

**MASTER AGREEMENT # 040226****CATEGORY: Wellness Program Engagement, Open Enrollment Support and Related Services****SUPPLIER: WebMD Health Services Group, Inc.**

This Master Agreement (Agreement) is between Sourcewell, a Minnesota service cooperative located at 202 12th Street Northeast, Staples, MN 56479 (Sourcewell) and WebMD Health Services Group, Inc. with offices at 283-299 Market Street, 2 Gateway Center, 4th Floor, Newark NJ 07102 (Supplier).

Sourcewell is a local government and service cooperative created under the laws of the State of Minnesota (Minnesota Statutes Section 123A.21) offering a Cooperative Purchasing Program to eligible participating government entities.

Under this Master Agreement entered with Sourcewell, Supplier will provide Included Solutions to Participating Entities through Sourcewell's Cooperative Purchasing Program.

**Article 1:
General Terms**

The General Terms in this Article 1 control the operation of this Master Agreement between Sourcewell and Supplier and apply to all transactions entered by Supplier and Participating Entities. Subsequent Articles to this Master Agreement control the rights and obligations directly between Sourcewell and Supplier (Article 2), and between Supplier and Participating Entity (Article 3), respectively. These Article 1 General Terms control over any conflicting terms. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

- 1) **Purpose.** Pursuant to Minnesota law, the Sourcewell Board of Directors has authorized a Cooperative Purchasing Program designed to provide Participating Entities with access to competitively awarded cooperative purchasing agreements. To facilitate the Program, Sourcewell has awarded Supplier this cooperative purchasing Master Agreement following a competitive procurement process intended to meet compliance standards in accordance with Minnesota law and the requirements contained herein.
- 2) **Intent.** The intent of this Master Agreement is to define the roles of Sourcewell, Supplier, and Participating Entity as it relates to Sourcewell's Cooperative Purchasing Program.
- 3) **Participating Entity Access.** Sourcewell's Cooperative Purchasing Program Master Agreements are available to eligible public agencies (Participating Entities). A Participating Entity's authority to access Sourcewell's Cooperative Purchasing Program is determined through the laws of its respective jurisdiction.
- 4) **Supplier Access.** The Included Solutions offered under this Agreement may be made available to any Participating Entity. Supplier understands that a Participating Entity's use of this Agreement is at the Participating Entity's sole convenience. Supplier will educate its sales and service forces about Sourcewell eligibility requirements and required documentation. Supplier will be responsible for

ensuring sales are with Participating Entities. Supplier shall have no obligation to enter into any transaction with a Participating Entity and may, in its sole discretion, determine whether to provide Solutions to any Participating Entity.

- 5) **Term.** This Agreement is effective upon the date of the final signature below. The term of this Agreement is four (4) years from the effective date. The Agreement expires at 11:59 P.M. Central Time on May 14, 2030, unless it is cancelled or extended as defined in this Agreement.
 - a) **Extensions.** Sourcewell and Supplier may agree to up to three (3) additional one-year extensions beyond the original four-year term. The total possible length of this Agreement will be seven (7) years from the effective date.
 - b) **Exceptional Circumstances.** Sourcewell retains the right to consider additional extensions as required under exceptional circumstances.
- 6) **Survival of Terms.** Notwithstanding the termination of this Agreement, the obligations of this Agreement will continue through the performance period of any transaction entered between Supplier and any Participating Entity before the termination date.
- 7) **Scope.** Supplier is awarded a Master Agreement to provide the solutions identified in RFP #040226 to Participating Entities. In Scope solutions include:
 - a. **Category 1: Wellness Program Engagement:**
 - i. Wellness engagement programs and platforms;
 - ii. Biometric screening services and coordination;
 - iii. Wellness incentive management;
 - iv. Health coaching; and,
 - v. Wellness program management and related services, such as data analytics, predictive modeling, wellness program branding, strategic planning, and on-site wellness center management, but only to the extent that such services are complementary to a proposer's offering of the solutions described in 1. a. above.
- 8) **Included Solutions.** Supplier's Proposal to the above referenced RFP is incorporated into this Master Agreement. Only those Solutions included within Supplier's Proposal and within Scope (Included Solutions) are included within the Agreement and may be offered to Participating Entities.
- 9) **Indefinite Quantity.** This Master Agreement defines an indefinite quantity of sales to eligible Participating Entities.
- 10) **Pricing.** Pricing information (including Pricing and Delivery and Pricing Offered tables) for all Included Solutions within Supplier's Proposal is incorporated into this Master Agreement.
- 11) **Not to Exceed Pricing.** Suppliers may not exceed the prices listed in the current Pricing List on file with Sourcewell when offering Included Solutions to Participating Entities. Participating Entities may request adjustments to pricing directly from Supplier during the negotiation and execution of any transaction.
- 12) **Open Market.** Supplier's open market pricing process is included within its Proposal.

13) Supplier Representations:

- i) **Compliance.** Supplier represents and warrants it will provide all Included Solutions under this Agreement in full compliance with applicable federal, state, and local laws and regulations.
- ii) **Licenses.** As applicable, Supplier will maintain a valid status on all required federal, state, and local licenses, bonds, and permits required for the operation of Supplier's business with Participating Entities. Participating Entities may request all relevant documentation directly from Supplier.
- iii) **Supplier Warrants.** Supplier warrants that all Included Solutions furnished under this Agreement are free from liens and encumbrances, and are free from defects in design, materials, and workmanship. In addition, Supplier warrants the Solutions are suitable for and will perform in accordance with the ordinary use for which they are intended.

14) **Bankruptcy Notices.** Supplier certifies and warrants it is not currently in a bankruptcy proceeding. Supplier has disclosed all current and completed bankruptcy proceedings within the past seven years within its Proposal. Supplier must provide notice in writing to Sourcwell if it enters a bankruptcy proceeding at any time during the term of this Agreement.

15) **Debarment and Suspension.** Supplier certifies and warrants that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota, the United States federal government, or any Participating Entity. Supplier certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this Agreement. Supplier further warrants that it will provide immediate written notice to Sourcwell if this certification changes at any time during the term of this Agreement.

16) **Provisions for non-United States federal entity procurements under United States federal awards or other awards (Appendix II to 2 C.F.R § 200).** Participating Entities that use United States federal grant or other federal funding to purchase solutions from this Agreement may be subject to additional requirements including the procurement standards of the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, 2 C.F.R. § 200. Participating Entities may have additional requirements based on specific funding source terms or conditions. Within this Section, all references to "federal" should be interpreted to mean the United States federal government. The following list applies when a Participating Entity accesses Supplier's Included Solutions with United States federal funds.

