

## **C-9**

May 9, 2023

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Adopt Specifications No. RFP HR22-037 and award a contract to Health Advocate Solutions, Inc., of Plymouth Meeting, PA, for employee assistance program services, in a total annual amount not to exceed \$150,000, beginning May 1, 2023, for a period of one year, with the option to renew for four additional one-year periods, at the discretion of the City Manager; and, authorize the City Manager, or designee, to execute all documents necessary to enter into the contract, including any necessary subsequent amendments. (Citywide)

### DISCUSSION

City Council approval is requested to enter into a contract with Health Advocate Solutions, Inc. (Health Advocate), for providing employee assistance program services effective May 1, 2023.

Employee Assistance Programs (EAP) are employer-sponsored programs designed to assist employees and their family members with mental health, substance abuse, health/wellness, and work/life issues. Services offered by an EAP have become critically important as a result of the COVID-19 pandemic and the continuous impacts that the pandemic has presented to the workplace (i.e., safety concerns, repopulation, childcare, etc.). Although the foundation of most EAPs is based on an offering of employer-sponsored counseling and substance abuse monitoring programs, such as the Department of Transportation (DOT) Drug and Alcohol testing program, the standards of the City of Long Beach's (City) EAP resources also include those that address marital/family issues, elder care and childcare resources, financial planning, legal services, identity theft remediation, stress/grief counseling, and home management referrals (i.e., cleaning services, etc.). Such services are considered beneficial resources that promote employee well-being, retention, and productivity in the workplace. The City's EAP includes organizational management amenities, such as organizational development and leadership seminars, supervisor training, crisis response services, and conflict-prevention workshops. Collectively, offering a wide breadth of EAP services advances long-term organizational performance and overall employee satisfaction.

The Request for Proposals (RFP) was advertised in the Long Beach Press-Telegram on March 17, 2022, and 222 potential proposers specializing in employee assistance program services were notified of the RFP opportunity. Of those proposers, 22 downloaded the RFP via the City's electronic bid system. The RFP document was made available from the Purchasing Division, located on the sixth floor of City Hall, and the Division's website at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 42 local, minority-owned, and women-owned business groups. There were three proposals received on April 26, 2022.

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Of those three proposers, one was Minority-owned Business Enterprises (MBEs), one was Women-owned Business Enterprise (WBE), one was certified Small Business Enterprise (SBE), and none were Long Beach vendors (Local). The selection committee determined that Health Advocate was the most qualified firm to provide the services.

The City is committed to providing comprehensive, high-quality, and cost-effective benefit plans and programs that provide optimum value to the City, its employees, and their families. To continue offering a comprehensive, full-service program, a Request for Proposals (RFP) for employee assistance services was developed in accordance with Procurement guidelines. The scope of services in the RFP was based on existing service levels and practices, in addition to industry-standard services.

The selection committee determined that Health Advocate was the most qualified firm, and their solution provided the best overall value for the City. Health Advocate's comprehensive response demonstrated high-level competencies in the core functions of these services, which are critical to the City's commitment to delivering a variety of health, wellness, and productivity services geared towards enhancing organizational performance, assisting individual employees and their direct family members in achieving optimal work-life balance.

### **Local Business Outreach**

To align with the City's outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the Long Beach Buys database to download RFP specifications. Through outreach, 15 Long Beach vendors were notified to submit proposals, of which 2 downloaded and none submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Assistant City Attorney Gary Anderson on April 17, 2023, Purchasing Agent Michelle Wilson on April 17, 2023, and by Budget Management Officer Nader Kaamouh April 22, 2023.

### **TIMING CONSIDERATIONS**

City Council action to adopt Specifications No. RFP HR22-037 and award a contract retroactively to May 1, 2023 is requested on May 9, 2023, to allow continued EAP services without interruption.

### **FISCAL IMPACT**

The total annual amount of the contract will not exceed \$150,000 for a period of one year, with the option to renew for four additional one-year periods. Employee Assistance Program will be funded within current resources appropriated in the Employee Benefits Fund Group in the Citywide Activities Department. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

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SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



JOE AMBROSINI  
HUMAN RESOURCES DIRECTOR

APPROVED:



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THOMAS B. MODICA  
CITY MANAGER



— Proposal —

We make  
healthcare easier

**HealthAdvocate**<sup>SM</sup>

**Proposal for Services**

**Prepared for: City of Long Beach**

Issued 4/26/2022

Valid for 90 days from issue

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# Employee Assistance + Work/Life Support (In-Person and Virtual Behavioral Health Program)

Health Advocate's EAP+Work/Life Program offers short-term counseling and support for a wide range of personal, family, financial and work/life issues. Our approach to early intervention support can reduce the need for more costly mental health services, and can decrease absenteeism and improve employee productivity. The program also offers professional management consultation to address workplace performance issues, conflict resolution, disruptive event management planning and response and other organizational concerns.

