pricing is required.

The need for the Pricing Summary does not negate the requirement that the Bid Submission Sheets be completed and included with the proposal.

F. ALTERNATIVE TERMS AND CONDITIONS

The City of Omaha, at its sole discretion, may entertain alternative terms and conditions which deviate from the Request for Proposal requirements. Alternative terms and conditions may be considered if overall contract performance would be improved but not compromised, and if they are in the best interests of the City of Omaha. Alternative terms and conditions must be submitted with the proposal and must be clearly identified and detailed in such a way that allows such deviations to be fully evaluated.

V. QUESTIONNAIRE

A. SECTION ONE – COMPANY OVERVIEW

1. Provide a brief history of your organization.
2. How many offices do you have and where are they located?
3. How many years has your company been in the wellness business?
4. How many wellness clients do you currently have? How many participants are using your wellness solution?
5. What is the average size of most of your clients?
6. What certifications and licensures associated with health promotion and management does your organization hold?
7. In what states are you licensed and certified?
8. What security measures are in place to protect confidentiality of data (both paper and electronic)?
9. Has your organization received any rewards and/or recognition for your wellness programs?
10. What services are included in your wellness program?
11. Please explain your experience in coordinating services with a third party administrator and consultant/broker, in terms of disease management or wellness programs offered by the vendor and if any, which insurers/third party administrators?
12. Do you provide a different product/solution according to the size of your client? If so, describe the differences in regards to product offering, customization options, reporting, implementation support, account management support and specify group size for each offering.
13. Describe qualifications, services or other information that sets you apart from other health wellness vendors in the industry?

B. SECTION TWO – HEALTH RISK ASSESSMENT (HRA)

1. Do you offer a Health Risk Assessment (HRA) questionnaire? What is the cost associated with this activity?
2. Who developed your HRA? Is it proprietary?
3. Can customized questions be added to your HRA?
4. Is your HRA compliant with state and federal regulations?
5. How many questions are on your HRA?
6. Are readiness to change questions included?
7. What languages are offered?
8. How is your HRA accessed by participants?

9. Are the biometrics integrated with the HRA? Self reported or vendor uploaded? If vendor uploaded, what is the turnaround time?
10. Can an HRA from another source be integrated with your wellness solution (i.e., HRA from a carrier's website)?
11. When/how do participants receive the results?
12. Which of the following features are included in your on-line HRA (check all that apply)?
 - Provides information on confidentiality
 - Provides information on how data will be used
 - Asks permission for use of individual data for follow-up
 - Participants can save and review responses
13. How many minutes on average, does it take to complete the HRA?
 - < 20 minutes
 - 20-30 minutes
 - 30-45 minutes
 - > 45 minutes
14. What is the average number of questions that the average participant must complete (assume some branching)?
 - Less than 30 questions
 - 30-45 questions
 - 45-60 questions
 - > 60 questions
15. What kind of data is collected on your HRA?
16. Please provide a sample Individual HRA report generated after participant has completed the HRA.
17. Please provide a sample Aggregate HRA report that would be provided to the City of Omaha.
18. Please provide copies of communication materials to be provided prior to HRA roll-out that are included in your cost structure and provided to the City of Omaha at no additional cost.
19. Are all communication materials customizable?
20. Please provide an Implementation Plan, assuming the HRA is completed by members during Open Enrollment (October of each year)
21. What services and support are needed from the City of Omaha to ensure a smooth implementation?
22. Please describe Performance Guarantees and list fees you are willing to put at risk if performance metrics are not met.
23. List the types of biometric and lifestyle health risks your HRA assesses.
24. What reading level is required to complete your HRA? Please provide samples of the HRA including questionnaire (1), individual results (2) and client report (3).
25. Please provide a URL and password for a web-based HRA demo.

26. Can your HRA support a follow-up program focused on behavioral risk reduction? If so, explain.
27. Can your organization provide individual HRA data to a designated third party for identifying individuals requiring appropriate follow-up interventions and resources (e.g., disease management) or for research purposes? If so, describe your experience with these types of integrations.

C. SECTION THREE – BIOMETRIC SCREENING

1. Does your organization have the ability to provide biometric screenings? If yes, please describe the following:
 - a. Method of collecting blood samples (finger stick and/or venipuncture)
 - b. Service components (includes what services, i.e. biometric, on site consultation, etc.)
 - c. Staffing strategy
 - d. Quality assurance processes
 - e. Data collection
 - f. Security & Privacy processes
2. Please indicate whether this service is provided directly or subcontracted by a third party partner.
3. If subcontractors are used, please provide your strategy for ensuring proficiency, adherence and confidence in understanding the client's culture and health screening needs.
4. Please indicate all types of biometric testing available (i.e., blood glucose, blood pressure, BMI, weight, etc.)
5. Please discuss your philosophy regarding finger stick versus venipuncture testing.
6. Please describe available options for non site-based biometrics collection.
7. Do you require a minimum number of participants for your on site screenings or a minimum number of kits ordered for your at home screening option? If yes, what are those minimum numbers?
8. Can the biometric result be automatically uploaded into your wellness assessment?
9. Can biometric values from other vendors be uploaded into your database and integrated into the wellness assessment?
10. Can you provide same day results in order to identify risks real-time while you have the employee's attention?
11. Are screenings available nationwide?
12. Are there additional costs for servicing multiple locations and/or travel expenses in addition to the identified fees?
13. What type of action/follow-up is provided for abnormal screenings - telephone, letter, coaching?
14. Are the lipid tests fasting or non-fasting for screenings?
15. What is the cost for the health screening options? Can these services be "outsourced" to another vendor? Is travel included in the screening cost or is it billed separately?
16. How much notice must be provided prior to an onsite health screening?
17. How are the screening schedules arranged and sign-ups handled?

18. How do you obtain a participants consent and communicate HIPAA rights?
19. What communications are provided prior to the screening?
20. When/how do participants receive their results?
21. Please describe quality assurance measures in place.
22. What is the cost impact, if any, will there be if the biometric screenings are outsourced? Can the results be uploaded into your company's web-based portal?