- i) **EQUAL EMPLOYMENT OPPORTUNITY.** Except as otherwise provided under 41 C.F.R. § 60, all agreements that meet the definition of "federally assisted construction contract" in 41 C.F.R. § 60-1.3 must include the equal opportunity clause provided under 41 C.F.R. § 60-1.4(b), in accordance with Executive Order 11246, "Equal Employment Opportunity" (30 FR 12319, 12935, 3 C.F.R. §, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and implementing regulations at 41 C.F.R. § 60, "Office of Federal Contract Compliance Programs, Equal

Employment Opportunity, Department of Labor.” The equal opportunity clause is incorporated herein by reference.

ii) **DAVIS-BACON ACT, AS AMENDED (40 U.S.C. § 3141-3148).** When required by federal program legislation, all prime construction contracts in excess of \$2,000 awarded by non-federal entities must include a provision for compliance with the Davis-Bacon Act (40 U.S.C. § 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 C.F.R. § 5, “Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction”). In accordance with the statute, contractors must be required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determination made by the Secretary of Labor. In addition, contractors must be required to pay wages not less than once a week. The non-federal entity must place a copy of the current prevailing wage determination issued by the Department of Labor in each solicitation. The decision to award a contract or subcontract must be conditioned upon the acceptance of the wage determination. The non-federal entity must report all suspected or reported violations to the federal awarding agency. The contracts must also include a provision for compliance with the Copeland “Anti-Kickback” Act (40 U.S.C. § 3145), as supplemented by Department of Labor regulations (29 C.F.R. § 3, “Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States”). The Act provides that each contractor or subrecipient must be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled. The non-federal entity must report all suspected or reported violations to the federal awarding agency. Supplier must comply with all applicable Davis-Bacon Act provisions.

iii) **CONTRACT WORK HOURS AND SAFETY STANDARDS ACT (40 U.S.C. § 3701-3708).** Where applicable, all contracts awarded by the non-federal entity in excess of \$100,000 that involve the employment of mechanics or laborers must include a provision for compliance with 40 U.S.C. §§ 3702 and 3704, as supplemented by Department of Labor regulations (29 C.F.R. § 5). Under 40 U.S.C. § 3702 of the Act, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. § 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies, materials, or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence. This provision is hereby incorporated by reference into this Agreement. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

iv) **RIGHTS TO INVENTIONS MADE UNDER A CONTRACT OR AGREEMENT.** If the federal award meets the definition of “funding agreement” under 37 C.F.R. § 401.2(a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the recipient or subrecipient must comply with the requirements of 37 C.F.R. § 401, “Rights to Inventions Made by Nonprofit

Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency. Supplier certifies that during the term of an award for all Agreements by Sourcwell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

v) **CLEAN AIR ACT (42 U.S.C. § 7401-7671Q.) AND THE FEDERAL WATER POLLUTION CONTROL ACT (33 U.S.C. § 1251-1387).** Contracts and subgrants of amounts in excess of \$150,000 require the non-federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. § 7401- 7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. § 1251- 1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA). Supplier certifies that during the term of this Agreement it will comply with applicable requirements as referenced above.

vi) **DEBARMENT AND SUSPENSION (EXECUTIVE ORDERS 12549 AND 12689).** A contract award (see 2 C.F.R. § 180.220) must not be made to parties listed on the government wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 C.F.R. § 180 that implement Executive Orders 12549 (3 C.F.R. § 1986 Comp., p. 189) and 12689 (3 C.F.R. § 1989 Comp., p. 235), “Debarment and Suspension.” SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549. Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation by any federal department or agency.

vii) **BYRD ANTI-LOBBYING AMENDMENT, AS AMENDED (31 U.S.C. § 1352).** Suppliers must file any required certifications. Suppliers must not have used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. Suppliers must disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up to the non-federal award. Suppliers must file all certifications and disclosures required by, and otherwise comply with, the Byrd Anti-Lobbying Amendment (31 U.S.C. § 1352).

viii) **RECORD RETENTION REQUIREMENTS.** To the extent applicable, Supplier must comply with the record retention requirements detailed in 2 C.F.R. § 200.333. The Supplier further certifies that it will retain all records as required by 2 C.F.R. § 200.333 for a period of 3 years after grantees or subgrantees submit final expenditure reports or quarterly or annual financial reports, as applicable, and all other pending matters are closed.

ix) **ENERGY POLICY AND CONSERVATION ACT COMPLIANCE.** To the extent applicable, Supplier must comply with the mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act.

x) **BUY AMERICAN PROVISIONS COMPLIANCE.** To the extent applicable, Supplier must comply with all applicable provisions of the Buy American Act. Purchases made in accordance

with the Buy American Act must follow the applicable procurement rules calling for free and open competition.

xi) **ACCESS TO RECORDS (2 C.F.R. § 200.336).** If, and only to the extent, required by law, Supplier agrees that duly authorized representatives of a federal agency must have access to any books, documents, papers and records of Supplier that are directly pertinent to Supplier's discharge of its obligations under this Agreement for the purpose of making audits, examinations, excerpts, and transcriptions. The right also includes timely and reasonable access to Supplier's personnel for the purpose of interview and discussion relating to such documents.

xii) **PROCUREMENT OF RECOVERED MATERIALS (2 C.F.R. § 200.322).** A non-federal entity that is a state agency or agency of a political subdivision of a state and its contractors must comply with Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 C.F.R. § 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.

xiii) **FEDERAL SEAL(S), LOGOS, AND FLAGS.** The Supplier cannot use the seal(s), logos, crests, or reproductions of flags or likenesses of Federal agency officials without specific pre-approval.

xiv) **NO OBLIGATION BY FEDERAL GOVERNMENT.** The U.S. federal government is not a party to this Agreement or any purchase by a Participating Entity and is not subject to any obligations or liabilities to the Participating Entity, Supplier, or any other party pertaining to any matter resulting from the Agreement or any purchase by an authorized user.

xv) **PROGRAM FRAUD AND FALSE OR FRAUDULENT STATEMENTS OR RELATED ACTS.** The Contractor acknowledges that 31 U.S.C. § 38 (Administrative Remedies for False Claims and Statements) applies to the Supplier's actions pertaining to this Agreement or any purchase by a Participating Entity.

xvi) **FEDERAL DEBT.** The Supplier certifies that it is non-delinquent in its repayment of any federal debt. Examples of relevant debt include delinquent payroll and other taxes, audit disallowance, and benefit overpayments.

xvii) **CONFLICTS OF INTEREST.** The Supplier must notify the U.S. Office of General Services, Sourcewell, and Participating Entity as soon as possible if this Agreement or any aspect related to the anticipated work under this Agreement raises an actual or potential conflict of interest (as described in 2 C.F.R. Part 200). The Supplier must explain the actual or potential conflict in writing in sufficient detail so that the U.S. Office of General Services, Sourcewell, and Participating Entity are able to assess the actual or potential conflict; and provide any additional information as necessary or requested.

xviii) **U.S. EXECUTIVE ORDER 13224.** The Supplier, and its subcontractors, must comply with U.S. Executive Order 13224 and U.S. Laws that prohibit transactions with and provision of resources and support to individuals and organizations associated with terrorism.

xix) **PROHIBITION ON CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT.** To the extent applicable, Supplier certifies that during the term of this Agreement it will comply with applicable requirements of 2 C.F.R. § 200.216.

xx) **DOMESTIC PREFERENCES FOR PROCUREMENTS.** To the extent applicable, Supplier certifies that during the term of this Agreement, Supplier will comply with applicable requirements of 2 C.F.R. § 200.322.

Article 2: Sourcewell and Supplier Obligations

The Terms in this Article 2 relate specifically to Sourcewell and its administration of this Master Agreement with Supplier and Supplier's obligations thereunder.

- 1) **Authorized Sellers.** Supplier must provide Sourcewell a current means to validate or authenticate Supplier's authorized dealers, distributors, or resellers which may complete transactions of Included Solutions offered under this Agreement. Sourcewell may request updated information in its discretion, and Supplier agrees to provide requested information within a reasonable time.
- 2) **Product and Price Changes Requirements.** Supplier may request Included Solutions changes, additions, or deletions at any time. All requests must be made in writing by submitting a Sourcewell Price and Product Change Request Form to Sourcewell. At a minimum, the request must:
 - Identify the applicable Sourcewell Agreement number;
 - Clearly specify the requested change;
 - Provide sufficient detail to justify the requested change;
 - Individually list all Included Solutions affected by the requested change, along with the requested change (e.g., addition, deletion, price change); and
 - Include a complete restatement of Pricing List with the effective date of the modified pricing, or product addition or deletion. The new pricing restatement must include all Included Solutions offered, even for those items where pricing remains unchanged.

