



STATE OF WISCONSIN
Department of Employee Trust Funds
A. John Voelker
SECRETARY

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February 22, 2023

John Harrison, General Manager
Emily Rathjen, Director of Strategic Accounts
WebMD Health Services Group, Inc.
2701 NW Vaughn Street, Suite 700
Portland, Oregon 97210 (612.987.5000),
Sent via email to: erathjen@webmd.net and jharrison@webmd.net

Subject: Notice of Intent to Award Contracts under RFPs ETB0047-49 – for Well-Being, Mental Health, and Chronic Condition Management Programs

Dear WebMD:

On February 22, 2023, the Wisconsin Group Insurance Board (Board) granted authority to the Secretary of the Wisconsin Department of Employee Trust Funds (ETF) to issue an intent to award contracts on behalf of the Board for Well-Being, Mental Health, and Chronic Condition Management services (RFPs ETB0047-49) to WebMD Health Services Group, Inc. (WebMD), for the period commencing on January 1, 2024 through December 31, 2026, with the potential for two, 2-year extension periods subject to successful contract negotiations. The bid abstract for this solicitation is on the following page.

Due to the time sensitive nature of an executed contract, the Board approved that the Secretary be allowed to issue an intent to award contracts to the second ranked vendor, Sharecare, if contract negotiations with WebMD fail or extend beyond a reasonable period of time. ETF expects contract negotiations with WebMD to make reasonable progress toward conclusion by the end of May 2023.

RFP Section 3.11 describes the Board's policy for vendor procurement appeals. Should a vendor choose to appeal the intent to award decision herein, the vendor must provide the Department with notice of intent to appeal within five (5) business days of the date of this letter by emailing ETF at both ETF SMBProcurementAppeals@etf.wi.gov and ETF SMBProcurement@etf.wi.gov. Appeal letters must include the information specified in the Board policy (available at <http://etf.wi.gov/boards/gov-manual-gjb/vendor.pdf>) and be sent to the same email addresses above within ten (10) business days of the date of this letter.

This letter is only a notice of intent to contract and does not constitute a contractual commitment.

Respectfully,

/s/

Beth Bucaida, JD/MBA
Contracts Specialist-Advanced
Wisconsin Department of Employee Trust Funds
Email: ETF SMBProcurement@etf.wi.gov

cc: -

- All proposers: ActiveHealth, AMC Health, HealthCheck 360, Limeade, Novir, Omada, Optum, Quest, Sharecare, Vida, VirginPulse, Vitality
- RFP Evaluation Committee
- ETF Procurement File, ETF Secretary's Office, ETF Office of Legal Services

Wisconsin Dept. of Employee Trust Funds - RFPs ETB0047-49 Well-Being, Mental Health, Chronic Condition Management Bid Abstract

Vendor ->	ActiveHealth	AMC Health	HealthCheck360	Limeade	Novir	Omada	Optum	Quest	ShareCare	Vida	VirginPulse	Vitality	WebMD
Individual Section Scores:													
General Score	248.22	168.09	175.92	225.89	186.51	201.25	215.99	175.00	241.78	211.38	243.62	199.87	280.23
Tech. Well-Being			207.75	279.75	236.25		246.00	171.00	321.00	0.00	324.75	256.50	351.75
Tech. Mental Health				281.88	250.63		274.38	0.00	308.75	248.13	271.25	231.88	300.00
Tech. Chron Cond Mgmt	326.64	156.72	186.98	301.03	231.98	243.62	268.45	221.90	306.47	260.69	306.47	252.16	332.07
General Score + Technical Score:													
General + Tech. Well-Being			383.67	505.64	422.76		461.99	346.00	562.78		568.37	456.37	631.98
General + Tech. Mental Health				507.76	437.14		490.36		550.53	459.51	514.87	431.74	580.23
General + Tech. Chronic Cond Mgmt	574.86	324.82	362.90	526.92	418.50	444.87	484.44	396.90	548.24	472.07	550.08	452.02	612.30

Original Cost Score (includes discounted PEPMs*):	ActiveHealth								ShareCare		VirginPulse		WebMD
Cost Score Well-Being									200		132.37		141.54
Cost Score Mental Health									109.41		80.87		200
Cost Score Chron Cond Mgmt	54.05								200		41.84		74.07
General Score + Technical Score + Orig. Cost Score (discounted PEPMs*):													
Well-Being (General + Tech. Well-Being + Cost)									762.78		700.74		773.52
Mental Health (General + Tech Mental Health + Cost)									659.94		595.74		780.23
Chron Cond Mgmt (General + Tech. Chron Cond Mgmt + Cost)	628.91								748.24		591.92		686.37

*some vendors offered discounted PEPMs if awarded multiple contracts

Original Cost Score (no PEPM discounts applied):	ActiveHealth								ShareCare		VirginPulse		WebMD
Cost Score Well-Being									200		136.69		135.71
Cost Score Mental Health									117.65		86.96		200
Cost Score Chron Cond Mgmt	54.05								200		41.84		68.97
General Score + Technical Score + Orig. Cost Score (no PEPM discount applied):													
Well-Being (General + Tech. Well-Being + Cost)									762.78		705.06		767.69
Mental Health (General + Tech Mental Health + Cost)									668.18		601.83		780.23
Chron Cond Mgmt (General + Tech. Chron Cond Mgmt + Cost)	628.91								748.24		591.92		681.27

BAFO Cost Score (discounted PEPMs*):									ShareCare				WebMD
BAFO Cost Score Well-Being									200				112.40
BAFO Cost Score Mental Health									115.86				200
BAFO Cost Score Chron Cond Mgmt									200				65.04
General Score + Technical Score + BAFO Cost Score (discounted PEPM*):													
Well-Being (General + Tech. Well-Being + BAFO Cost)									762.78				744.38
Mental Health (General + Tech Mental Health + BAFO Cost)									666.39				780.23
Chron Cond Mgmt (General + Tech. Chron Cond Mgmt + BAFO Cost)									748.24				677.34

*some vendors offered discounted PEPMs if awarded multiple contracts

BAFO Cost Score (no PEPM discounts applied):									ShareCare				WebMD
BAFO Cost Score Well-Being									200				101.82
BAFO Cost Score Mental Health									131.03				200
BAFO Cost Score Chron Cond Mgmt									200				57.14
General Score + Technical Score + BAFO Cost Score (no PEPM discounts applied):													
Well-Being (General + Tech. Well-Being + BAFO Cost)									762.78				733.80
Mental Health (General + Tech Mental Health + BAFO Cost)									681.56				780.23
Chron Cond Mgmt (General + Tech. Chron Cond Mgmt + BAFO Cost)									748.24				669.44

Notes:

- Notice of Intent to Award: On February 22, 2023, the Group Insurance Board (Board) instructed the ETF Secretary to issue a notice of intent to award contracts for RFPs ETB0047-49 to WebMD. The Board is not required to award contracts to the highest scoring proposer or the lowest cost proposer.