D. SECTION FOUR – REPORTING

1. Describe the reporting capabilities of your system, including delivery methods, security, additional advice or specialty reports you are able to offer and with what frequency and cost?
2. What types of reports can you provide to the City, and the participant, and how often are these reports produced?
3. Can reports be produced more frequently than the standard and if so, is there an additional fee?
4. How does the City access the reports for the City and the participant?
5. Explain the process to review the reports with the City and participant.
6. Can client reports be customized? If yes, what are the customization options and the cost impact of the customization?
7. Are you able to measure ROI for the program? If so, please describe the method of measure used.
8. Can we provide an eligibility file to prevent data accuracy issues? Can we provide a unique identifier field to help us identify the individual? Can we provide a unique location identifier that can be used? Are there additional costs associated with this?
9. What are the delivery modes available for all of your reports (i.e. paper, email, web, etc.)?
10. Is all data owned by the City with the ability to retain data in the event of termination?
11. Provide samples of all individual and client reporting.
12. Can you provide reporting by a divisional, geographical or other level if addressed upfront and included on a census file? Is there an additional cost?
13. Do your reports provide benchmarking data? What are the comparison options?
14. Do you provide cohort data? Multiple years or year after year?

E. SECTION FIVE – ADMINISTRATION

1. How does your company compile and track all of the data within the wellness program (i.e., a web-based portal)?
2. What online services are available to participants?
3. How are participants flagged and tracked for intervention?
4. Please identify all modalities for outreach? (i.e., phone, online, etc.).

5. How is participant information gathered and updated, and how often is it updated?
6. Do you have the ability to refer participants to applicable vendors (i.e., disease management)?
7. Do you provide health challenges, webinars, newsletters, etc. to support behavior change? Are these included in the cost of your services or a la carte?
8. Do you have an incentive tracking system?
9. Can the client develop their own incentives or must they choose from a list of standard incentives?
10. How is participation tracked for various incentives/activities and how often do you provide reporting showing compliance to the employer?
11. Can participants track their own participation within your services?
12. How do you incorporate participation in activities outside of those which you offer?
13. Do you offer an incentive management tool within your program to assist administrators with tracking and recording of incentives?
14. Does the incentive tracking and recording tool have the ability to be customized? Please explain and indicate if customization is contingent on size or product offering.
15. How the activities within the incentive tracking system are identified and assigned point values and how does this tracking system contribute to the overall wellness strategy?
16. Do you have the ability to perform incentive tracking manually?
17. What platform do you currently leverage to deliver content/services?
18. What is the minimum PC configuration supported?
19. Please explain your security features.
20. Explain the process for reporting a portal issue to your organization. What is the expected response time for receiving assistance?
21. Describe your policy relative to sharing, selling, or otherwise utilizing member usage and other member data.
22. How is confidentiality assured?
23. What practices do you have in place to protect the confidentiality of individual information when electronically transferring or storing information?
24. What kind of HIPAA-compliant security measures do you have in place?
25. Describe your philosophy concerning incentive programs (i.e. carrot vs. stick)
26. Please confirm that you are available to consult with the City and their Benefit Consultant on how to integrate incentives and the City's Health Plan/Health Reimbursement Arrangement.
27. Provide your understanding of outcome based programs vs. participation based programs as it relates to various federal laws (including ADA, Discrimination, etc.).

28. Provide examples of incentive programs utilized by your clients, including linking engagement and/or participation to the Health Plan.

F. SECTION SIX – IMPLEMENTATION, STAFFING AND ACCOUNT MANAGEMENT

1. Please provide an implementation plan specific to client with details regarding critical tasks, time frames and resources. Address how often you plan to communicate (i.e., conference calls, meetings) with client during the implementation phase of this project and how you will manage any changes in project definition, scope, and/or requirements. If Implementation process, time and resources vary according to size, please specify.

2. Provide information on the individuals from your organization who will have ultimate responsibility for each stage of the client program implementation and will provide on-going service support.

- a) Title / Name
- b) Role / Responsibility
- c) Wellness Credentials
- d) Wellness Experience
- e) Number of years with your organization
- f) Percentage of time to be allocated to Client

3. Identify all subcontractors to be used in this project and provide the services to be performed and length of relationship.

4. What is the average number of years of professional experience and organizational tenure of your phone coaches/on site screening counselors and account managers?

5. Describe the level of account management support dedicated to the client.

6. Describe the level of account management support dedicated to the member.

7. What is the ratio of account manager to client among your client book of business?

8. Indicate the average turnover rate of your account management team.

9. What type of customer, client and individual support systems do you provide after the client roll out?

10. How do you ensure client engagement and understanding of your wellness program?

11. To what extent can services be customized and what are the parameters of such changes?

12. Is technical support available to both client and users 24/7? If not, please explain limitations.

13. Please describe how your product can be customized to our brand?

14. How much lead time do you need before rolling out your products and services?

G. SECTION SEVEN – COMMUNICATION STRATEGY

1. Please describe your capability to develop and implement a communications strategy for the City. Describe your team, expertise and approach to maximizing behavior change.

2. Describe and outline how your organization would develop and implement an ongoing communication strategy for your HRA, screening programs and year long comprehensive wellness program. Please

include how that would incorporate other current Client initiatives. This should include all aspects of communication, target audiences, staff and management. Include innovative ways have you used technology to replace traditional, more costly communication methods.

3. Can your communication materials be customized? If yes, identify what can be customized and if there are additional fees?

4. Please provide samples of your communication materials that would be incorporated into the Client program being proposed (employer and employee).

5. Do you provide an on line resource center for the employer to access? If yes, what is included in this resource center?

6. Does the member have access to this resource center?

7. Please identify your ability to work with employees who speak other languages?

H. SECTION EIGHT – SUPPLEMENTAL TOPICS

1. In your company's experience, what elements are essential for a successful wellness program?

2. Describe your strategy (include specific program components) for continually engaging the participant and the organization over a 12 month period? Include a strategy to address those with and without computer access

3. Describe your capabilities to integrate spouses/dependents into wellness programming. Is there a separate login? Is there an additional charge for adding spouses to the web portal?

4. What proactive measures do you take to influence the personal health of members who are not identified as "at risk" or disease management candidates?

