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Benefits Communication/Educational Video Tool Request for Proposal Evaluation and Selection Process

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BACKGROUND

The City of Milwaukee provides a comprehensive and competitive benefits package centered on meeting the needs of employees and their families. The City's benefits are designed to give employees choices along with tools and resources to help select the right benefits and utilize those benefits effectively throughout the year. The City continually looks for ways to improve communications about key benefits and services to employees. A digital educational and video communications program will generate increased awareness and understanding of City benefits and broaden reach to employees and their family members through on-demand content viewable anytime.

According to national statistics, in 2019 approximately 12% of all employers and 30% of employers with over 1,000 employees use video communications as a method to inform and educate employees about their compensation and benefits. As City employee demographics continue to change and evolve and technology advances, video communications will continue to become a popular and expected form of communication.

The City conducted a Request for Proposal (RFP) to identify a vendor partner who specializes in the video education and digital benefits communication space. The City worked with its benefits consultant, Gallagher Benefits Services, to conduct the RFP with the below considerations as critical importance:

- Technology solutions that enhance the consumer experience for City of Milwaukee employees
- Research and proven learning effectiveness in the design of the tool
- Ease of use and flexibility to distribute digital marketing materials to employees
- Ability to provide a full suite of marketing materials for program promotion
- Responsiveness to the RFP process
- Completeness, clarity, and accuracy of the proposal
- Level of customization available through the tool and the ability to be used for multiple applications
- Performance Guarantees with fees at risk



Members of the Review and Selection Committee included:

- Renee Joos, Department of Employee Relations, Benefits
- Jennifer Zillmer, Department of Employee Relations, Benefits
- Cris Zamora, Department of Employee Relations, Benefits
- Ali Ekman, Froedtert Workforce Health
- Mari Cohn, UnitedHealthcare

Assisting the City selection Committee were the following Gallagher Benefits Services associates:

- Scott Schultz, Area Vice President
- Dawn Seifert, Client Service Leader
- Linda Coulson, Client Manager
- Keegan Hays, Business Development Specialist

EVALUATION PROCESS

Gallagher Benefits Services solicited bids from the seven vendors listed below and included all critical selection factors. The following table provides a summary of the vendors contacted and their response:

Vendor	Status
Alight	Proposed
Brainshark	Decline
Bswift	Decline
Business Solver	Decline
Flimp Communications	Proposed
Guidespark	Proposed
Jellyvision	Proposed

The RFP clearly outlined all of the City's requirements, vendor expectations, contractual terms, timeline and responsibilities. All vendors provided a quote as well as a comprehensive response to the RFP questions including their product and communication offerings.



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Gallagher Benefits Services presented the key findings from the proposal submissions to the City's review and selection committee. Collaboratively, the City and Gallagher commenced in thorough discussion and collectively selected finalists for interviews.

The four finalists were:

- Alight
- Flimp Communications
- Guidespark
- Jellyvision

The selection committee along with Gallagher Benefits Services interviewed all finalist candidates and ranked each finalist on the following key areas:

- Requested features
- Technology, administration & services
- Cost
- Interview and demo presentation

Once the interviews were completed, additional collaboration ensued between the City selection committee and Gallagher to review two finalists in particular, Flimp and Guidespark.

ANALYSIS

Below is an overview of several key areas the review and selection committee considered:

- Product capabilities
- User experience
- Implementation process
- Data security
- Price modeling
- Customer service and project management

The type of content and topics that the City intends to promote via digital communications and video media includes:

- Education on core benefit insurance offerings (Medical, Dental, Vision, Life, LTD); please note that the City offers a variety of plans under the Medical and Dental umbrellas.
- Education on Flexible Spending and Health Reimbursement Accounts
- Education on voluntary benefit options

- Cost of care estimates
- Education of Employee Assistance Program
- Education on the City's comprehensive Wellness Program
 - Health Appraisal
 - Healthy Rewards
 - Programs and services offered (weight management, diabetes, coaching, chronic conditions, etc.)
- Available Clinic Options:
 - Workplace Clinic
 - FastCare Clinics
 - Injury Prevention Clinic
- Utilizing the Onsite Nurse Liaison and employee advocate benefits
- Education on telemedicine and virtual visit options
- Financial Wellness including education and retirement related products (pension, 457 defined contribution plans, etc.)
- Open Enrollment and critical action steps

RECOMMENDATION

After a comprehensive and thorough consideration of all key factors, the City's review and selection committee in partnership with Gallagher Benefits Services collectively recommends the City of Milwaukee enter into a contract with Fлимп Communications.

The primary reasons supporting the Fлимп Communications recommendation are:

- Price model that is straightforward and easy to budget
- Flexibility in customizing the content
- Variety of options to facilitate employee communication and education
- Dedicated service team with broad depth of experience
- 100% service guarantee