A fully executed Sourcewell Price and Product Change Request Form will become an amendment to this Agreement and will be incorporated by reference.

- 3) **Authorized Representative.** Supplier will assign an Authorized Representative to Sourcewell for this Agreement and must provide prompt notice to Sourcewell if that person is changed. The Authorized Representative will be responsible for:
 - Maintenance and management of this Agreement;
 - Timely response to all Sourcewell and Participating Entity inquiries; and
 - Participation in reviews with Sourcewell.

Sourcewell's Authorized Representative is its Chief Procurement Officer.

- 4) **Performance Reviews.** Supplier will perform a minimum of one review with Sourcewell per agreement year. The review will cover transactions to Participating Entities, pricing and terms, administrative fees, sales data reports, performance issues, supply chain issues, customer issues, and any other necessary information.
- 5) **Sales Reporting Required.** Supplier is required as a material element to this Master Agreement to report all completed transactions with Participating Entities utilizing this Agreement. A "Completed Transaction" shall be defined as a transaction with a Participating Entity that resulted in an executed agreement between the Participating Entity and Supplier. Failure to provide complete and accurate reports as defined herein will be a material breach of the Agreement and Sourcewell reserves the right to pursue all remedies available at law including cancellation of this Agreement.
- 6) **Reporting Requirements.** Supplier must provide Sourcewell an activity report of all Completed Transactions (the "Report") completed utilizing this Agreement. Reports are due at least once each calendar quarter (Reporting Period). Reports must be received no later than 45 calendar days after the end of each calendar quarter. Supplier may report on a more frequent basis in its discretion. Reports must be provided regardless of the amount of Completed Transactions during that quarter (i.e., if there are no sales, Supplier must submit a Report indicating no sales were made).

The Report must contain the following fields:

- Participating Entity Name (e.g., City of Staples Highway Department);
- Participating Entity Physical Street Address;
- Participating Entity City;
- Participating Entity State/Province;
- Participating Entity Zip/Postal Code;
- Sourcewell Participating Entity Account Number;
- Transaction Description;
- Transaction Purchased Price;
- Sourcewell Administrative Fee Applied; and
- Date Completed Transaction was invoiced/sale was recognized as revenue by Supplier.

If collected by Supplier, the Report may include the following fields as available:

- Participating Entity Contact Name;
- Participating Entity Contact Email Address;
- Participating Entity Contact Telephone Number;

- 7) **Administrative Fee.** In consideration for the support and services provided by Sourcewell, Supplier will pay an Administrative Fee to Sourcewell on all Completed Transactions to Participating Entities utilizing this Agreement. Supplier will include its Administrative Fee within its proposed pricing. Supplier may not directly charge Participating Entities to offset the Administrative Fee.
- 8) **Fee Calculation.** Supplier's Administrative Fee payable to Sourcewell will be calculated as a stated percentage (listed in Supplier's Proposal) of all Completed Transactions utilizing this Master Agreement within the preceding Reporting Period. For certain categories, a flat fee may be proposed. The Administrative Fee will be stated in Supplier's Proposal.

- 9) **Fee Remittance.** Supplier will remit the fee to Sourcewell no later than 45 calendar days after the close of the preceding calendar quarter in conjunction with Supplier's Reporting Period obligations defined herein. Payments should note the Supplier's name and Sourcewell-assigned Agreement number in the memo; and must be either mailed to Sourcewell above "Attn: Accounts Receivable" or remitted electronically to Sourcewell's banking institution per Sourcewell's Finance department instructions.
- 10) **Noncompliance.** Sourcewell reserves the right to seek all remedies available at law for unpaid or underpaid Administrative Fees due under this Agreement. Failure to remit payment, delinquent payments, underpayments, or other deviations from the requirements of this Agreement may be deemed a material breach and may result in cancellation of this Agreement and disbarment from future Agreements.
- 11) **Audit Requirements.** Pursuant to Minn. Stat. § 16C.05, subdivision 5, the books, records, documents, and accounting procedures and practices relevant to this Agreement are subject to examination by Sourcewell and the Minnesota State Auditor for a minimum of six years from the end of this Agreement. Supplier agrees to fully cooperate with Sourcewell in auditing transactions under this Agreement to ensure compliance with pricing terms, correct calculation and remittance of Administrative Fees, and verification of transactions as may be requested by a Participating Entity or Sourcewell.
- 12) **Assignment, Transfer, and Administrative Changes.** Supplier may not assign or otherwise transfer its rights or obligations under this Agreement without the prior written consent of Sourcewell. Such consent will not be unreasonably withheld. Sourcewell reserves the right to unilaterally assign all or portions of this Agreement within its sole discretion to address corporate restructurings, mergers, acquisitions, or other changes to the Responsible Party and named in the Agreement. Any prohibited assignment is invalid. Upon request Sourcewell may make administrative changes to agreement documentation such as name changes, address changes, and other non-material updates as determined within its sole discretion.
- 13) **Amendments.** Any material change to this Agreement must be executed in writing through an amendment and will not be effective until it has been duly executed by the parties.
- 14) **Waiver.** Failure by Sourcewell to enforce any right under this Agreement will not be deemed a waiver of such right in the event of the continuation or repetition of the circumstances giving rise to such right.
- 15) **Complete Agreement.** This Agreement represents the complete agreement between the parties for the scope as defined herein. Supplier and Sourcewell may enter into separate written agreements relating specifically to transactions outside of the scope of this Agreement.
- 16) **Relationship of Sourcewell and Supplier.** This Agreement does not create a partnership, joint venture, or any other relationship such as employee, independent contractor, master-servant, or principal-agent.
- 17) **Indemnification.** Supplier must indemnify, defend, save, and hold Sourcewell, including their agents and employees, harmless from any third-party claims or causes of action, including attorneys' fees

incurred by Sourcewell, arising out of any act or omission in the performance of this Agreement by the Supplier or its agents or employees; this indemnification includes injury or death to person(s) or property alleged to have been caused by some defect in design, condition, or performance of Included Solutions under this Agreement. Supplier shall have no obligation to indemnify Sourcewell for any claims arising solely from the acts or omissions of any Participating Entity or other third party, except to the extent such claims are caused by or contributed to by the gross negligence or willful misconduct of Supplier or Supplier's employees, agents, subcontractors, or representatives. Sourcewell's responsibility will be governed by the State of Minnesota's Tort Liability Act (Minnesota Statutes Chapter 466) and other applicable law.

18) Limitation of Liability. In no event shall either Party's aggregate liability to the other Party arising out of or relating to this Agreement exceed two hundred fifty thousand dollars (\$250,000.00). Neither Party shall be liable for any indirect, incidental, special, punitive or consequential damages.

19) Data Practices. Supplier and Sourcewell acknowledge Sourcewell is subject to the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13. As it applies to all data created and maintained in performance of this Agreement, Supplier may be subject to the requirements of this chapter.