## Program Features

### Clinical Support: Confidential Short-Term Problem Resolution

Telephonic Evaluation & Assessment and In Person/Virtual MyHelp Behavioral Health Services

- 24-hour Emergency Hotline available to employees, spouses, dependents, parents and parents-in-law
- "In-the-moment" support for personal issues, including a professional clinical assessment to determine if virtual behavioral health services can meet the individual's needs (emergencies and those with more serious mental health issues are referred to an appropriate emergency or psychological/psychiatric providers)
- Referral, if needed, to an appropriate professional mental health counselor or other necessary care; members have the choice whether to move forward with treatment
- Confidential counseling sessions available in person or virtually (by telephone, chat, text or video)
- Virtual counseling sessions are in lieu of face-to-face sessions
- Members who keep their scheduled appointments have access to unlimited texting with their counselor during the week their session was provided

### Comprehensive National Network

- Health Advocate has an extensive network of more than 62,000 Licensed Professional Counselors nationwide.

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## Work/Life Support

- Our professional Work/Life Specialists can locate resources to help employees with a broad range of work/family issues:
  - **Childcare:** Childcare centers, nanny agencies, summer camps, community resources
  - **Eldercare:** Nursing homes, assisted-living facilities, independent living facilities, home healthcare, hospice, respite care, geriatric Care Managers, senior centers, adult day care
  - **Financial issues:** Employees have access to one free (up to) 30-minute consultation with a financial specialist
  - **Legal concerns:** Employees have access to one free (up to) 30-minute consultation with a legal specialist

## Online and Mobile Resources

- Employees have 24/7 access to a full range of online resources on our secure EAP member website and mobile app:
  - **Digital Cognitive Behavior Therapy:** Digital cognitive behavioral therapy (dCBT) is a proven, technology-driven approach to cognitive behavioral therapy (CBT) that helps users manage problems like stress, anxiety and depression. Like CBT, dCBT focuses on current problems rather than issues from the past, and provides practical methods to improve an individual's state of mind. Key benefits are improved access to care and reduced stigma regarding mental health issues.
    - Brief emotional fitness survey guides employees to modules on three main topics: stress, anxiety and depression
    - Modules focus on topics like general depression, self-esteem, anger management, opioids and chronic pain, trauma and abuse, and many more; includes sessions that utilize specific dCBT elements
    - Offers a variety of games to help improve focus and mental acuity
  - **News Alerts:** The latest information and support resources for national tragedies, weather-related disasters and other crises
  - **Webinars:** A complete library of new and archived webinars on goal setting, budgeting, mindfulness, stress, grief and loss, resilience and more
  - **Financial:** Calculators and other resources focused on issues like budgeting, estate planning, debt management and identity theft
  - **Financial Fitness Center:** Features include a Financial Fitness Checkup, information on savings and investments, and hundreds of interactive tutorials on key financial health topics

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- **Legal:** Information on all aspects of law including divorce, custody, real estate, contracts, landlord/tenant disputes, taxes and audits, and insurance
  - **Personalized Legal Center:** Unlimited access to a legal library and state-specific templates for wills, trusts, powers of attorney and more
  - **Emotional Well-Being:** Information and assessments for issues like anxiety, depression and resilience
  - **Relationships:** Hundreds of resources focused on parenting, caregiving, self-nurturing, making time for family and other topics
  - **Mindfulness:** Tools and tips for taking a healthy approach to stressful situations
  - **Learning Center:** Library of self-guided courses on personal development, managing work and family, self-nurturing, creative problem solving, leadership and more
  - **Relocation Center:** Articles and resources to help relocating be as stress-free as possible, including area-specific information on housing, school districts, weather and more
  - **Savings Center:** Online program offers a 25% discount on name-brand products and services

### Concierge Service

- Our personal concierge service performs an invaluable time-saving service for employees and their families. Personal concierges do the legwork to locate a wide range of services such as:
  - Travel, restaurant and event bookings/reservations
  - Contractors and landscapers
  - Rental cars; auto repair/maintenance; pet care; cleaning services