5. How does the wellness portal support the overall wellness strategy for the program?

6. Can you provide targeted online communications based on demographics, interests, and medical conditions? How do you notify/alert the member with this information?

7. Are your medical web tools interactive and personalized based on an individual's needs/wants?

8. How do you support members who do not have internet access with personal health improvement programs and/or health libraries?

9. How frequently is your online content updated?

10. What self-assessment tools are available?

11. Please describe any newsletters that you offer, including frequency, format, and costs.

12. Do you offer seminar kits for employers to use to conduct in-house seminars? Please describe. Is this included in the price? If not, what is the charge?

13. Do you offer on line and paper based behavior change challenges? If yes, how many do you offer per year; what are the basic themes, how often are the themes changed, how often is the content updated and how is progress tracked?

14. Describe the kinds of customization you will offer the City within the wellness portal.

Please be specific and if customization is dependent upon the size of the group and/or there is an additional charge, please indicate now and throughout this section.

15. Do you offer a customized bulletin board for the employer to post upcoming events or issues? Please describe.
16. Can information be posted on bulletin boards based on sub-population groups (i.e., location, department, job function, age, gender, health plan, etc.)?
17. Do you offer customizable online surveys?
18. Can company forms be posted online?
19. How can the look and feel of the system be changed?
20. Explain how human resources might use the system as an HR or communications hub
21. Explain how a participant logs onto the wellness portal. Is an eligibility file required?
22. Does your program target both self-directed education and behavior change as well as company-wide challenges for all employees to participate in?
23. Does your program include Health Coaching? If so, is this an additional cost?
24. How do you identify potential participants for inclusion in your lifestyle management program?
25. Describe your process for engaging and enrolling eligible participants in the coaching program.
26. Does each participant receive feedback concerning their particular health risk issues?
27. Discuss the qualifications of your staff that perform the actual coaching services.
28. Provide samples of the written educational material your firm makes available to coaching participants.
29. What type of employee data is typically required to implement your wellness solution?
30. Please describe how current enrollment employee data can feed into your program. Are changes okay, and are they real-time?
31. Describe in detail methods for transferring data into and out of your system, including supported file types, encrypted methods, validation process, frequency and maximum file size.
32. What internet browsers (and versions) are supported for user access?
33. Please add any unique features which may not have been covered in the aforementioned questions.
34. What differentiates your product, solution or service from others in the marketplace?
35. What are the 3 best things you can provide that will add value to our business?

I. SECTION NINE – COST PROPOSAL

a) Please prepare pricing for your services as included in our request based on the background information provided in this RFP.

Finalists may be asked to refine their proposals based on any changes to the proposal requirements and/or scope of services desired by The City resulting from information learned in the proposal evaluation process. Any such changes to the proposal requirements and/or scope of desired services will be communicated to selected vendors.

In addition, please list services and enhancements not included in this RFP but available, and include your fee for this service in your fee proposal. Please provide your proposed pricing in Financial Costs Response Form at end of this proposal.

b) Provide a detailed cost structure of your wellness solution? Please make sure to reflect what is included within and outside the scope of your services. **It is our preference to see the proposed cost on a Per Participant Per Month basis. Please be clear if the cost can vary based on the actual participation in the Wellness plan.**

Termination of Wellness Program

1. In the event your contract with the City is not renewed, please describe your exit transition to the new program.
2. Please confirm that all data including, but not limited to reporting, communications, tracking, program design, program materials, HRA and biometric reporting including aggregate and individual results, and any additional information is the property of the City and will be transferred to the City and/or new vendor within 30 days of termination of the contract.
3. Specify any fees associated with the termination of the vendor in the Financial Costs Response Form.
4. In the event of early termination are there any fees or contractual parameters. Please note, a 30 day termination notice clause must be included in the contract.

VII. REFERENCES

Bid Submission Sheet 1

CONTRACTOR NAME: _____

Contractors are expected to provide three (3) references with accurate contact information. Every proposal must include these sheets (or an exact replica) to facilitate proposal evaluation. This is a requirement that will not be waived.

- 1. Name of business _____
Address _____
Length of Agreement _____
Services Performed: _____
Contact Person _____
Telephone number/email _____

- 2. Name of business _____
Address _____
Length of Agreement _____
Services Performed: _____
Contact Person _____
Telephone number/email _____

- 3. Name of business _____
Address _____
Length of Agreement _____
Services Performed: _____
Contact Person _____
Telephone number/email _____



EXHIBIT "E"

Response of SimplyWell to the RFP



City of Omaha Wellness Request for Proposal

Section 1 – Company Overview

1. Provide a brief history of your organization.

SimplyWell was founded based on the vision of physicians at the Nebraska Medical Center who saw the need to integrate the three key stake holders in an employee's health - the employee, the employer, and the physician. As a result, the vision was piloted at the Nebraska Medical Center in 1998 and five years later, the SimplyWell portal was launched.

2. How many offices do you have and where are they located?

SimplyWell's headquarters is in Omaha, Nebraska, creating a convenient, easily accessible team for the City. In addition, we have three remote employees located in Lincoln, Nebraska; Fort Collins, Colorado; and Prattville, Alabama. SimplyWell is committed to Omaha and has enjoyed growing our business in Omaha.

3. How many years has your company been in the wellness business?

SimplyWell has been in the wellness business since 1998.

4. How many wellness clients do you currently have? How many participants are using your wellness solution?

SimplyWell has over 165 wellness clients and 100,000 participants using our wellness solution.

5. What is the average size of most of your clients?

SimplyWell's average client size is 1,200.

6. What certifications and licensures associated with health promotion and management does your organization hold?

Although certifications and licensures are not required in the population health management space, SimplyWell's Registered Nurse coaches and examiners are properly certified and licensed. In addition, a number of SimplyWell's Account Managers hold designations such as Nursing, M.S., B.S., Certified Health & Wellness Program Manager & Coordinator, Certified Wellness Speaker, Intrinsic Coach, Well Workplace Certified, and Group Exercise.

7. In what states are you licensed and certified?

SimplyWell is able to do business in all 50 states.

