Date: May 29, 2019
To: JLMBC
From: Staff
Subject: Wellness Services Administrator (Limeade) Implementation Update

RECOMMENDATION
That the JLMBC receive and file the LIVEdwell Wellness Services Administrator implementation update for May 2019.

DISCUSSION
Limeade is the City’s first Wellness Services Administrator for the City of Los Angeles LIVEdwell Wellness Program (LIVEdwell Program). Staff has been engaged in an implementation process to onboard Limeade, which has included the following:

- Designing and customizing a LIVEdwell web portal for LAwell Benefits Program (LAWell) employee members
- Transitioning communication and engagement functions
- Facilitating development of the eligibility file exchange between Limeade and LAWell Program Third-Party Administrator (TPA) Morneau Shepell
- Defining and integrating roles and responsibilities for all project team members
- Developing position descriptions, executing a selection process, and onboarding two onsite Limeade positions
- Developing and executing the contract

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

(1) LIVEdwell Website Go-Live Date and Features – Limeade’s website platform has been fully customized and established for the City. The “Go-Live” date is tentatively scheduled for June 24, 2019. The Go-Live date has been pushed back to provide sufficient time for the first eligibility file to be validated to ensure it accurately contains all eligible user data and provides for a good user experience for all LAWell Program members. The validation process is expected to be completed in early June, at which time a communication announcing the new benefit will be issued to LAWell Program members.

The website portal name is LIVEdwell.LA. Up to this point, the LIVEdwell Program has lacked a true centralized resource center where all of the City’s wellness resources can be housed. The LIVEdwell.LA portal will function as a “one-stop shopping resource” so that employees can
access not only Limeade resources, but also custom events created by the City. As it becomes a more convenient resource, it should support increasing engagement and participation. In developing the customized platform, Limeade and staff have refined its features and content to function as the LIVEwell Program “home” for employees to:

(a) Create individualized wellness goals and engage with a broad array of informational resources, tools, and challenges to support their health and wellness;
(b) Engage in an ongoing “Inspiration Program” providing employees with rewards and recognition for engaging in activities which support their health and wellness;
(c) Create and participate in peer-based groups of City employees centered around specific topics or activities of interest which support their health and wellness; and
(d) Access information and updates for ongoing LIVEwell Program events.

**Individualizing the Wellness Experience** - Upon launch, employees will be invited to establish their accounts on the LIVEwell.LA website. Employees will then immediately be invited to complete a detailed wellness “WellCheck” questionnaire. The questionnaire is designed to obtain core information from employees that Limeade’s proprietary system uses to provide (1) feedback to employees regarding their wellness status and (2) several recommended points-earning activities focused on practices that can support improvement in areas specific to the employee’s self-identified needs (for example, an employee who indicates she is regularly receiving less than optimal sleep may receive educational support and a challenge around improving sleep). Although the website presents each employee with only a few recommended activities so as not to be overwhelming, employees are free to explore and engage in a much wider array of activity choices. The website contains a database of approximately 400 activities and resource topics that Limeade is continuously refreshing and refining. The website also “learns” and modifies its feedback to employees as they participate in activities and as their successes, challenges, and goals evolve.

**Inspiration Program** – LIVEwell.LA allows employees to “gamify” their wellness experience through an Inspiration Program which provides them the opportunity to earn points, honor badge of honor pins, and wellness rewards for completing activities on the website platform and participating in LIVEwell Program events. The Inspiration Program will have four achievement levels and employees can choose to share their progress with others on a leaderboard. The first Inspiration Program will launch with the website for the balance of calendar year 2019. Thereafter, the Inspiration Program will refresh and cycle on a January 1 through December 31 schedule each calendar year.

**Peer-Based Communities** – Community and peer support is one of the most powerful contributors to sustained behavioral change. The LIVEwell.LA portal allows employees to participate in peer-based groups or communities by sending or accepting invitations to peers to participate in like activities. Groups of employees can participate in a wide array of established Limeade activities or even custom activities that are created by the City and/or as may be requested by employees (for example, special events or competitions, walking groups, nutrition groups, or meditation groups). Points are earned for these activities that accrue to the tally for the Inspiration Program. In addition, a separate portal page can be used by
employees to post events outside of work (for example, employees could post and invite others to attend events such as a weekend hike, yoga class, cooking class, or similar events).

