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## **Correspondence Memorandum**

**Date:** October 13, 2021

**To:** Group Insurance Board

**From:** Molly Heisterkamp, Wellness and Disease Management Program Manager  
 Tricia Sieg, Pharmacy Benefits Program Manager  
 Office of Strategic Health Policy

**Subject:** Well Wisconsin RFP Update

**This memo is for informational purposes only. No Board action is required.**

The Group Insurance Board (Board) approved releasing a Request for Proposals (RFP) for third-party administration of the Well Wisconsin program at its August 18, 2021, meeting. The Department of Employee Trust Funds (ETF) is developing the program requirements and questionnaires for the RFP. In light of the Request for Information (RFI) responses that were shared with the Board in August, ETF is considering allowing vendors to submit proposals for up to three wellness program areas:

- Well-being services and support similar to what is currently offered;
- Mental health and well-being support; and
- Chronic condition management

Data from ETF’s data warehouse, the IBM Watson Health data warehouse resource, Data Analytics and Insights (DAISI), indicates the biggest opportunity for savings is in preventing chronic disease progression. Some vendors that replied to the RFI indicated they had robust services to support specific conditions but did not appear to provide the full comprehensive suite of services ETF is looking for in the RFP. Allowing vendors to submit proposals for specific segments will allow the Board to select a “best in class” vendor or group of vendors for these disease management services.

Staff will continue to work on a multi-part or modular RFP, with the knowledge that there may be vendors that submit proposals for a single program area and those that submit proposals for multiple program areas. This may result in a recommendation that the Board contract with multiple program administrators for the Well Wisconsin program starting in 2024.

Staff will be at the Board meeting to answer any questions.

Reviewed and approved by Eileen K Mallow, Director, Office of Strategic Health Policy Electronically Signed 11/04/2021 
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