### Unlimited Consultation for HR and Leadership

- HR and management teams have unlimited telephonic access to our in-house experts for support with a full range of workplace issues, such as:
  - Critical incident stress debriefing and support
  - Employee conflicts
  - Policy and procedure review
  - Employee performance issues
  - Other organizational challenges

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## **Onsite Services (\$285 per hour plus travel and related expenses may apply)**

- Critical Incident Management Services – Trauma Support
  - Immediate, customized response to worksites impacted by events that are disruptive to employees and the organization (i.e. unexpected employee deaths, natural disasters, robberies, etc.)
  - Services may include educational group debriefings and support, management consultations, crisis leadership consultations, and individual employee support
- HR and Management Support
  - Onsite consultation for a wide range of organizational issues
  - Comprehensive mandatory referral management, including reporting and return-to-work conferences
- Trainings and Workshops
  - Seminars and workshops to empower employees and leadership with effective new skills and behavioral techniques to strengthen on-the-job performance

## **Substance Abuse Professional (SAP) Evaluations (Fee-for-service)**

- Substance abuse evaluations available for all DOT violations
- We are also committed to keeping companies in compliance with the Drug Free Workplace Act (PL 100-690) and the specific Department of Transportation (DOT) regulations, Part 382

## **Comprehensive Reporting**

- Comprehensive reporting package includes aggregate EAP activity during the reporting period:
  - New cases with classification of presenting problem, age and gender
  - Work/Life consults (including specific Work/Life categories)
  - Manager consultations; training sessions
  - Administrative, clinical and training hours
  - Supervisor and voluntary referrals
  - Year-over-year comparisons
  - Employee feedback
  - Recommendations and key takeaways



# Pricing

Program	Cost
EAP(1-6) Face-to-Face Sessions* <i>*includes per issue per member for in-person, video, telephonic chat or text-based counseling, also includes family and work/life balance, financial wellness, legal services, concierge services and Digital Cognitive Behavioral Therapy (dCBT)</i>	\$1.39 PEPM*

\*The PEPM pricing option listed above includes a bank of 5 onsite service hours on an annual basis.  
\*The EAP pricing outlined above includes a 15% discount for being a current Health Advocate client.

### Notes:

**Pricing is based on Health Advocate’s standard 3 year initial term/3 renewal term agreement. All terms and conditions apply.**

**Communications Materials:** Health Advocate will provide our standard communication materials to the client for distribution to employees enrolled in the program.

**Proposal Expiration:** The pricing in this proposal is good for 90 days.

**Covered Employee Lives:** Based on a population of approximately 6,100 employees.

# Communications and Engagement

Engaging your employees in our programs is key to supporting you in reaching your goals. We offer a comprehensive communications and engagement program with materials, technology and support that educates employees about our services, keeps them engaged and promotes ongoing utilization.

## Communications Materials

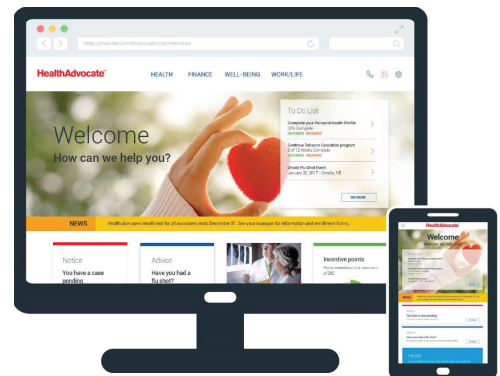
Consistent with our commitment to protect the environment and conserve natural resources, all materials can be provided electronically.

## Personalized Member Website and Mobile App

Our secure member website and mobile app make engaging your employees simple and fun. Employees have a streamlined experience that enables them to reach all of their Health Advocate benefits and services in one place anytime, 24/7.

- Instantly upload documents and forms
- View the status of their Health Advocate cases in real time
- View personalized to-do lists and alerts\*
- Access health and wellness resources\*
- Select their communications channel of choice
- Connect instantly to live support

\*Based on contracted Health Advocate services



## Train-the-Trainer

Prior to launch, we offer “Train-the-Trainer” sessions for your managers and Human Resources staff. These sessions provide an in-depth briefing about Health Advocate and our services.

## Getting Started Guide

This introductory brochure provides an overview of our services and how to use them most effectively.

## Member Newsletter

Our monthly newsletter is sent electronically to clients, who then forward it to their employees.

## Promotional Materials

We offer a wide variety of materials such as posters, flyers, table tents and other items to promote awareness and utilization of our programs. For managers and Human Resources staff, our “Take One” wallet card pads are effective for reminding employees about our services.