20) Grant of License.

a) **During the term of this Agreement:**

i) **Supplier Promotion.** Sourcewell grants to Supplier a royalty-free, worldwide, non-exclusive right and license to use the trademark(s) provided to Supplier by Sourcewell in advertising, promotional materials, and informational sites for the purpose of marketing Sourcewell's Agreement with Supplier.

ii) **Sourcewell Promotion.** Supplier grants to Sourcewell a royalty-free, worldwide, non-exclusive right and license to use Supplier's trademarks in advertising, promotional materials, and informational sites for the purpose of marketing Supplier's Agreement with Sourcewell.

b) **Limited Right of Sublicense.** The right and license granted herein includes a limited right of each party to grant sublicenses to their respective subsidiaries, distributors, dealers, resellers, marketing representatives, partners, or agents (collectively "Permitted Sublicensees") in advertising, promotional, or informational materials for the purpose of marketing the Parties' relationship. Any sublicense granted will be subject to the terms and conditions of this Article. Each party will be responsible for any breach of this section by any of their respective sublicensees.

c) **Use; Quality Control.**

i) Neither party may alter the other party's trademarks from the form provided and must comply with removal requests as to specific uses of its trademarks or logos.

ii) Each party agrees to use, and to cause its Permitted Sublicensees to use, the other party's trademarks only in good faith and in a dignified manner consistent with such party's use of the trademarks. Each party may make written notice to the other regarding misuse under this section. The offending party will have 30 days of the date of the written notice to cure the issue or the license/sublicense will be terminated.

- d) **Termination.** Upon the termination of this Agreement for any reason, each party, including Permitted Sublicensees, will have 30 days to remove all Trademarks from signage, websites, and the like bearing the other party's name or logo (excepting Sourcewell's pre-printed catalog of suppliers which may be used until the next printing). Supplier must return all marketing and promotional materials, including signage, provided by Sourcewell, or dispose of it according to Sourcewell's written directions.
- 21) **Venue and Governing law between Sourcewell and Supplier Only.** The substantive and procedural laws of the State of Minnesota will govern this Agreement between Sourcewell and Supplier. Venue for all legal proceedings arising out of this Agreement between Sourcewell and Supplier will be in court of competent jurisdiction within the State of Minnesota. This section does not apply to any dispute between Supplier and Participating Entity. This Agreement reserves the right for Supplier and Participating Entity to negotiate this term to within any transaction documents.
- 22) **Severability.** If any provision of this Agreement is found by a court of competent jurisdiction to be illegal, unenforceable, or void then both parties will be relieved from all obligations arising from that provision. If the remainder of this Agreement is capable of being performed, it will not be affected by such determination or finding and must be fully performed.
- 23) **Insurance Coverage.** At its own expense, Supplier must maintain valid insurance policy(ies) during the performance of this Agreement with insurance company(ies) licensed or authorized to do business in the State of Minnesota having an "AM BEST" rating of A- or better, with coverage and limits of insurance not less than the following:
- a) **Commercial General Liability Insurance.** Supplier will maintain insurance covering its operations, with coverage on an occurrence basis, and must be subject to terms no less broad than the Insurance Services Office ("ISO") Commercial General Liability Form CG0001 (2001 or newer edition), or equivalent. At a minimum, coverage must include liability arising from premises, operations, bodily injury and property damage, independent contractors, products-completed operations including construction defect, contractual liability, blanket contractual liability, and personal injury and advertising injury. All required limits, terms and conditions of coverage must be maintained during the term of this Agreement.
 - \$1,500,000 each occurrence Bodily Injury and Property Damage
 - \$1,500,000 Personal and Advertising Injury
 - \$2,000,000 aggregate for products liability-completed operations
 - \$2,000,000 general aggregate
 - b) **Certificates of Insurance.** Prior to execution of this Agreement, Supplier must furnish to Sourcewell a certificate of insurance, as evidence of the insurance required under this Agreement. Prior to expiration of the policy(ies), renewal certificates must be mailed to Sourcewell, 202 12th Street Northeast, Staples, MN 56479 or provided to in an alternative manner as directed by Sourcewell. The certificates must be signed by a person authorized by the insurer(s) to bind coverage on their behalf. Failure of Supplier to maintain the required insurance and documentation may constitute a material breach.
 - c) **Additional Insured Endorsement and Primary and Non-contributory Insurance Clause.** Supplier agrees to list Sourcewell, including its officers, agents, and employees, as an additional insured

under the Supplier's commercial general liability insurance policy with respect to liability arising out of activities, "operations," or "work" performed by or on behalf of Supplier, and products and completed operations of Supplier. The policy provision(s) or endorsement(s) must further provide that coverage is primary and not excess over or contributory with any other valid, applicable, and collectible insurance or self-insurance in force for the additional insureds.

- d) **Waiver of Subrogation.** Supplier waives and must require (by endorsement or otherwise) all its insurers to waive subrogation rights against Sourcewell and other additional insureds for losses paid under the insurance policies required by this Agreement or other insurance applicable to the Supplier or its subcontractors. The waiver must apply to all deductibles and/or self-insured retentions applicable to the required or any other insurance maintained by the Supplier or its subcontractors. Where permitted by law, Supplier must require similar written express waivers of subrogation and insurance clauses from each of its subcontractors.
- e) **Umbrella/Excess Liability/SELF-INSURED RETENTION.** The limits required by this Agreement can be met by either providing a primary policy or in combination with umbrella/excess liability policy(ies), or self-insured retention.

24) **Termination for Convenience.** Sourcewell or Supplier may terminate this Agreement upon 60 calendar days' written notice to the other Party. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any Completed Transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.

25) **Termination for Cause.** Either Party may terminate this Agreement upon providing written notice of material breach to the other Party. Notice must describe the breach in reasonable detail and state the intent to terminate the Agreement. Upon receipt of Notice, the breaching Party will have 30 calendar days to cure the breach. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.

26) **Representations and Warranties.** Each Party represents and warrants that it is duly organized, authorized to enter into this Agreement, and will comply with applicable laws in performing its obligations. Sourcewell further represents that it has the legal authority to make this Agreement eligible to Participating Entities. Except as expressly stated hereunder, all other warranties are disclaimed.

Article 3: Supplier Obligations to Participating Entities

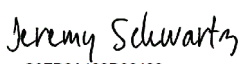
The Terms in this Article 3 relate specifically to Supplier and a Participating Entity when entering transactions utilizing the General Terms established in this Master Agreement. Article 1 General Terms control over any conflict with this Article 3. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

- 1) **Quotes to Participating Entities.** Suppliers are encouraged to provide all pricing information regarding the total cost of acquisition when quoting to a Participating Entity. Suppliers and

Participating Entities are encouraged to include all cost specifically associated with or included within the Suppliers proposal and Included Solutions within transaction documents.