**LIVEwell Events** – LIVEwell.LA will also function as a central resource for publicizing information regarding classes, clinics, festivals, webinars, and LIVEwell Local visits. Members who regularly engage with the platform will be able to easily access event news.

**Website Demonstration** – Limeade staff will provide a demonstration of the LIVEwell.LA portal at the JLMBC’s May 29 meeting.

(2) **Engagement and Communication Plan** – Staff and Limeade have largely concluded incorporating existing LIVEwell Program event planning into the 2019 engagement plan. As noted earlier in the report, an introductory mailing will be issued to all LAwell Program member homes (Attachment B). This mailing will be accompanied by a Citywide email. However, the campaign to encourage members to create accounts and actively engage with LIVEwell.LA will be a permanent and ongoing mission for staff and Limeade’s onsite engagement specialists. Initial participation will create a baseline from which to establish goals for increasing participation and active engagement.

(3) **Network Accessibility** – Staff and Limeade have completed the vetting processes with the Los Angeles Police Department [LAPD] (lapd.online), Los Angeles World Airports [LAWA] (lawa.org), Port of LA (portofla.org), Public Library (lapl.org), and the City (lacity.org) to ensure that the LIVEwell.LA portal and its associated domains will be accessible across all networks, email servers, and remote locations.

(4) **Onsite Engagement Specialists** – Limeade has selected its two onsite engagement specialists who will support and leverage the City’s engagement efforts:

**Wellness Program Specialist: Brianne Virgona** – Ms. Virgona has been selected as Limeade’s Wellness Program Specialist. Her responsibilities will include, but are not limited to, creating and administering an ongoing annual engagement plan with specific goals, deliverables, and metrics; working with stakeholders (including JLMBC members) to develop and support customized outreach and engagement strategies; providing ongoing engagement and member analytics data and reports for staff and the JLMBC; and supervising the Wellness Engagement Specialist. Ms. Virgona is a Certified Health Education Specialist, Certified Worksite Wellness Specialist, and National Board-Certified Health and Wellness Coach with extensive experience working as a wellness program coordinator for several different employers.

**Wellness Engagement Specialist: Molly Trucano** – Ms. Trucano has been selected as Limeade’s Wellness Engagement Specialist. Her responsibilities will include, but are not limited to, coordinating and executing a wide and expanding array of events and activities throughout the City, including ongoing annual events and also campaigns and activities as supported through the Limeade platform; coordinating with other LAwell Program providers for event planning; conducting employee research; and developing and supporting the City’s
Wellness Champion network. Ms. Trucano’s background is in managing employee engagement and internal marketing, which has included leading a variety of employer engagement initiatives, spearheading diversity and inclusion programs, and coordinating surveys and brand-building efforts.

The Onsite Engagement Specialists attended Limeade University during May 20-24, 2019, as part of Limeade’s orientation process. They will begin their duties the week of May 27, 2019.

(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 attended the most recent Benefits Service Provider Carrier Summit on February 26, 2019.

(6) **Contract Development** – The contract has been executed.

Submitted by: __________________________

Isaias Cantú

Approved by: __________________________

Steven Montagna
# Limeade LIVEwell Wellness Services Administrator
## Implementation Timeline
(May 2018 – June 2019)

<table>
<thead>
<tr>
<th>MILESTONE</th>
<th>TARGET COMPLETION PERIOD</th>
<th>STATUS</th>
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<tbody>
<tr>
<td>Kick-off Meeting – Introduction to Transition Team Members</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Quarter 2018</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop Eligibility File Work Plan</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; Quarter 2018</td>
<td>Complete</td>
</tr>
<tr>
<td>Engagement and Communications Plan</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; Quarter 2018</td>
<td>Complete</td>
</tr>
<tr>
<td>Design, Configure and Build/Exchange of Eligibility File</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Quarter 2019</td>
<td>Complete</td>
</tr>
<tr>
<td>Contract Development</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Quarter 2019</td>
<td>Completed</td>
</tr>
<tr>
<td>Contract Execution</td>
<td>April, 2019</td>
<td>Completed</td>
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<tr>
<td>Develop Communications Plan</td>
<td>April, 2019</td>
<td>Completed</td>
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<tr>
<td>Complete all LIVEwell Website Requirements/Specifications</td>
<td>May, 2019</td>
<td>Completed</td>
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<tr>
<td>Perform Portal Testing</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Quarter, 2019</td>
<td>Completed</td>
</tr>
<tr>
<td>Data Validation and Communication of Program Launch</td>
<td>June 2019</td>
<td>In Process</td>
</tr>
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NEW Wellness Online Resource for City Employees!

LIVE YOUR BEST LIFE!

Discover your personal strengths, participate in activities, and earn points towards rewards with your new LIVEwell.LA resource center!
What is the LIVEwell Program?

The City’s LIVEwell Program offers support to employees in achieving their personal wellness goals. LIVEwell’s approach focuses on four pillars of wellness:

- Healthy Nutrition
- Physical Activity
- Stress Management
- Prevention

We provide classes, webinars, exercise and cooking demonstrations, health screenings, flu shot clinics, vision exams, wellness festivals, and more. Services are offered throughout the City’s various locations.

LIVEwell.LA is our newest exciting resource to take our employee wellness program to the next level!
Motivation and inspiration, all in one place

LIVEwell.LA is your online resource for all your wellness needs. Use this tool to set personal wellness goals and to discover your personal strengths.

Personalized plan, just for you

Once you establish your account and take the WellCheck questionnaire, LIVEwell.LA provides you with activities and content based on your specific interests which helps you create and support your personal wellness goals.

Challenge yourself

Participate in challenges and activities that appeal to you. There are dozens to choose from, such as “Exhale Your Worries,” “Walk and Talk,” “Use Your Desk as a Workout Zone,” and “No Sad Desk Lunches.”

Share and celebrate wins together

Share updates, photos, and comments with fellow City employees using the LIVEwell.LA Community Feed. Give virtual high-fives to show support and cheer victories. Share your own achievements to inspire your peers on their wellness journey. By connecting with your peers, you can give and feel support.

Achieve rewards and recognition

Collect points by creating your LIVEwell.LA account, taking the WellCheck questionnaire, and completing activities you select. There are four point levels to achieve, each with their own rewards and recognition!

<table>
<thead>
<tr>
<th>Level</th>
<th>Level Name</th>
<th>Wellness Rewards</th>
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<tbody>
<tr>
<td>1</td>
<td>Adventurer</td>
<td>The Adventurer Badge of Honor Pin, Lanyard &amp; Badge Holder</td>
</tr>
<tr>
<td>2</td>
<td>Explorer</td>
<td>The Explorer Badge of Honor Pin &amp; Telescopic Stainless Steel Straw</td>
</tr>
<tr>
<td>3</td>
<td>Trailblazer</td>
<td>The Trailblazer Badge of Honor Pin &amp; Exercise Running Belt</td>
</tr>
<tr>
<td>4</td>
<td>Titan</td>
<td>The Titan Badge of Honor Pin &amp; Cooler Backpack</td>
</tr>
</tbody>
</table>
Make it Happen!

1. Visit LIVEwell.LA and click on “Get Started”

2. Enter:
   - Your email address
   - Your employee ID number
   - Your last name and date of birth (MM/DD/YYYY)

3. From your homepage, complete the **WellCheck** questionnaire.

4. Review your **WellCheck** results to understand your personal strengths and opportunities.

5. Browse the activities available under “Other Things to Do.” Choose one or more that appeal to you, then join your first challenge!

If you have any questions regarding LIVEwell.LA, please call (866) 774-3157 (7 am. to 7 p.m., M-F) or email support@limeade.com. If you have questions regarding other LIVEwell Program resources, please call (213) 978-1619 or email LIVEwell@lacity.org.