8. What security measures are in place to protect confidentiality of data (both paper and electronic)?

At SimplyWell, we recognize and appreciate the amount of protected health information we handle every day and take data security very seriously. All of SimplyWell's administration, security, and documents are compliant with HIPAA. To protect protected health information (PHI), each SimplyWell participant must provide unique identifiers and establish a custom User ID and Password the first time they log into the SimplyWell application. Each data field of a participant's personal health information is stored in individual library look up tables which means that a person's information only comes together when they enter their custom User ID and Password. Please see Appendix A., Omaha Data Center Statistics and Security Specification for additional information. We elect to choose local relationships for our vendor partners, and have a partnership with First National Technology Solutions for our security partner. We would welcome the opportunity to tour the security facility with the stake holders from the City.

9. Has your organization received any rewards and/or recognition for your wellness programs?

SimplyWell's application version 3.0 was recognized for its innovative design in 2008. In addition, SimplyWell's founder, Dr. James T. Canedy, MD, an Omaha based physician, was recognized for his innovation and leadership in the field of medicine and population health management by the Wellness Councils of America's local chapter award, the Light of Wellness in 2004. Many SimplyWell clients have received rewards and recognition for their wellness programs using SimplyWell as their data collection partner.

Section 2 – Health Risk Assessment

1. Do you offer a Health Risk Assessment (HRA) questionnaire? What is the cost associated with this activity?

Yes. The cost is included in the portal fee.

2. Who developed your HRA? Is it proprietary?

SimplyWell utilizes Wellsource NCQA accredited Health Risk Assessment. The HRA is placed on our proprietary portal.

3. Can customized questions be added to your HRA?

Yes. SimplyWell allows customization of the HRA by allowing the employer the opportunity to add questions to the end.

4. Is your HRA compliant with state and federal regulations?

Yes. The HRA is compliant with state and federal regulations.

5. How many questions are on your HRA?

The HRA is a 72 question assessment.

6. What languages are offered?

The HRA is offered in both English and Spanish.

7. How is your HRA accessed by participants?

The HRA can be accessed by participants electronically through the web portal or by paper. If paper is administered, a fee of \$25 per paper HRA applies.

8. Are the biometrics integrated with the HRA? Self reported or vendor uploaded? If vendor uploaded, what is the turnaround time?

Yes. Biometrics are integrated with the self reported HRA, and are vendor uploaded. SimplyWell provides an integrated participant health report which combines self-reported information from the HRA along with the participant's

objectively collected biometric results. In addition, when reporting back to the client we also provide information on both components. Biometrics are collected via the onsite screening, through a physician upload form, or uploaded by a third party lab, such as Alegent. Biometrics conducted on site are automatically uploaded within 24-72 hours if SimplyWell is the screener. If an outside vendor collects and processes the laboratory results, the biometrics are integrated immediately upon the third party upload to SimplyWell's portal. SimplyWell currently accepts real time lab upload feeds from Alegent's lab. The blood is processed by Alegent and then lab and test results are sent to the SimplyWell application through a "Health Level-7" or HL7 interface. HL7 defines a series of electronic messages to support administrative, logistical, financial as well as clinical processes. The SimplyWell system identifies the participant using a unique identifier, date of birth and gender. If a participant is identified, the results are loaded into SimplyWell under the appropriate participant profile. Once loaded, the participant will have immediate access to the lab and test results on their site.

9. Can an HRA from another source be integrated with your wellness solution (i.e., HRA from a carrier's website)?

SimplyWell is able to integrate the HRA from another source only where questions are similar with the SimplyWell HRA. SimplyWell is able to populate another HRA where there are similar questions. There is a fee for data migration, dependent on the scope of the project.

10. When/how do participants receive the results?

If SimplyWell conducts the screening, participants' results are available online on the participant's Home for Health 24-72 hours after completion of the health screening. Participants with a lab value of concern (approximately one third of your employees) will get an immediate outreach call from an RN. The participant will have access to four reports on their portal; Lab and Test Results, Physician Report, Personal Wellness Profile, and Chart My Screenings report. A Health Score can also be created if the City chooses to turn that option on. See Appendix B. for sample employee reports.

Section 3 – Health Screenings

1. Do you offer onsite health screenings?

Yes.

2. Are the screening technicians employed by your company or contracted? If contracted, what vendor do you use?

SimplyWell utilizes our own laboratory team as well as supplemental labor to provide the best service to our clients. SimplyWell determines with the City room availability, location need, time needs to capture shift workers, and dates to establish the number of screeners and locations needed. The SimplyWell portal has a screening scheduling tool available to help monitor and manage the screenings. We utilize independent screening professionals who are closely managed by our experience lab manager.

3. What is the participation minimum for onsite screenings?

SimplyWell requires a minimum of 20 participants for on-site screening services.

4. Are there alternate screening options for locations? Please describe options in more detail.

SimplyWell offers participants who recently had a blood screening or employees who work remotely to utilize the results from their own physician through our Physician Upload form. SimplyWell also offers the ability for participants to come to SimplyWell's office for biometric and lab collection. SimplyWell can also take in lab from screening partners, such as Alegent's lab allowing the City to utilize their onsite clinic resources.

5. What is included in the standard screening package for onsite/alternate screening options? Are there optional tests that can be performed? Please include what other tests can be done.

The standard blood draw includes the basic package of Lipid Panel, Hemogram, and Fasting Glucose.

For an additional fee payable by the employer or the employee, the following tests are available: Nicotine, Complete Metabolic Panel (CMET), Thyroid Stimulating

Hormone (TSH), Prostate Specific Antigen (PSA), 25Hydroxy Vitamin D, Hepatitis C Antibody (HCAB), and Reflex A1C. Please see Appendix C. for a complete list of labs.

6. Include a description of methods available for testing onsite and for alternate screenings (i.e., finger stick versus blood draw)

As a medically based wellness company, SimplyWell feels strongly that a venipuncture blood draw produces more accurate and reliable information, allows additional tests to be run, and is lower in cost. We believe this is important when empowering people with information, encouraging discussion with their physician and administering an outcomes based wellness approach. A venipuncture blood draw is cost effective, avoids duplication as physicians do not need to re-run tests, can be quickly administered, is reliable and accurate, and are run through a CLIA certified lab. The results are posted on the individual's site and memorialized up to 12 years allowing comparisons by the participant.