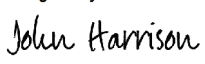
- 2) **Shipping, Delivery, Acceptance, Rejection, and Warranty.** Supplier's proposal may include proposed terms relating to shipping, delivery, inspection, and acceptance/rejection and other relevant terms of tendered Solutions. Supplier and Participating Entity may negotiate final terms appropriate for the specific transaction relating to non-appropriation, shipping, delivery, inspection, acceptance/rejection of tendered Solutions, and warranty coverage for Included Solutions. Such terms may include, but are not limited to, costs, risk of loss, proper packaging, inspection rights and timelines, acceptance or rejection procedures, and remedies as mutually agreed include notice requirements, replacement, return or exchange procedures, and associated costs.
- 3) **Applicable Taxes.** Participating Entity is responsible for notifying supplier of its tax-exempt status and for providing Supplier with any valid tax-exemption certification(s) or related documentation.
- 4) **Ordering Process and Payment.** Supplier's ordering process and acceptable forms of payment are included within its Proposal. Participating Entities will be solely responsible for payment to Supplier and Sourcewell will have no liability for any unpaid invoice of any Participating Entity.
- 5) **Transaction Documents.** Participating Entity may require the use of its own forms to complete transactions directly with Supplier utilizing the terms established in this Agreement. Supplier's standard form agreements may be offered as part of its Proposal. Supplier and Participating Entity may complete and document transactions utilizing any type of transaction documents as mutually agreed. In any transaction document entered utilizing this Agreement, Supplier and Participating Entity must include specific reference to this Master Agreement by number and to Participating Entity's unique Sourcewell account number.
- 6) **Additional Terms and Conditions Permitted.** Participating Entity and Supplier may negotiate and include additional terms and conditions within transaction documentation as mutually agreed. Such terms may supplant or supersede this Master Agreement when necessary and as mutually determined. Sourcewell has expressly reserved the right for Supplier and Participating Entity to address any necessary provisions within transaction documents not expressly included within this Master Agreement, including but not limited to transaction cancellation, dispute resolution, governing law and venue, non-appropriation, insurance, defense and indemnity, force majeure, and other material terms as mutually agreed.
- 7) **Subsequent Agreements and Survival.** Supplier and Participating Entity may enter into a separate agreement to facilitate long-term performance obligations utilizing the terms of this Master Agreement as mutually agreed. Such agreements may provide for a performance period extending beyond the full term of this Master Agreement as determined in the discretion of Participating Entity.
- 8) **Participating Addendums.** Supplier and Participating Entity may enter a Participating Addendum or similar document extending and supplementing the terms of this Master Agreement to facilitate adoption as may be required by a Participating Entity.

040226-WEBMD

Signed by:

C0FD2A139D06489...

By: _____
Jeremy Schwartz
Title: Chief Procurement Officer

Date: 6/23/2026 | 4:08 PM CDT

Signed by:

285D57975CF64D1...

By: _____
John Harrison
Title: President & General Manager

Date: 6/23/2026 | 1:40 PM PDT

RFP 040226 - Wellness Program Engagement, Open Enrollment Support and Related Services

Vendor Details

Company Name:

WebMD Health Services
Group, Inc.

Does your company conduct business under any other name? If yes, please state:

WebMD Health Services

Address:

2701 NW Vaughn Street
Suite 700
Portland, OR 97210

Contact:

Joe Feldman

Email:

WHSProposalTeam@webmd.
net

Phone:

301-814-7653

HST#:

Submission Details

Created On:

Thursday February 12, 2026 09:11:50

Submitted On:

Monday April 06, 2026 15:35:02

Submitted By:

Joe Feldman

Email:

WHSProposalTeam@webmd.net

Transaction #:

ed420ef9-f81c-4c38-b71d-b0eebddabcf1

Submitter's IP Address:

10.13.1.20

Specifications

Table 1: Proposer Identity & Authorized Representatives (Not Scored)

General Instructions (applies to all Tables) Sourcewell prefers a brief but thorough response to each question. Do not merely attach additional documents to your response without also providing a substantive response. Do not leave answers blank; respond “N/A” if the question does not apply to you (preferably with an explanation).

Table 1 Specific Instructions. Sourcewell requires identification of all parties responsible for providing Solutions under a resulting master agreement(s) (Responsible Supplier). Proposers are strongly encouraged to include all potential Responsible Suppliers including any corporate affiliates, subsidiaries, D.B.A., and any other authorized entities within a singular proposal. All information required under this RFP must be included for each Responsible Supplier as instructed. Proposers with multiple Responsible Supplier options may choose to respond individually as distinct entities, however each response will be evaluated individually and only those proposals recommended for award may result in a master agreement award. Unawarded entities will not be permitted to later be added to an existing master agreement through operation of Proposer’s corporate organization affiliation.

#	Question	Response *
1	Provide the legal name of the Proposer authorized to submit this Proposal.	WebMD Health Services Group, Inc.
2	In the event of an award, is this entity the Responsible Supplier that will execute the master agreement with Sourcewell? Yes or No.	Yes.
3	Identify all subsidiaries, D.B.A., authorized affiliates, and any other entity that will be responsible for offering and performing delivery of Solutions within this Proposal (i.e. Responsible Supplier(s) that will execute a master agreement with Sourcewell).	WebMD’s wellness platform and services are fully managed in-house; we do not rely on third parties to run our solutions. We take pride in being able to customize and adjust our solution to fit each client’s needs. In turn, if a change is needed, our team of experts control the timing and scope, with specialist support on every part of our clients’ program.
4	Provide your CAGE code or Unique Entity Identifier (SAM):	WebMD Health Corp., who is the parent of WebMD Health Services Group, Inc., is the registered entity with SAM. Our SAM Unique Entity ID is LJ8EVFE8SB55 and our CAGE ID is 4PTZ0.
5	Provide your NAICS code applicable to Solutions proposed.	519100
6	Proposer Physical Address:	2701 NW Vaughn Street Suite 700 Portland, OR 97210
7	Proposer website address (or addresses):	https://www.webmdhealthservices.com/

8	Proposer's Authorized Representative (name, title, address, email address & phone) (The representative must have authority to sign the "Proposer's Assurance of Compliance" on behalf of the Proposer):	John Harrison President & General Manager 2701 NW Vaughn Street, Suite 700 Portland, OR 97210 jharrison@webmd.net 503.416.2530
9	Proposer's primary contact for this proposal (name, title, address, email address & phone):	Kellie Hand EVP & SVP, Sales 2701 NW Vaughn Street, Suite 700 Portland, OR 97210 khand@webmd.net 503.704.3908
10	Proposer's other contacts for this proposal, if any (name, title, address, email address & phone):	Moir Sherry Senior Director, Sales Operations 2701 NW Vaughn Street, Suite 700 Portland, OR 97210 msherry@webmd.net 802.999.4493

Table 2A: Financial Viability and Marketplace Success (50 Points, applies to Table 2A and 2B)

#	Question	Response *
1	Provide a brief history of your company, including your company's core values, business philosophy, and industry longevity related to the requested Solutions.	WebMD Health Corp. was founded in 1995 and began offering well-being solutions and health content. WebMD Health Services is an indirect wholly-owned subsidiary of WebMD Health Corp., a Delaware C corporation. In September 2017, WebMD Health Corp. was acquired by Internet Brands, a KKR & Co. L.P. portfolio company, and is now a wholly-owned subsidiary of Internet Brands (and is held in the legal entity known as Micro Holding Corporation and MHSUBI, LLC under the Internet Brands umbrella). For over 25 years, WebMD has been the leading provider of well-being programs, services, and health information to employers, health plans, physicians, healthcare professionals, and consumers through our private and public online platforms. Our business philosophy is to empower organizations to design a well-being program that shows their employees they matter, with support and resources necessary to flourish. We want to help clients build a vibrant company culture that is supported by well-being and nurtures employees—creating a unique and sustainable competitive advantage. Our core values include: - Collaborative: More than a provider, we're a partner. We listen to our clients

