

Joint Labor-Management Benefits Committee (JLMBC) COMMITTEE REPORT 24-10

Date: February 1, 2024
To: JLMBC
From: Staff
Subject: **Update on LIVEwell Program's Transition**

JLMBC MEMBERS

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INTRODUCTION

This report provides an update on the work of the LIVEwell program and the implementation of Virgin Pulse as the new Third Party Administrator.

DISCUSSION

A. Background and Timeline

At its meeting on November 2, 2023, the JLMBC approved staff's recommendation to recommend to the General Manager of the Personnel Department that Virgin Pulse be tentatively selected as the provider of the LAwell Program's Wellness Plan for a three-year contract beginning April 1, 2024 through March 31, 2027 with an option for up to two additional one-year terms, pending successful negotiations by the Personnel Department with Virgin Pulse for, at minimum, contract requirements, prices/premiums, and service level agreements. ([Committee Report 23-38: Wellness RFP](#))

Staff is currently engaged in discussions with Virgin Pulse for the contract development and implementation planning phase. A general timeline of implementation activities is provided below. The current contract with the incumbent provider, Limeade, will expire on March 31, 2023. Through conversations with Virgin Pulse, to ensure a successful and smooth implementation of the new service provider, the anticipated go-live date with Virgin Pulse is June 4, 2024. The contract with Limeade is for the maximum time period under the authority of the Personnel Department and any contract extension to extend Limeade services would require City Council approval. Consequently, not extending the Limeade contract will result in an estimated two-month gap during which employees will not have access to an online wellness platform. However, the LIVEwell team has determined that this gap will be beneficial in allowing employees to transition between the old and new systems. It provides an opportunity to rebrand the LIVEwell Program as a fully new and enhanced service. The LIVEwell team (as opposed to the vendor) owns the LIVEwell URL, <https://livewell.la/>, and has the ability to control the information and messaging during this gap period. Additionally, the LIVEwell program will continue, only the platform will be temporarily unavailable. The LIVEwell team is committed to supporting employees during this interim period by continuing to release our monthly newsletter, hosting fitness

and cooking classes, maintaining the LIVEwell website, and leveraging resources that continue to be available through other health carriers.

Below is a summary of the transition timeline:

Action	Date
Initial contract draft sent to Virgin Pulse for review	12/12/2023
Implementation begins	Week of 02/05/2024
Deadline to sign contract	03/29/2024
Soft launch (for staff and wellness champions)	05/20/2024
Hard Launch	06/04/2024

At this time, the program is on track to go live as expected on June 4, 2024. If there are implementation issues that may potentially delay this targeted launch, staff will provide an update to the JLMBC.

B. Branding & Launch Campaign

The change of Wellness Program providers offers an opportunity to enhance the City’s wellness program brand, communication efforts, and engagement methods. In recent years, staff have noted that City employees are often unaware of the distinction between the LAwell brand which is used to represent, educate, and enroll employees into health/dental/vision and other benefit offerings and the LIVEwell brand, which is used to represent, educate, and engage employees with the LAwell Civilian Wellness Program. To ease this confusion, staff has contemplated diminishing the “LIVEwell” branding and consolidating all civilian benefits programs under the “LAwell” brand. This change would entail a transition away from the “LIVEwell” brand and toward a simplified “LAwell Wellness Program” branding. This may also be accompanied by a consolidated online website to provide a single avenue for employees who seek support from their employer-sponsored health and wellness programs. Staff are still exploring options and will provide an update on this proposal at a subsequent JLMBC meeting.

Any change in branding, and any change in online website for members to access the new platform would be best to coincide with the official launch of the new platform. The LIVEwell team is working to

plan and develop a communications campaign that will encompass all aspects. Staff will provide this communications campaign plan to the JLMBC at a subsequent meeting.

C. Current and Previous LIVEwell activities

a) February 2023 Team Step Challenge -The Team Steps Challenge concluded on February 19, 2023- total of 145 teams comprising 564 participants engaged in the four-week challenge. There were 151 more participants than last year, and 258 new users were added from January 1st through February 28th of 2023. Participants will receive a Team Challenge medal and a LIVEwell waterproof drawstring bag. The top five teams will receive the following LIVEwell branded items: 1st Place – Deluxe Cooler Backpack, 2nd Place – Sunrise Alarm Clock, 3rd Place – Quick Dry Fitness Towel, 4th Place – Luxury Travel Tote, and 5th Place – Silicone Collapsible Water Bottle.

b) May 2023 - Wellness Bingo Challenge – The Wellness Bingo Challenge occurred from May 1-31, 2023, and featured 25 squares with fun activities that will positively contribute to a person’s mental and physical well-being. 195 people joined, and based on feedback, 74% felt the bingo challenge helped them to try new things or move out of their comfort zones. Notably, the top three areas where participants felt the bingo challenge positively impacted their well-being include cultivating mindfulness, fostering a focus on hydration and physical activity, and improving sleep.

c) August 2023 - “The Connection between Food and Mood” Webinar - As part of National Wellness Month in August 2023, we hosted a “lunch & learn” webinar titled “The Connection between Food and Mood” on August 8th at 12 pm PST. Participants learned about the interconnectedness of the brain and digestive systems, gaining insights into the significance of mindful food choices. Whether you joined the live session or watched the recording later, you earned 20 points on the Limeade One app.

d) November 2023 - Virtual Half Marathon Turkey Trot: Building on the success of our past 5K events, we challenged participants to step up their game in November 2023 with a Virtual Half Marathon Turkey Trot. Over the course of two weeks, individuals demonstrated their strength and capability by completing a half marathon, covering 13.1 miles. It was a rewarding journey, pushing boundaries and achieving new milestones in personal fitness.

d) January 2024 - Team Step Challenge: Embarking on a health and wellness journey, participants are engaging in the Team Step Challenge from January 22 to February 19, 2024. The goal is to collectively achieve 1,000,000 steps. Teams will earn 100 points in their LIVEwell.la wellness accounts, LIVEwell Steps Challenge t-shirt, and the top five teams with the highest step counts will receive additional rewards.

e) Cooking Demonstrations and Recipes: We offer monthly Live Zoom cooking classes and present new recipes every month. In the latest session conducted in January, participants had the opportunity to engage in a Live Zoom class for preparing Cranberry Pistachio Oatmeal Energy Bites. Furthermore, we provided exclusive recipes for Pan-Roasted Chicken and Vegetables, along with Tofu Chow Mein

f) Live Zoom Classes: Live Zoom classes are offered in the early morning, noon, and evening, as well as 15-minute stretch and meditation breaks in the mid-afternoon, catering to a busy schedule.



g) Quarterly Level Achievement Drawings: Throughout the quarter, participants achieving Level 1 or above are automatically entered into a Level Achievement Raffle. Winners at every level have the chance to receive exclusive rewards, providing an additional incentive to actively participate in a variety of activities and progress up the level ladder.

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