7. Are the lipid tests fasting or non-fasting for screenings?

SimplyWell's blood tests are all fasting. We highly recommend the participant fasts 8-12 hours and drinks adequate amounts of water prior to the blood draw.

8. What is the approximate cost for the health screening options? Can these services be "outsourced" to another vendor? Is travel included in the screening cost or is it billed separately?

Please see the attached Exhibit A for costs. The screening can be carved out of the SimplyWell services and provided by another vendor. Travel expenses are included in the SimplyWell stated screening cost.

9. How much notice must be provided prior to an onsite health screening?

Typically, we require 21days notice to schedule an onsite health screening. This will be discussed during implementation with the City's designated SimplyWell Account Manager, when the entire program plan including screening dates and deadlines for employee communications would be established.

10. How are the screening schedules arranged and sign-ups handled?

The City of Omaha's SimplyWell Account Manager will work with the City to determine the dates and times for health screenings. The schedule is arranged

according to what is convenient for the City employees, taking into consideration shift work and locations, creating the most convenient employee experience. Once the dates are determined, SimplyWell will use our online screening scheduling tool to build the dates and times available. The participant can select their screening time during completion of the HRA and enrollment process. SimplyWell can report back to the City on screening sign ups, cancellations and other pertinent measures.

11. How do you obtain a participants consent and communicate HIPAA rights?

Each participant is required to read and accept a user agreement and consent and release statement via the portal.

12. What communications are provided prior to the screening?

SimplyWell has a variety of communication materials to help announce the program including health screening posters, payroll stuffers, email messages, and letters located on the SimplyWell Solution Center. The City will also receive a supply of Enrollment Brochures for each employee. The SimplyWell Account Manager is also available for onsite meetings at the City. The SimplyWell Account Manager will determine during implementation with the City what the best communication methods are.

13. When/how do participants receive their results?

Participant's results are available online within 24-72 hours after their health screening when SimplyWell conducts the screening.

14. Please describe quality assurance measures in place.

Quality assurance measures taken by SimplyWell confirm that all phlebotomists are certified per state and nurses hold current licenses per state. All current certificates and licenses are kept on file and SimplyWell's protocol is delivered and reviewed annually. The SimplyWell lab electronically transfers the lab data into the SimplyWell portal utilizing an HL7 interface.

15. Do you have the ability to provide wellness results to an outside vendor? Can you provide the results electronically to an insurance carrier or a primary care physician?

Yes, we can provide the wellness data, with the appropriate BA agreement, to a vendor as requested by the City. We can provide values requested to an insurance

carrier. The participant can take their Physician Report and/or lab and test results into their physician, and they can allow their physician temporary access to their site as well.

Section 4 – Administration

1. How does your company compile and track all of the data within the wellness program (i.e., a web-based portal)?

SimplyWell's proprietary portal compiles and tracks all data within the wellness program. The portal can track repeat participants, and any data can be extracted from the portal per request. The portal is an incentive tracking tool, engagement tool, and a data collection tool.

2. What online services are available to participants?

SimplyWell's portal contains the following features:

- SimplyWell will provide an online sign-up and registration system
- Participant may choose English or Spanish language
- Online comprehensive questionnaire (health risk appraisal) that includes past medical history, medications, allergies and risk factors. Paper questionnaire available.
- Electronic Health Record
- Daily health news offered by Verified Sources
- Self-administered Take Action! Wellness Challenges
- Healthy Living Resources
- Online Health Guides
- Disease Management Guidelines
- Educational health modules with topics customized to the individual's risk factors
- Monthly Electronic Newsletter provided by Harvard Publications
- Self-tracking of risk and health maintenance
- Individual Action Plans for each participant
- Online Tracking of Rewards and Points
- Health Score and Tobacco Free Health Score Tracking

3. How are participants flagged and tracked for intervention?

The SimplyWell portal stratifies the risk based on the self reported HRA data as well as the biometric data. The risk stratification determines the level of outreach

the participant has. If SimplyWell's lab processes the blood, within 48 hours of the screening participants with "critical" lab results receive an outreach phone call from an RN. The ranges are set broadly for a critical call so that approximately one-third of the participants receive a critical call from a nurse coach for the teachable moment. A note to call the RN will appear on the participant's site as well.

If a patient cannot be reached by phone, a letter will go out to the participant advising them of our attempts and encouraging them to contact the nurse call center.

In addition to our telephonic outreach, our nurse call line is available to any participant 24 hours a day regardless of utilization or risk level. When scheduling follow-up calls, the nurses will work with the patient to determine the appropriate scheduled call.

Ongoing telephonic coaching is also available. SimplyWell stratifies the population into three levels of risk:

Coaching Level I: Healthiest individuals, no abnormal lab results, no high risks. Two (2) outbound contact attempts per year are scheduled.

Coaching Level II: Some risk for disease, could also have some critical lab results outside the recommended reference range. Three (3) outbound contact attempts per year are scheduled.

Coaching Level III: One or more of the following diseases: asthma, Congestive Heart Failure, diabetes, Chronic Obstructive Pulmonary Disease. Six (6) outbound contact attempts per year are scheduled.

In addition, the participant's top risk factors are displayed on the participant's site, with mouse over functionality that directs the participant to additional educational information about their risk factors, and information on what to do about their risk factors.

4. Please identify all modalities for outreach? (i.e., phone, online, etc.).

Services and intensity of intervention vary upon the following risks:

- *Low risk* – ongoing access to individualized action plan, mailed newsletter 2 times per year, monthly email contact, 2 outreach phone calls, ongoing access to inbound nurse consultation, ongoing access to programming as determined by the client.

- - ongoing access to individualized action plan, mailed newsletter 2 times per year, monthly email contact, 3 outreach phone calls, ongoing access to inbound nurse consultation, ongoing access to programming as determined by the client.
 - *High risk* - ongoing access to individualized action plan, mailed newsletter 2 times per year, monthly email contact, 6 outreach phone calls, ongoing access to inbound nurse consultation, ongoing access to programming as determined by the client.
5. How is participant information gathered and updated, and how often is it updated?