	to understand the nuances of their organization and work with them to design well-being programs that can be pillars of their culture. This is how we ensure well-being is grounded in trust, leading to a self-supporting community that encourages lasting, positive change. - Thoughtful: Small steps lead to big outcomes. We'll take the quick wins, but we're always looking beyond them to inspire continued improvement over time. We consider the long-term effects of our decisions on our clients and their people, because while well-being may be gamified, it's not a game. Putting in the effort upfront ensures we deliver programs that work today, tomorrow and well into the future. - Personal: There's no one-size-fits-all solution for well-being. To build a healthy community, we start by inspiring and supporting the individual. This is why we design programs that put each person center stage to help them achieve their own goals. And when people are motivated and empowered to grow, the organization transforms and grows alongside them. - Comprehensive: Supporting people across multiple dimensions of well-being is essential to achieving long-term success. Our holistic solution targets a population's physical, social, clinical, emotional and financial wellness. These elements are woven together into the fabric of well-being, each an essential strand dependent on those around it, so that by strengthening one, the others are reinforced. The WebMD brand is one of the most trusted in the industry, and there is no other healthcare entity with the depth of participant insight we have cultivated over the years. With more than 25 years of experience, we're the only vendor that brings together digital solutions, expert services, and a comprehensive employee feedback platform in one powerful, holistic well-being program. This unique combination meets people where they are—driving better health, resilience, and productivity—while equipping clients with the insights and support to guarantee long-term success.
1 What are your company's expectations in the event of an award?	We view this as a chance for mutual success with Sourcewell as a strategic partner, with both organizations gaining greater market reach and long-term client value. Based on our current clients and clear demand, we expect early traction, with room to scale through new clients and growth within existing accounts. We expect a ramp-up period to add the offering to our portfolio and train our sales and client teams, followed by steady growth as awareness and adoption increase. Over time, we aim to build a sustainable revenue stream, backed by client education, targeted outreach, and ongoing engagement. Our marketing team will promote the partnership and run educational campaigns and webinars to drive success and raise awareness. When we earn a client's business, we start by bringing together our project team and the client's team for introductions and an overview of our strategy.

	ndprojectmanagementandimplementationprocesses.Usingdecadesofexperience,wefollowprovenbestpracticesandclearlyoutlineddeliverables.Throughaseriesofvirtualmeetings,wereviewandfinalizetheprojectscopeandresourcerequirements,documentingalldecisionsinaprojectscope that guides development and is included in the contract. Once the scope is defined, we guide the client through an iterative development process, giving them the opportunity to review and adjust the platform as it takes shape. Clients can also test the full solution to ensure it meets their expectations for content, messaging, and user experience. Any issues are addressed promptly, and the platform is retested before the client's final approval and launch preparation. Other key tasks during implementation include: - Designing a communication strategy using client channels or custom options. - Setting up data feeds and single sign-on (SSO) with the client and their third-party vendors. - Creating a referral system to boost program use and streamline vendor referrals. - Providing cultural training for our team to understand the client's population's needs. - Offering training for program administrators. - Supporting wellness champion recruitment with a toolkit and templates. Oursupportdoesn'tendatlaunch.Wecontinuetoofferprogramreviews,engagementstrategies,reporting,incentivemanagement,communication plans, and more.
1 3	Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters. Upload supporting documents (as applicable) in the document upload section of your response. DONOT PROVIDE ANY TAX INFORMATION OR PERSONALLY IDENTIFIABLE INFORMATION. Internet Brands and its subsidiaries, including WebMD Health Corp. and WebMD Health Services Group, Inc. are privately held firms. Although financials are confidential, Internet Brands generates annual revenues of approximately \$2 billion, maintains a strong balance sheet with approximately \$750 million of cash, generates strong operating cash flows and has ready access to both private and public markets for any funding needs. Stand-alone audited financials are not prepared at the WebMD Health Corp. level. We will be happy to answer any additional questions on our business's financial strength and stability in a discussion with our team. We can provide a financial summary to clients upon request.
1 4	What is your US market share for the Solution that you are proposing? With over 3,500 clients, WebMD is one of the largest organizations in the well-being space. Our clients include large global and mid-market employers, public sector organizations, health plans, and health systems. In fact, over 30% of our book of business is in the public sector (local, state, and federal government levels). These partnerships allow us to touch the lives of 65 million individuals who rely on our programs, services, and health contents for improved health and well-being.

1 5 What is your Canadian market share for the Solution that you are proposing?	WebMD has over 3,500 clients, and many of our clients have employees and/or large divisions in Canada. To this point, we offer our platform and services in English and French Canadian. For employees in Canada, we use the metrics system and other culturally relevant resources and content.
1 6 Disclose all current and completed bankruptcy proceedings for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Source well if it enters a bankruptcy proceeding at any time during the pendency of this RFP evaluation.	WebMD does not have any current bankruptcy proceedings and has not completed any proceedings in the past seven years.
1 7 How is your organization best described: is it a manufacturer, a distributor/dealer/reseller, or a service provider? Answer the question that best applies to your organization, either a) or b). a) If your company is best described as a distributor/dealer/reseller (or similar entity), provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned? b) If your company is best described as a manufacturer or service provider, describe your relationship with your sales and service force and with your dealer network in delivering the products and services proposed in this RFP. Are these individuals your employees, or the employees of a third party?	WebMD is best described as a service provider. We're the only vendor that brings together digital solutions, expert services, and a comprehensive employee feedback platform in one powerful, holistic well-being program. We are our clients' strategic partner in building a well-being culture that works for everyone. All of our sales and service force are full-time WebMD employees. We aim to hire and keep the best talent in our industry; our average tenure is 10 years of service. As part of this strategy, we offer generous pay and growth opportunities within our company. Each employee gets full benefits and goes through an annual review to determine raises and bonuses. We prefer promoting from within the company over hiring from outside. Recognizing excellent performance is key to our culture. We hold quarterly and annual meetings where employees and leaders can nominate peers for their excellence. We also have mentoring programs for all employees, especially those with less than five years of experience. Our goal is to support, educate, and guide employees, showing them that we care about them individually. Across-functional teams of health champions organize cultural events to bring together employees from all parts of the WebMD family.
1 8 If applicable, provide a detailed explanation outlining the licenses and certifications that are both required to be held, and actually held, by your organization (including third parties and subcontractors that you use) in pursuit of the business contemplated by this RFP.	While licenses, certifications, and accreditations are not required for our products and services, as a best-in-class organization, WebMD is accredited by the National Committee for Quality Assurance (NCQA) and by URAC. Our accreditations and certifications include: - NCQA Wellness and Health Promotion (WHP) - NCQA Health Information Product: Support for Healthy Living (HIP3) - NCQA Population Health Program (PHP) - URAC Health Website Accreditation About NCQA NCQA is an independent, not-for-

	profit organization dedicated to assessing and reporting on the quality of managed care plans, managed behavioral health care organizations, preferred provider organizations, new health plans, physician organizations, credentials verification organizations, disease management programs and other health-related programs. NCQA's website (ncqa.org) contains information to help consumers, employers and others make more informed health care choices. About URAC Founded in 1990 as a non-profit organization, URAC is the independent leader in promoting health care quality and patient safety through renowned accreditation programs. URAC develops its evidence-based standards in collaboration with a wide array of stakeholders and industry experts. The company's portfolio of accreditation and certification programs span the health care industry, addressing health care management and operations, pharmacies, telehealth, health plans, medical practice and more. URAC accreditation is a symbol of excellence for organizations to show case their validated commitment to quality and accountability. (urac.org) Health Coaching Certifications WebMD health coaches maintain national coaching certifications, are trained in motivational interviewing, and hold a specialty certification. Examples of certifications or licenses include: -Certified Health Education Specialist. -National Strength and Conditioning Association-certified Strength and Conditioning Specialist. -Certified Exercise Physiologist. -Registered Dietitian. -Stress Specialist. -Licensed Mental Health Counselor. -Weight Management Coach. -Tobacco Treatment Specialist.
1. Disclose all current and past debarments or suspensions for the Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Source well if it enters a debarment or suspension status any time during the pendency of this RFP evaluation.	WebMD does not have any current debarments or suspensions, and has not been debarred or suspended in the past seven years.
2. Describe any relevant industry awards or recognition that your company has received in the past five years.	WebMD is proud of four award-winning programs and services. Over the past five years, we have won the following awards: 2025 Digital Health Awards Winner The goal of the Digital Health Awards is to recognize high-

quality digital health resources for consumers and health professionals. The awards program is organized by the Health Information Resource Center (HIRC), a clearinghouse for professionals who work in consumer health fields.

Several of WebMD's in-house resources were recipients of the 2025 Spring Digital Health Awards, honoring the world's best digital health resources, including:

- Our People Video|Gold
- How To Build a Sense of Community in the Workplace Blog|Gold
- Side Quests: Choose Your Own Adventure|Silver
- WebMD Health Services Website|Silver
- WebMD Health Services on LinkedIn|Silver
- How to Create a More Menopause-Friendly Workplace E-Book|Silver
- 2025 Trends Webinar: Navigating the Future of Employee Well-Being|Silver
- 2025 Wellness Calendar for HR Leaders|Bronze
- 50 Well-Being Survey Questions You Should Ask Your Employees Blog|Bronze

In addition, the TINY pulse by WebMD Health Services Logo, Case for Having a Work BFF Tip Sheet, Importance of Social Connections in the Workplace Blog and Leveraging Behavioral Science to Support Employee Well-Being Webinar received Merit.

2025 DANDAAwards Winner

Highlighting the significance of design and aesthetics in healthcare, DANDAAwards honors outstanding contributions in both digital and physical/print-based materials during each season of the semiannual program.

Several of our in-

house resources were recipients of the 2025 Spring DANDAAwards, including:

- WebMD Health Services Website|Platinum
- 3 Steps To Well-Being Program Success Infographic|Gold
- Well-Being by Design Blueprint for Success E-Book|Gold
- 2025 Wellness Calendar|Gold
- 2025 Well-Being Trends E-Book|Gold
- 7 Easy Steps To Improve Employee Engagement with TINY pulse Infographic|Silver
- Buyers' Guide To Choosing a Comprehensive Well-Being Program E-Book|Bronze
- How Galloway & Co. Built an Award-Winning Culture with TINY pulse Case Study|Bronze

2025 Shortlister Top Wellness Vendor

Shortlister is the industry's largest HR vendor database honoring vendor performance and customer centricity. Each quarter, Shortlister evaluates companies that provide members access to platforms that feature wellness-focused resources, wellness activities and incentive status.

WebMD was named as a top wellness company for each quarter in 2025:

-TopVendor:WellnessCompanies|Q12025
 -TopVendor:WellnessCompanies|Q22025
 -TopVendor:WellnessCompanies|Q32025
 -TopVendor:WellnessCompanies|Q42025

2024Awards

Goldawards:

-HealthCoachingVideo
 -2024Well-BeingTrendsBlog
 -HowandWhyFinancialWellnessProgramsHelpyourEmployees

Silverawards:

-WebMDONEContentHub
 -HowtoEnsureYourWell-BeingProgramisInclusive

Bronzeawards:

-BelongingEmailSeries
 -BuildYouWellnessChampionNetwork

Meritawards:

-MenopauseWell-BeingAwarenessEmail
 -NavigatingMenopauseintheWorkplaceWebinarSeries

2023Awards

DigitalHealthAwards,HealthInformationResourceCenter:

-MeritAwards
 -WebMDONEisGlobal-Web-basedDigitalHealth:Portal
 -BronzeAwards
 -ThePowerofFlexibility-DigitalHealthMedia-Publications:BlogPost
 -Well-BeingPrioritiesfor2023-Web-basedDigitalHealth:Webinar
 -SilverAwards
 -DEIB-DigitalHealthMedia-Publications:WhitePaper
 -GoldAwards
 -ShouldEmployeeMentalHealthbeaPriorityforYourOrganization-
 Web-basedDigitalHealth:Infographic
 -WellnessChallenges,ACatalystforChange-DigitalHealthMedia-
 Publications:Video
 -Mental&EmotionalHealthWell-BeingAwareness-DigitalHealthMedia-
 Publications:EmailSeries
 RaganAwardsWorkplaceWellnessHotList-
 Tools&ResourcesforCorporateWell-Being
 ManageHRMagazine:WebMDHealthServicesnamedamongtheTop1
 0StressManagementServiceCompaniesfor2023

2022Awards

DigitalHealthAwards,HealthInformationResourceCenter:

-MeritAwards
 -DailyHabits:MaternalHealth-Trimester1;InteractiveContent
 -DailyHabits:MaternalHealth-Trimester2;InteractiveContent
 -DailyHabits:MaternalHealth-Trimester3;InteractiveContent
 -DailyHabits:MaternalHealth-PartnerSupport;InteractiveContent
 -HRScoopPodcast;Publications:AudioSeries
 -BronzeAwards
 -Community;InteractiveContent
 -MeaningfulConnectionsGuide;Publications:Whitepaper

	-HealthCoachingVideo;Publications:Video -SilverAwards -GroupCoaching;Web-basedResource/Tool -BrandVideo;Publications:Video AmericanInhouseDesignAwards:GraphicDesignUSAContestwinnerforWebMDHealthServices'MeaningfulConnections,Self-CareChallenge,Nutrition-Well-BeingAwarenesscampaign,MentalHealth-Well-BeingAwarenesscampaignandFinance-Well-BeingAwarenesscampaign HRTechOutlookMagazine:WebMDHealthServicesnamedamongtheTop10EmployeeWellnessSolutionProvidersof2022 InternationalCustomerManagementInstitute: -BestContactCenterAgent -BestContactCenterManager -BestMediumContactCenterRunner-Up RaganAwardsWorkplaceWellnessHotList-Tools&ResourcesforCorporateWell-Being 2021Awards DigitalHealthAwards,HealthInformationResourceCenter: -BronzeAwards - Millennials&GenZWhitePaper;DigitalHealthMedia/Publications:WhitePaper -DailyHabitsInteractiveContent-StayConnected;Web-basedDigitalHealth:InteractiveContent/RichMedia -SilverAwards -Well-beingDisconnectWhitePaper;DigitalHealthMedia/Publications:WhitePaper -HRScoopPodcast;DigitalHealthMedia/Publications:AudioSeries -DailyHabitsInteractiveContent-BackHealth;Web-basedDigitalHealth:InteractiveContent/RichMedia -GoldAwards - ImpactofCOVIDWhitePaper;DigitalHealthMedia/Publications:WhitePaper -DailyHabits—Portal;Web-basedDigitalHealth,Portal—ChronicDisease InternationalCustomerManagementInstitute: -BestContactCenterAgent -BestContactCenterManager -BestWorkforceManager -BestLearningDevelopmentManager -BestMediumContactCenterRunner-Up WebbyAwards: -WinnerforPeople'sVoiceintheSocialCategory(WebMD.com) - WinnerforPeople'sVoiceintheHealth,Wellness&LifestyleCategory(WebMD.com) AmericanInhouseDesignAwards:GraphicDesignUSAContestwinnerfor
--	---