## Electronic Materials

A series of reminder emails and TV monitor screens are available to distribute or display throughout the year to promote ongoing employee awareness and engagement.

## Videos

We offer videos that describe our services and how to use them. They can be shown at employee events, sent in emails and added to your Intranet site.

## Custom Communications

Standard digital materials are available at no cost. Our experienced marketing team can work with you to co-brand or customize any of our materials for an additional fee.

## Translation Services

Materials are available in multiple languages.



# Reporting

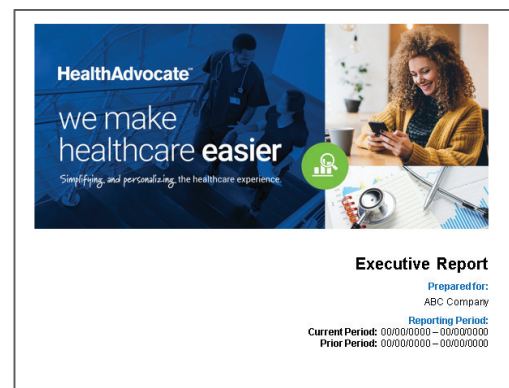
**Reporting features are dependent on the programs/services selected by the client.**

Health Advocate's **Executive Reporting Package** provides critical program utilization, impact and savings in a user-friendly format.

Our reporting package measures employee/member engagement in our programs and overall outcomes and savings that come from using Health Advocate's programs and services. It also features year-over-year results, and compares results against other similarly-sized clients. Value is measured based on a combination of utilization, urgency, time spent and the number of contacts between Health Advocate staff and members.

**Below are some examples of data provided in our reporting package:**

- Summary of activity
- Number of interactions per month
- Total number of clinical and administrative interactions by program/category
- Top 10 clinical and administrative programs/categories by number of interactions/activity type
- Financial Summary: Total savings for the reporting period



Clients who provide access to claims data have access to our proprietary Health Information Dashboards that feature real-time reporting on costs, chronic conditions, locations of care, compliance with recommended care, gaps in care closed, medication adherence and other insightful measures. The Dashboards display data in a rolling 12-month record, making it easy to identify trends as they develop. Our data analytics team will work with you to explain the data and help you develop strategies to address specific issues.

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# Implementation and Next Steps

## Implementation

Our implementation team will work closely with you to ensure a seamless installation of our programs. Our experience working with organizations of all sizes and benefits programs allows us to customize the implementation plan to meet your specific requirements.

### The following are key elements of our implementation plan:

- Account setup and reporting requirements
- Account Manager support
- Focused resources
- Launch flexibility
- Comprehensive communications
- Ongoing review and modifications



## Next Steps

To initiate the Health Advocate program and ensure a smooth installation, we would be happy to meet with you to discuss the following next steps:

- Finalize the group agreement
- Select an effective date
- Finalize the implementation plan
- Train your Management team
- Train our staff about your organization
- Review communications and distribution of employee materials



Health Advocate welcomes the opportunity to partner with you to implement our services. For further questions or to begin the implementation process, please contact the Health Advocate team members listed below.

### Rachael Walker

Director Specialty Sales, EAP & Telemedicine

**Health Advocate**

609.304.8114

RWalker@HealthAdvocate.com

# The Health Advocate Difference

## What Sets Us Apart

Health Advocate has been helping Americans navigate the complexity of the healthcare system since 2001. Our key distinguishing factor is the first-class, dedicated service provided by our Personal Health Advocates and staff of healthcare, wellness, behavioral health and other experts.

We offer a full range of clinical, administrative, wellness and behavioral health programs and services. All of our solutions are fully integrated and supported by medical claims data science and a powerful technology platform that enables and drives individuals to become fully engaged in their health and well-being. Our programs help them remain fully productive, improve health outcomes, reduce medical costs and simplify the healthcare experience.

## About Us

Health Advocate makes healthcare easier for over 12,500 organizations and their employees and members nationwide.

Our business solutions leverage a unique combination of personal, compassionate support from healthcare experts using powerful predictive medical data analytics and a proprietary technology platform including mobile solutions, to engage people in their health and well-being.



## Independent and Confidential

Health Advocate is completely independent of any insurance plan or third party provider, enabling us to provide expert unbiased support. Our solutions are in full compliance with HIPAA and all other privacy regulations.

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# The Health Advocate Team

Health Advocate continues to invest in a leading team of experts in the healthcare, wellness, behavioral health and health informatics industries. Our investment also includes the latest technologies that enable us to provide first-class service to our clients and their employees.