Participant HRA and biometric and lab information is typically collected annually during the rollout of the employer wellness plan. Engagement with the portal is tracked and updated real time, 24 hours a day, 7 days a week. The administrator at the City will have access to a point accumulation report that allows them to pull reports of portal engagement by participant in order to administer incentives.

6. Do you have the ability to refer participants to applicable vendors (i.e., disease management)?

Yes. Our nurse call center can provide information to participants on other programs available through the City such as disease management or EAP services if these are identified during implementation. In addition, we can push messaging through the participant's Inbox on the participant's Home for Health referring the participant to classes, information, or available programs.

7. Do you provide health challenges, webinars, newsletters, etc. to support behavior change? Are these included in the cost of your services or a la carte?

Yes, SimplyWell provides health challenges, webinars, and newsletters to support behavior change. Health Challenges are included in the cost of our services if administered by the City. SimplyWell offers online participant education modules that can be viewed at the participant's leisure via their education library. In addition to participant education, SimplyWell's Account Services team provides webinars every other month on health topics where participants can log in online and participate. Participants also receive a monthly e-newsletter; a bi-annual mailed newsletter, as well as monthly healthy recipes which are all included in the cost of our services. See Appendix D. for a list of both employer and participant support tools that are included in the cost of our services.

8. Do you have an incentive tracking system?

Yes, SimplyWell's portal is an incentive tracking system, both participation and outcomes based.

9. Can the client develop their own incentives or must they choose from a list of standard incentives?

The client can develop their own incentives.

10. How is participation tracked for various incentives/activities and how often do you provide reporting showing compliance to the employer?

SimplyWell offers a customized solution to fit each client's culture, which can evolve over time. SimplyWell uses data and targeted interventions to help participants make meaningful changes to a healthier lifestyle. The goal of our platform is engagement and involvement in self management which lead to long term behavior changes. The SimplyWell platform provides participation based tracking (a 10,000 point system) and outcomes based tracking tools (a Health Score). The SimplyWell portal utilizes a point system that allows the customer an automated tool to track use and to evolve the program over time. The employer has access to the point accumulation report real-time, 24 hours a day, 7 days a week.

11. Can participants track their own participation within your services?

Yes. Participants can track their own participation within our services. The participant will earn points by engaging with the portal, and will be able to see their point accumulation on their Home for Health as well as the areas they need to earn more points in. The participant will also be able to see their Health Score on their Home for Health, which will identify the participant's top risk factors.

12. How do you incorporate participation in activities outside of those which you offer?

The SimplyWell portal is customizable allowing the City of Omaha to incorporate activities outside of those which SimplyWell offers to their participants. The portal allows Wellness Events to be utilized as a customizable area to track participation in activities outside of those which we offer. For example, a participant could have points uploaded by the SimplyWell Account Manager on their site for visiting the City onsite clinic.

Section 5 – Reporting

1. Describe the reporting capabilities of your system, including delivery methods, security, additional advice or specialty reports you are able to offer and with what frequency and cost?

SimplyWell prides itself on our robust, flexible, reporting capabilities. Employers have real time access to reports, as well as reporting provided by SimplyWell, 24 hours a day, 7 days a week. The SimplyWell application offers a comprehensive listing of online employer reporting capabilities following the health screenings which aggregates the HRA information and the biometric data. The reports are aggregate and de-identified so as not to compromise the personal health information of the participants.

Post-screening reports that are provided to the employer by SimplyWell include both an Organizational Health Report and a Healthcare Claims Experience Report. The Organizational Health Report is delivered within 60 days of the last onsite health screening. This report is a PowerPoint presentation that provides a detailed overview of the key findings of the data collected through the health risk questionnaire, onsite health screening, etc. It includes organizational comparative data of health status to State and National metrics as well as provides recommendations for the future and is delivered by your Account Manager. This report becomes the data capture report and measures health data for participants, and repeat participants. This provides Time 1/Time 2 reporting.

The Healthcare Claims Experience Report is dependent on the ability to obtain claims data by individual, and provides a comprehensive analysis of the group's claims over a given plan year. This Report will provide an analysis of claims as it relates to SimplyWell Participants, Non SimplyWell Participants and Repeat SimplyWell Participants (2 or more years in the program). The claims data is stratified to provide an analysis based on:

- Age
- Gender
- Risk Factors, which includes BMI, Blood Pressure, Glucose, HDL, & LDL
- Health Scores
- Length of Participation in SimplyWell
- Super claimants (claimants with claims in excess of \$30,000)

- Health claims trends
- Cost Avoidance Savings
- Opportunity Cost Savings

This service is contingent upon the employer's Third Party Administrator providing the requisite data that is required for the analysis.

The SimplyWell application provides Time 1/Time 2 reports, Executive Summaries, and Activity Reports real time, 24 hours a day, 7 days a week.

Client Maintenance Bulletins
 Reports Critical Call Summary
 Executive Summary
 Group Member Summary
 Group Progress
 Group Summary
 Health Assessment Summary
 Health Points Summary
 Health Screening Summary
 Health Screening Time Slot Summary
 Risk Assessment Summary
 Participant Point Summary

2. Can you provide reporting by a divisional, geographical or other level if addressed upfront and included on a census file? Is there an additional cost?

Yes. Reporting can be provided on divisional, geographical, or other levels if addressed upfront and included in a census file. There is no additional fee to report divisional, geographical or other levels if included on the initial census file.

3. What type of reports do you provide post-screening to participants and to the employer? In what format are they presented and when?

SimplyWell provides 13 online employer reports which are available to the City 24/7 in real time. These are available through the web portal & can be downloaded. The City will have access to aggregate data that evaluates self reported information, biometric results, participation, as well as other reports. SimplyWell stores the data at the most elemental level, which allows for SimplyWell to provide clients with meaningful reports, to include customized ad hoc reports. See Appendix E. for sample employer reports. In addition, if claims data is available, SimplyWell is able to integrate the claims and biometric data to

provide City of Omaha with an analysis of claims as it relates to risk and participation. This is delivered mid year two, see Appendix F. In addition, the Organizational Health Report will be given to the employer by the Account Manager. This report is available 60 days following the last health screening. See Appendix G. for a sample report.

