



Boulder County Purchasing

Downtown Courthouse • 1325 Pearl Street • Boulder, Colorado 80302 • 303.441.3525
Mailing Address: P.O. Box 471 • Boulder, Colorado 80306 • www.bouldercounty.gov

RFP ANALYSIS AND RECOMMENDATION

Requesting Department: Human Resources

RFP Title: Comprehensive Wellness Program

RFP No.: 7488-23

RFP Opening Date: August 2, 2023

No. of Vendors Contacted: 128

No. of Minority Owned, Women Owned,: 22

Disadvantaged, Veteran Owned Vendors Contacted

This RFP has been posted in accordance with County Policy.

Evaluated by:

Karla Casas-Ibarra, Bilingual Head Start Coordinator and member of Wellness Champion Committee, Community Services

Brandon Champion, Lead Hazardous Materials Specialist and member of Wellness Champion Committee, Public Works

Martha Henze, Program Specialist II and member of Wellness Champion Committee, Public Health

Alexa Holland, Benefits Specialist, Human Resources

Lilianna Moon, Program Specialist II and member of Wellness Champion Committee, Community Services

Todd Rewoldt, Housing Supervisor and member of Wellness Champion Committee, Housing and Human Services

Emily Wolf, Sr. Data Analyst and BAB member, Community Services

Bid Responses:

Company Name
Bethesda Healthcare, Inc., dba, TriHealth, 4665 Cornell Rd., Cincinnati, OH 45241
Healthbreak, Inc., 601 16th St Suite C-311, Golden, CO 80401
Aduro, LLC, 17425 NE Union Hill Road, Suite #100, Redmond, WA 98052

Recommendation:

The evaluation committee unanimously recommends awarding RFP #7488-23, Comprehensive Wellness Program, to Healthbreak, Inc.

While Healthbreak came very close to the lowest bid, their combination of services, integration with third-party apps, robust coaching, best in class wellness platform, local presence, ability to deliver on all requirements, and their years of experience with Boulder County led to the highest ranking amongst the bidders. Healthbreak also suggested some further enhancements to our wellness programming and incentive structure including increasing the total gift card awards from \$125.00 to \$200.00 annually to bring us closer in line with our benchmarks. They were also the only bidder with an MWDBE status.

The proposal with slightly lower fees did not provide the same level of platform functionality or social connections, and their lack of third-party app integrations would have meant taking away our existing mindfulness, financial, nutritional, and instructional workout programming for our employees. The proposal with higher fees utilized the same Virgin Pulse platform; however, we could have only realized the same functionality if we upgraded to a custom program which would have been even more money. Neither the quoted offering nor the custom program demonstrated an added value to justify an increase in spend. Based on this, the panel felt that Healthbreak submitted the most responsible proposal for Comprehensive Wellness Program services.

Budget:

Healthbreak will guarantee pricing for platform and coaching for 3 years with a onetime increase of 4% at year 4 for the remainder of the contract. Fees for biometric screenings will remain fixed for the entire contract, unless the screening vendor, PHN, has a rate increase, which cannot exceed 5% annually or the County chooses a different provider. Wellness Program Administration fees for service team will increase 3.5% annually. The total cost for these services for January 1, 2024-December 31, 2024 will not exceed \$547,000.00. This includes the platform, account management, biometric screenings, programming, challenges, incentives/gift cards, coaching, and third-party app integrations. This amount is also offset by a wellness program reimbursement of \$150,000.00 every year from Cigna.

Not to exceed: \$547,000.00 for 2024.

Contract Required: Yes No

_____/_____
Department Date

I certify this RFP has been conducted in accordance with Boulder County policy. Purchasing makes no representation regarding the evaluations or recommendations contained in this analysis.

_____/_____
Purchasing Date

Comments:

_____/_____
Chair, Board of Commissioners Date

Attest: _____/_____
Clerk to the Board Date

Date of Board Action: