



Organizations spend more than two thirds of employee-related costs on wages and salaries.

The remaining amount goes to employee benefit packages.¹ With that amount of expense attached, organizations need to be sure they're spending their money wisely. Before you start your next RFP cycle, think about these five critical steps.

Five things to do before your next RFP cycle

1 Assess your needs.

Before even thinking about which companies you may want to work with, start with a few fundamental questions.

- What health risks are present in my population?
- What have my members said they need or want to achieve?
- What budget do I have to work with?

2 Define your goals.

Decide what outcomes you want your health solution to achieve. It may be improved health outcomes, lower health care costs or both. You may want to offer a whole person health solution that can reach your entire population. Or you may want a more targeted solution to help the people at highest risk.

3 Consider your resources.

If you're just starting your health strategy, you may want a turnkey solution that can be tailored for your population. If your strategy is more mature, you may be looking for a higher degree of flexibility and customization. You'll also need to think about whether you want to manage a collection of vendors offering targeted support. Or if you'd rather have a single vendor delivering a more integrated health solution that can address a variety of health needs and goals.

4 Start exploring the market.

You can do a lot of work to familiarize yourself with health solutions vendors without leaving your desk. You can expand your web research by following companies you're interested in on platforms like LinkedIn®. Watch your inbox for emails from potential collaborators and click through to their website. This is a great way to see if their organizational goals align with yours. You can also read any research reports or white papers they've published.

5 Go deeper on your research.

Conferences and webinars are a great place to learn about what programs may be available to help you reach your goals. They're also a great chance to interact casually with companies you want to know more about. We all want to do business with people we like and trust, so use these low-pressure events as a chance to start feeling them out. You can always ask for a more detailed one-to-one conversation as your interest grows.

ActiveHealth can help you at any point in your preparation. Our sophisticated use of data and innovative predictive models can help you understand your health improvement opportunities. Our experienced staff can help you tailor a solution to meet your unique needs and goals. And we even like talking on the phone.

You can **LEARN MORE** and contact us at [ActiveHealth.com](https://www.ActiveHealth.com)

¹Bureau of Labor Statistics. News Release. Employer Costs for Employee Compensation – September 2022. Available at bls.gov/news.release/pdf/ecec.pdf. Accessed January 18, 2023.

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