The participant has access to four reports, real-time, 24 hours a day, 7 days a week, available through the web portal. The participant will receive a customized health report integrating their self-reported responses to the health risk questionnaire and their biometric data collected from their health screening. The participant's data is stored year over year to allow for comparative analysis. See Appendix D. for sample employee reports.

4. Do your reports provide benchmarking data? What are the comparison options?

Yes, the SimplyWell Organizational Health Report provides benchmarking data. Benchmarking is provided to SimplyWell's book of business as well as national statistics.

5. Do you provide cohort data? Multiple years or year after year?

Yes, SimplyWell provides cohort data and is able to report both multiple years and year after year.

6. How do you measure return on investment?

SimplyWell measures ROI by correlating risk and cohort data to medical and prescription drug claim spend via the Claims Analysis Report. We need to receive individual claims information from the administrator in order to produce this report. In addition to the Claims Report, SimplyWell also provides the annual Organizational Health Report that highlights health values, and makes year over year comparisons.

7. Do you offer performance guarantees? If yes, please include a sample.

We are willing to discuss performance guarantees once services offered have been established.

Section 6 – Customer Service

1. Please provide the individual that will be handling our account, along with their qualifications?

Ryan Moore-Account Manager for The City of Omaha

Profile:

Ryan comes to SimplyWell with over nine years experience in human resources and account management. Ryan is a graduate of Northwest Missouri State University with a bachelor's degree in industrial psychology and holds a master's degree in health promotion from Methodist College.

Role:

Day to day execution of all components of the City of Omaha's wellness initiative. Percentage of time allocation will vary depending on the wellness program life cycle. SimplyWell account management team will dedicate appropriate resources as deemed necessary to fulfill the client contract.

Elise McHatton-Director of Account Management

Profile:

Elise McHatton comes to SimplyWell with over 15 years of experience in individual and group wellness programming. Elise has a bachelor's degree in Exercise Science and a master's degree in Organizational Leadership. She also holds certifications from the American College of Sports Medicine and the National Strength and Conditioning Association. Her prior work experience includes wellness programming in health club, cardiac rehab and corporate environments.

Role:

Facilitate the multi-year strategic plan. Assist in alignment of strategic plan with outcomes of the program. Oversight of Account Management performance and outcomes. Elise will be available to the City as needed.

2. What type of customer, client and individual support systems do you provide after the client roll out?

The City has full access to the assigned Account Manager along with the Director of Account Management for support. In addition, SimplyWell's CEO and Vice President are also available to the City as needed. Participants have access to SimplyWell's Customer Care Team which is staffed from 8:00 a.m. – 5:00 p.m.

Central Time, Monday through Friday. The Nurse Call Line and Password Support Line are also available to participants 24 hours a day, 7 days a week.

3. How do you ensure client engagement and understanding of your wellness program?

SimplyWell's engagement strategy is to direct and guide participants into appropriate health action plans. SimplyWell's goal is to provide the right information at the right time. Within 24–48 hours after a participant attends the health screening, results are posted and/or critical calls are conducted. This is the initial step to engage a participant in our lifestyle management program. It is important to engage a participant throughout the plan year to improve the overall risk of the population as well as the individual's risk profile. We do this through a variety of media formats such as our online "My Home for Health", a monthly email Health Newsletter, a bi-annual print health newsletter (SimplyPut), telephonic healthy lifestyle coaching calls and monthly health topics. As part of your employer tools, SimplyWell offers our online "Client Solution Center" where we post marketing materials that promote health and engagement in a healthy lifestyle on a monthly basis.

Critical to any health management program is an incentive program. Incentives are a validated means to capture and sustain engagement. SimplyWell has a wealth of incentive structure for adoption by the client. Incentives are key part of the SimplyWell program. Incentives clearly motivate employees to succeed and are built into the SimplyWell platform.

The City of Omaha will have direct access to the SimplyWell team, which are locally based in Omaha.

4. To what extent can services be customized and what are the parameters of such changes?

SimplyWell offers the City a customized solution to fit the culture and goals of the organization. The portal is the backbone to our service offering. All other services are optional. The City would establish eligibility, program dates, deadlines, program qualifications, incentives, new hire practices, appeal processes, and programming options.

5. Is technical support available to both client and users 24/7? If not, please explain limitations.

Technical support is available to the client 8:00 a.m. – 5:00 p.m. Central Time, Monday through Friday. The user has support 24 hours a day, 7 days a week.

6. Please describe how your product can be customized to our brand?

The SimplyWell participant portal has a number of customizable features available to the City.

- Placement of logo on the Home Page of the participant portal
- Placement of a PDF of the Cities wellness plan on the Home Page
- Access to an administrative message area for the administrator of the City's plan to post announcements
- Ability to weight point opportunities
- Ability to add Wellness Events
- Ability to send targeted messages
- Ability to utilize the Health Score, or to turn it off
- Ability to utilize various health factors for an outcomes based program
- Ability to utilize a point plan, or to turn it off
- Ability to add the Rewards Store

7. How much lead time do you need before rolling out your products and services?

SimplyWell's optimum timeframe is 60-90 days, in order to deliver a successful implementation of services.

8. Please provide a sample implementation schedule.

Please see Appendix H.

9. Please provide a minimum of three customer references and include at least one that is a public entity and/or municipality.

