



Fitness Application Request for Proposal

Scope of Services

PURPOSE AND BACKGROUND

Middlesex County Joint Health Insurance Fund (MCJHIF) is seeking a relationship with a Fitness Center consultant who will build a network of local (Middlesex County NJ) fitness facilities that can provide comprehensive quality membership services to participating employees. It is the intent of MCJHIF to select a Consultant that will build a full array of high-quality, cost-effective Fitness Center membership services as outlined in this Request for Proposal (RFP). Those services are:

- Diverse Group Fitness Classes
- Flexibility
- Member Tracking & Reporting
- Ability to Accommodate Employees and their Spouses

The goal of MCJHIF, pursuant to this RFP, is to drive healthier behaviors and outcomes for the participating employees and spouses focusing on the common chronic conditions that affect sizeable portions of the population and its healthcare costs. MCJHIF also seeks to engrain an overall population focus on healthy activities as well as team participation and motivation.

MCJHIF seeks a 1-year pilot program in which the Consultant builds a network of Fitness Centers and purveyors of group fitness classes such as Yoga studios, CrossFit, Indoor Cycling, Boxing, Interval Training, and Pilates, in the Middlesex County NJ geographical area.

The decision whether to proceed with the pilot program and what respondent to select will be made by MCJHIF Commissioners no later than April 24, 2018. The proposed effective date of

the program will be June 1, 2018.

Pursuant to a review of utilization data, employee satisfaction, and overall ease of administration, a decision will be made by the Commissioners to either terminate the pilot program as of May 31, 2019 or continue the program for an additional two-year period ending May 31, 2021. MCJHIF will notify the winning respondent no later than 90 days prior to the end of the pilot program of the decision to extend or terminate services provided.

CONSULTANT- FITNESS FACILITY NETWORK

- a) Provide a geo-match of contracted facilities comprising vendor's network based on the employee and work zip code;
- b) Provide a map of facility build-out potential within MCJHIF's employee locations;
- c) Detail the overall member experience for both the employee and employer;
- d) Explain the process for members to request for facilities to be added to the network;
- e) Does vendor have the capability to provide MCJHIF with reporting so there is a verification process when members are using the program fitness centers?
- f) Does vendor include specialized facilities such as Yoga studios, CrossFit, Spin, Boxing, Interval Training, and Pilates facilities into their network?
- g) Vendor must be willing to share data with Wellness Coaches, USA.

EVALUATION PROCESS

The proposals will be evaluated by the MCJHIF Contracts Committee composed of Commissioners of the MCJHIF.

ILLUSTRATIVE WORK

List three (3) consulting projects which demonstrate the ability to develop a network of Fitness Centers and Group Exercise Class Facilities on behalf of Public Sector clients (in New Jersey if possible).

Please provide the following data for each project listed:

- a) Name and Location of Client;
- b) Primary Contact and Contact Information;
- c) Total number of employees/spouses eligible to participate in the Program;

- d) Number of Fitness Facilities and Group Fitness Centers available as of the initial effective date and one year from the effective date;
- e) Total number of Fitness Center Visits by month for each first year of the contract and every year thereafter;
- f) Total number of Group Exercise Class Visits broken by yoga, group cycling, etc. by month for each year of the contract;
- g) Provide a grid documenting total visits each year by individual (number of members with more than 50 visits, members with between 25 and 49 visits, members with between 10 and 24 visits, members with 1 to 10 visits and members with 0 visits).

Proposed Cost

Please provide pricing based on the following parameters:

- a) 2,000 eligible participants;
- b) All employees reside or work in Middlesex County NJ;
- c) MCJHIF will cover the cost of one visit per week per employee;
- d) The preference of MCJHIF is to only pay facilities when a participant accesses a fitness facility or group exercise program;
- e) Creative pricing is encouraged. Pricing may be based on a per employee per month basis or a credit-based system;
- f) If pricing is based on a credit-based system, it is expected that the MCJHIF will not be charged for the credit until applied;
- g) If pricing is based on a credit-based system, please provide a guaranteed maximum cost to the MCJHIF. For example: With 2,000 eligible participants each allocated 50 credits per year, 100,000 total credits will be offered. Assuming a cost of \$10 per credit, the maximum cost to MCJHIF for the program will be \$1,000,000 per year. Using available utilization data as a guide, please guarantee the maximum cost to MCJHIF for the initial plan year beginning June 1, 2018.

Administrative Process

- a) MCJHIF will identify the eligible users in a manner mutually agreeable to both parties. Eligibility data would include name, date of birth, gender, and home zip code;
- b) The winning vendor will provide a smart phone application and website where employees may view a listing (including address and phone number) of participating fitness centers and group exercise facilities. This application and web site must allow for secure login where the member may register for group fitness classes.