

Date: February 7, 2019

To: JLMBC

From: Staff

Subject: **Wellness Services Administrator (Limeade) Implementation Update**

JLMBC MEMBERS

Employee Organizations
David Sanders, Chairperson
 Paul Bechely
 Chris Hannan
 Steve Koffroth
 William Violante

Management
Wendy G. Macy, Vice-Chairperson
 Neil Guglielmo
 Rich Llewellyn
 Tony Royster
 Matthew Rudnick

RECOMMENDATION

That the JLMBC receive and file the LIVEwell Wellness Services Administrator implementation update for December 2018 to January 2019.

DISCUSSION

At its special meeting on May 3, 2018, the JLMBC recommended the selection of Limeade as the City's first Wellness Services Administrator for the City of Los Angeles LIVEwell Wellness Program (LIVEwell Program). This recommendation was pursuant to a Request for Proposal for wellness engagement administration and website/data management services. Since the selection recommendation was made and accepted, staff and Limeade have been engaged in the implementation process, which has included the following:

- Strategic planning for the transition of communication and engagement functions
- Facilitating development of the eligibility file exchange between Limeade and the incoming LAwell Program Third-Party Administrator (TPA), Morneau Shepell
- Defining roles and responsibilities for all project team members
- Developing position descriptions and executing a selection process for the two onsite Limeade staff members
- Developing strategies for coordinated communications and data sharing with the City's other LAwell Program service providers
- Developing the contract

As previously reported to the JLMBC, the start date for activating the Limeade platform will take place after the transition of TPA services from Mercer to Morneau Shepell. The eligibility file for LAwell Program members will come from Morneau Shepell to Limeade. Morneau Shepell will begin providing services on April 1, 2018. The service start date for Limeade is scheduled for May 1, 2018. The one-month period between Morneau Shepell's implementation and Limeade's will allow staff to focus on ensuring a successful transition to Morneau, resolve any early implementation issues, provide time for adequate testing of the eligibility file exchange between Morneau Shepell and Limeade, and provide time for advance communication of Limeade's services before members are first invited to access their web portal.

Following is an update on each of the major elements of onboarding Limeade as a service provider:

- (1) **Engagement and Communication Plan** – Staff and Limeade have been meeting with Limeade’s implementation team (including the Implementation Project Director, Strategic Account Executive, and Sales Director) to review and refine project goals, develop an activity calendar, plan for the transition of the LIVEwell Program’s 2019 engagement plan (including events, clinics, and educational programs) to Limeade’s team, and develop an ongoing strategic communications plan. In January Wellness Executive Advisor Joan Centanno has been working with Limeade to define integration of existing communications and engagement resources and plans with Limeade’s resources. In addition, the Limeade team conducted an all-day discovery, strategy, and program design meeting with City staff on January 31, 2019. The purpose of the meeting was to define a wide range of specific tasks, functions, and responsibilities as they related to the actual execution of the program.
- (2) **Eligibility File** – Staff, Morneau Shepell, and Limeade have largely completed specifications for the eligibility file that Morneau Shepell will provide to Limeade on a biweekly basis. The eligibility file will contain a complete listing of all LAwell Program eligible employees. Included with the listing of individuals will also be important demographic information - such as department, MOU, City job classification, gender, birth date, hire date, etc. – that will be critical for being able to inform reporting, data analytics, and targeted engagement campaigns once Limeade’s services go live. The eligibility file is being defined in ways compatible with both Morneau Shepell’s and Limeade’s recordkeeping systems.
- (3) **Team Member Roles and Responsibilities** – Staff and Limeade have been reviewing and identifying key roles and responsibilities for both the Limeade support team members as well as City staff. These roles and responsibilities were further defined in the meeting which took place on January 31, 2019. Staff’s objective is to ensure that both teams integrate seamlessly and that responsibilities and functions are separated out efficiently and effectively. As noted in staff’s prior update, similar to other LAwell service provider onboarding efforts, the implementation services team provided by Limeade will be replaced, upon the service start date, with an ongoing dedicated service team.
- (4) **Onsite Engagement Specialists** – Staff and Limeade worked together to develop job requirements and expectations of the two onsite Engagement Specialists. The positions were posted on December 21, 2018. Once a sufficient number of applications has been received, staff will participate in the selection process.
- (5) **Data Management and Benefit Service Providers** – Limeade has been and will continue to participate in group meetings involving the City’s other benefit service providers as part of developing and evolving strategies for coordinated communications and campaigns and the proper exchange of data. Limeade has attended a Data Management and Integration Working Group meeting on September 4, 2018 and the Benefits Service Provider Carrier Summit on October 9, 2018. Limeade will continue to participate in meetings with other carriers as they occur up to and following the onboarding effective date.
- (6) **Contract Development** – In consultation with the City Attorney’s office, most of the contract development work has been completed. A key pending item is development of a Business

Associate Agreement (BAA), which is a document used to define the relationship between a covered entity and business associate for the purpose of managing Protected Health Information (PHI) pursuant to the Health Insurance Portability and Accountability Act (HIPAA). Staff has been working with the City Attorney's specialist, Judith Thompson, to help define the terms and specifics of the BAA. The BAA is a critical piece of the agreement as it will be required before testing of confidential data can occur.

Submitted by: _____
Joan Centanno

Reviewed by: _____
Isaias Cantú

Approved by: _____
Steven Montagna