REFERENCE 1:

Greater Omaha Packing Co.
P.O. Box 7566
Omaha, NE 68107
2002 to current
Online wellness portal
Onsite health screenings
Risk reporting
Customer care

Kathy Cedillo
402-731-1700
kcedillo@greateromaha.com

REFERENCE 2:

Nebraska Medical Center
4242 Dewey
Omaha, NE 68105
2002 to current
Online wellness portal
Onsite screenings
Telephonic coaching
Risk reporting
Customer care and nurse line
Sarah Emmanuel
402-552-3453
semanuel@nebraskamed.com

REFERENCE 3:

El Paso County
2880 International Circle
Colorado Springs, CO 80910
2002 to current
Online wellness portal
Onsite health screenings
Risk reporting
Telephonic At Risk Coaching
Imad Karak
(719) 520-6424
imadkaraki@elpasoco.com

Section 7 – Data Requirements

1. What type of employee data is typically required?

SimplyWell has established strict participant identification and load criteria and provides the employer with a census load template detailing the required data fields in order to implement SimplyWell. Typically, data required includes:

- 1) First Name
- 2) Last Name
- 3) Gender
- 4) Date of Birth
- 5) Unique Identifier (to be determined by the City)

SimplyWell is also able to accept via the census:

- 1) Preferred language
- 2) Hearing Impaired

The unique identifier would need to fit the file requirements. File load schedules will be discussed during the implementation process and scheduled according to the City's needs. The system will notify the City's SimplyWell Account Manager of fallouts and discrepancies and they will follow up with the appropriate contact at the City of Omaha. There is no additional fee for the eligibility upload.

2. Please describe how current enrollment employee data can feed into your program. Are changes okay, and are they real-time?

The City can utilize a secure data feed for eligibility. Changes are okay and available real-time.

3. Describe in detail methods for transferring data into and out of your system, including supported file types, encrypted methods, validation process, frequency and maximum file size.

Please see Appendix H. for Data Migration Guidelines.

4. What internet browsers (and versions) are supported for user access?

Intern Explorer (version 5.5 or higher); Netscape (version 7 or higher); Adobe Reader, Flash, Windows Media, and Real Player.

Section 8 – Other

1. Provide a detailed cost structure of your wellness solution? Please make sure to reflect what is included within and outside the scope of your services.

Please see Exhibit A.

2. Please add any unique features which may not have been covered in the aforementioned questions.

SimplyWell's portal has many unique features that lead an employee to a healthy lifestyle, raising awareness and empowering employees. The portam

The longevity of our staff also is a unique feature that is a testimony to our relationships with our clients, and our caring culture.

Our growth over the years reflects positively on our business strength and our long term relationships with clients speaks to our ability to grow with our clients and provide solutions that meet the client's needs.

3. What differentiates your product, solution or service from others in the marketplace?

The following differentiator's best qualify SimplyWell to partner with the City of Omaha on their wellness approach:

- Our medical based approach, which integrates self reported lifestyle data with biometric and lab data objectively collected by either a partner identified by the City or by SimplyWell, to create a Home for Health for each participant unique to their health risk factors
- Our technology, which offers the City of Omaha a scalable, customized, cost effective and flexible approach to wellness
- Our robust real time reporting capabilities
- Our experience and current capabilities integrating with third parties to maximize effectiveness of all partners
- Our ability to administer participation and outcomes based wellness plans with a customized approach that meets the needs of the City of Omaha
- Our local presence allows us to provide a high touch service model

4. What are the 3 best things you can provide that will add value to our business?

SimplyWell offers:

- 1) **A long term partnership based on a customized approach that will meet the needs of the City, and can evolve over time**
- 2) **Multiple tools to create and support a culture of health for the City of Omaha that will empower and educate employees and make health improvement a skill set for all employees**
- 3) **The ability to measure and manage risk factors with data that belongs to the City**

SimplyWell
Wellness Performance Guarantees

Notes:

1. Data to substantiate performance will be captured using SimplyWell’s standard data collection tools and methods.
2. Consumer satisfaction surveys will be administered online in English (paper or non-English surveys can be administered for an additional fee).
3. Penalties assessed during a contract year will be applied to the next invoice after the final annual reporting has been provided.
4. Upon termination any remaining Penalty will become due and payable within 90 days.
5. Scale for measurement will be as follows:

1	2	3	4	5
Not satisfied	Moderately Satisfied	Neutral	Satisfied	Very Satisfied

Performance Category	% Fee at Risk	Measurements	Scoring based on Scale Above	Year 1 Target
Health Screenings <i>Applicable only if SimplyWell conducts the screenings</i> <i>(This evaluation will be completed within 30 days of the last screening)</i>	\$5,000	Post-health screening review conducted for all members of the City of Omaha team who worked with SimplyWell’s Account Team to plan, organize & schedule screening schedule 1. Online scheduling of screening appointment times loaded for City of Omaha employees in a timely manner 2. Participant biometric results will be posted to the portal within 48-72 hours for venipuncture draw.	1 to 5	4 of 5
Client Satisfaction	\$5,000	Client satisfaction survey conducted annually at contract renewal for all members of City of Omaha team who regularly interact with SimplyWell Account Team measuring satisfaction in five domains: 1. Responsiveness and professionalism of Account Team as outlined by the metrics listed below: <ul style="list-style-type: none"> • 98% of calls are returned by SimplyWell within 24 business hours • SimplyWell Account Team interacts professionally with City of Omaha team • Open issues are resolved within 5 business days 2. Reporting services to be evaluated <ul style="list-style-type: none"> • Organizational Health Report & recommended strategy & programming • Healthcare Financial Analysis • Online availability of other reporting for City of Omaha 3. SimplyWell provides guidance, advice and	1 to 5 Scale	Avg. Score 4.0

		<p>support relative to wellness strategy & programming</p> <p>4. Quarterly meetings</p> <ul style="list-style-type: none"> SimplyWell will prepare an agenda for each call and send it out to all participants on the call no later than 24 hours prior to the scheduled call 		
Consumer Satisfaction	\$5,000	<p>Participant satisfaction survey conducted annually by SimplyWell at contract renewal measuring satisfaction in six domains.</p> <ol style="list-style-type: none"> Electronic and print communications Online Health Risk Assessment Health screening process My Home for Health page and online resources Nurse Call Center Overall satisfaction 	1 to 5 Scale	Avg. Score 4.0
Performance Category	% Fee at Risk	Measurements	Scoring	Year 1 Target
Website Availability	\$5,000	Uptime is calculated as: $(\text{Total Minutes} - \text{Outage Minutes}) / \text{Total Minutes}$	Y/N	98.5% website availability (excluding scheduled maintenance)