Depending on the programs you select, your employees will be supported by experienced staff in one or more of the following areas:

- **Personal Health Advocates** are typically Registered Nurses supported by medical directors and benefits and claims specialists. With extensive clinical experience working in hospitals or for physicians, their ability to resolve complex issues in a professional and compassionate manner is a hallmark of our Health Advocacy service.
- **Benefits and Claims Specialists** have extensive experience in benefits and claims management, often with health plans, physicians and hospitals.
- **Wellness Coaches** must have a bachelor's degree in a health-related field, be certified in tobacco cessation counseling by the American Lung Association and hold at least one additional certification in a relevant specialty (e.g., exercise physiology, nutrition, health education).
- **Chronic Care Coaches** are typically Registered Nurses with extensive experience caring for patients with complicated medical problems. Many were clinical case managers prior to joining Health Advocate.
- **Licensed Professional Counselors and Work/Life Specialists** have expertise in a diverse cross-section of specialties including family/parenting/relationship issues, stress management, grief and loss, mental health, substance abuse and depression.
- **Onsite Biometric Screening Staff** includes Registered Nurses, EMTs, paramedics and health educators. All RNs must have a state nursing license and pass the National Council Licensure Examination. EMTs and paramedics must pass the National Registry of Emergency Medical Technicians exam and possess any state-required licensing.
- **Medical Directors** have extensive clinical practice experience across several specialties and disciplines. They participate in clinical cases and communicate with outside physicians and other clinicians.
- **Information Technology Team** has expertise in applications, data and systems architecture and management, to ensure that our integrated telephone, computer and database technologies fully support our clients' needs.
- **Management Team** includes senior executives and managers with extensive operational, medical, technical and administrative expertise.

# What Our Clients Are Saying

## EAP+Work/Life Program

*“This is by far the best response I’ve had from an EAP in this type of situation. Unfortunately, I have had to use this service many times in my career.*

The coordinator followed up to ensure our needs were met and provided clear expectations for how the process would work. *The counselor met all our expectations and many employees were able to benefit from her services.”*

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“Two of our employees were in constant conflict, increasing absenteeism in our department. *Your help with both the manager and employees really turned our productivity around.”*

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*“Without your help* getting our school district’s bus driver into treatment for substance abuse, we could have had a horrible tragedy on our hands!”

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*“The Health Advocate EAP team helped us take the right steps* to protect the employee, address the coworkers’ concerns and get the problem resolved quickly and safely.”

*“This resource was incredible—*on time and covered all I had hoped. The counselor was friendly, kind and soft-spoken in a caring way, and covered the applicable business portion of EAP in a tender way.

The group was able to be together for a discussion and there was also plenty of time for individual sessions. *Thank you for coordinating it so quickly...* the timing was perfect.”

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“Your quick assistance with our employee’s threatening anger issues *allowed us to retain a valuable worker* and avert a potential disaster.”

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*“Words cannot express the appreciation* I have for you and your colleagues, for the help you provide to our family here.”





## What Our Members Are Saying

**"Good news! I'm finally free of this billing/insurance issue!** I think we are done! Thank you for all your help with so many of my bills. I appreciated working with you and all of our conversations over the past few months."

"After several months' worth of effort on your part, you were able to get our insurance company to reprocess the claim and we are receiving a reimbursement check for the full amount. Truly, you became our advocate. **You exceeded our expectations** and now I have a Health Advocate 'story' to share with associates when they have claims issues."

**"You have done a great job!** My wife and I appreciate the services that you and Health Advocate have provided. We did not think we would get reimbursed."

**"Thank you so much for all your hard work.** Please know your work makes a difference in people's lives!"

**"I think you know my questions for the insurance carrier better than I do!"**

**"Thank you for your persistence.** I'm thankful for you and your team in going to bat for us."

**"Thank you so much!** I appreciate you and your help so much! This has been a stress on me because I haven't been able to resolve it by myself."

**"Thank you, thank you!** I'm sorry this was such a mess, but I am so grateful for your help!"

**"Thank you for being so helpful and looking into all this with me!** As someone who luckily has not had to deal with insurance companies and hospitals much in my lifetime, it is tough to navigate the billing world!"

**"Thank you so much for your work on this!** I am very appreciative of your efforts and can only express my sincere gratitude to you for getting this result. I am going to tell everyone about Health Advocate."

**"I am so impressed with Health Advocate.** You are really on the ball and give wonderful customer service. I am so glad to have Health Advocate."