	orWebMDHealthServices'FindYourFeel-Goodlaunchcampaign,WorldMentalHealthDayinfographicandFindBalance,Well-beingAwarenesscampaign
2Whatpercentageofyoursalesare 1retotothegovernmentalsectorin thepastthreeyears?	Overall,30%ofWebMD'sbookofbusinessismadeupofgovernmentalsectororganizations.Weworkwithfederal,state,andlocalgovernmentagencieswithemployeecountsthatrangefrom3,000tomorethanfourmillionlives.
2Whatpercentageofyoursalesare 2retototheeducationsectorinthe pastthreeyears?	Overthepastthreeyears,10%ofWebMDsalesisintheeducationsector.Ourclientsuccessessteamsuccessfullysupportsnumerousclientsintheeducationsector,inboththepublicandprivatesectors.OurclientsincludelvyLeagueschools,stateuniversities,publicschools,systems,andteachinghospitals/healthsystems.WewouldbehappytosharemorespecificinformationaboutourhighereducationclientsandthedetailsoftheirprogramsasneededduringfutureSourcewellopportunities.
2Listallstate,cooperativepurch 3asingreements that you hold 3.Whatistheannualsalesvolum eforeachofthese agreements overthepastthreeyears?	WebMDservesmorethan3,500clients,ofwhichmanyareinthepublicsectormarket.Wehavelongstandingrelationships withclientsatthefederal,state,andlocallevels.Asaprivatelyheldcompany,wedonotdisclosedetail regardingannualsalesvolume/revenueinourproposals;however,wewouldbemorethanhappytohaveadiscussionwithSourcewellandparticipatingentitiesaboutourpublicsectorexperience.
2ListanyGSAcontractsorStandi 4ngOffersandSupplyArrangem ents(SOSA)thatyouhold.Wha tistheannualsalesvolumefor eachofthesecontracts overth epastthreeyears?	WebMDdoesnotholdanyGSAorSOSAcontracts.

Table 2B: References/Testimonials

Line Item 25. Supply reference information from three customers who are eligible to be Sourcewell participating entities.

Entity Name *	Contact Name *	Phone Number *	
StateofWisconsin,DepartmentofEmployeeTrustFunds	MaryKateO'Leary	877-533-5020	*
CountyofOrange	LaurenPierson	714-834-5376	*
TexasAssociationofCounties	CarryeChen	512-615-8932	*

Table 3: Ability to Sell and Deliver Solutions (150 Points)

Describe your company's capability to meet the needs of Sourcewell participating entities across the US and Canada, as applicable. Your response should address in detail at least the following areas: locations of your network of sales and service providers, the number of workers (full-time equivalents) involved in each sector, whether these workers are your direct employees (or employees of a third party), and any overlap between the sales and

service functions.

#	Question	Response *
26	Salesforce.	WebMD's national sales team is located remotely around the country to meet the needs of Sourcewell participating entities in both the U.S. and Canada. Our sales force currently consists of 16 people along with three public sector solution consultant experts, all of which are full-time WebMD employees. The salesperson stays involved with their client's program during the implementation process to ensure a smooth transition. Once the implementation process is completed and the client's program is ready for launch, their full service team—also included in the implementation process—takes over day-to-day program support and management.
27	Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.	WebMD's business model is direct to each public sector agency we serve (B2B) versus relaying on dealers, distributors, and/or resellers. We offer our programs and services to health plans, who can then provide these services directly to their member groups.
28	Serviceforce.	WebMD's service force consists of four client success teams, customer service team, and health coaches, all of which can meet the needs of Sourcewell participating entities in both the U.S. and Canada. The client success team is located remotely around the country and currently consists of 158 people, all of which are full-time WebMD employees. This team is involved from the start of implementation to ensure they understand the client's culture, and can apply best practices to support the ongoing relationship. As implementation nears completion, the client success manager takes over as the primary contact for ongoing program development and updates. The customer service team is based out of our Indianapolis, Indiana office and currently consists of 64 people, all of which are WebMD direct employees. Our health coaches are based out of our Indianapolis office as well as remotely around the country and currently consist of 210 people, all of which are full-time WebMD employees. Our customer service and health coaching teams have online access to detailed client company profiles that include a completed description of their program and all available resources to assist callers with questions and make warm transfers and referrals when needed. When a client is preparing to launch, we work to ensure our customer service and coaching teams are ready from all angles. This includes understanding each client's culture and program needs at launch and throughout the year. We conduct culture training to understand what is unique about the client's population and the languages they use so we can tailor our support.
29	Describe the ordering process. If orders will be handled by distributors, dealers or others, explain the respective role of the Proposer and others.	Per our response to Question 27, WebMD does not anticipate any order to be handled by distributors, dealers, or others.

3 Describe in detail the processes and procedure of your customer service program, if applicable. Include your response-time capabilities and commitments, as well as any incentives that help your providers meet your stated service goals or promises.	WebMD offer telephonic and email customer service throughout a round-the-clock winning call center. Both support services ensure participants can successfully access and navigate the products and services that we offer, and are directed to the appropriate resource for addressing their questions. Customer support options include: - Telephonic support is immediately provided 8:30 a.m.–8 p.m. EST, Monday through Friday (excluding holidays). Messages can be left for customer service representatives during and after service hours. Each client receives a dedicated 1-800 number for customer service requests. Phone calls are responded to immediately during business hours, and within one business day if sent outside business hours. - Interactive support provides an immediate voice response system to help callers navigate their issue or leave a message. Calls are returned the next business day. - Online self-service via our Spark, our AI-driven virtual assistant, offers immediate support, 24/7, allowing participants to retrieve their username, reset a forgotten password and more. - Secure messaging lets participants submit questions from every page on the platform. Our customer support team responds by sending the participant an email within two business days. - Secure coach messaging through Coach Connect is available between a participant and their health coach if they have previously engaged in coaching interactions. Messages are returned in one business day. To ensure we are meeting our customer service goals, we measure the quality and success of our customer service representatives using a number of metrics and record all calls to identify areas for improvement. A quality assurance analyst completes a quality review and evaluation of three calls per customer service representative per month. The majority of a customer service representative's performance rating is based on the results of these quality evaluations. In addition to the monitoring of the telephonic support, our quality assurance resources score and evaluate three email responses each month from each customer service representative. Lastly, it is standard for WebMD to have SLAs in place with each client to ensure both client and member satisfaction.
3 Describe your ability and willingness to provide your products and services to Sourcewell participating entities.	WebMD partners with organizations of all sizes in virtually every industry and can provide our products and services to any Sourcewell participating entity. We serve more than 3,500 clients, which includes large and mid-market employers, public entities, health plans, and health systems. These partnerships allow us to touch the lives of 65 million individuals. Our programs are personalized for each client based on their needs, culture, and values. We empower organizations to create a well-

		rounded program that is an extension of their culture, offering people a personalized experience that achieves real results: better health, better happiness, and better well-being overall.
3 2	Describe your ability and willingness to provide your products and services to Sourcewell participating entities in Canada.	WebMD is committed to provide all programs and services outlined in this RFQ to any Sourcewell participating entity in Canada; in which we do today on behalf of our Canadian workforces. As an overview, we create a personalized global experience for each client to foster connection and build culture for their employees. Our program covers all dimensions of well-being, high touch account management and excellent customer service, targeted communications, educational resources, and more. Our global approach to well-being focuses on: - Global experience design: Creating a personalized Canadian experience for all employees to foster connection and build culture. WebMD ONE's simple user experience delivers a comprehensive well-being program for all of employees regardless of location, language, and culture. - Region specific activities: Providing region-specific benefits resources to meet each employee's needs. WebMD ONE is highly configurable, providing the most powerful segmentation capabilities in the market today. This includes nuances clients may have in Canada. - Localized approach: Connecting and building culture through local communications and resources. WebMD ONE provides localized program recommendations to ensure we are connecting Canadians with the best solutions to improve well-being. Programs are culturally relevant to provide a personal experience. - Global compliance: Complying with GDPR regulations to deliver the most trusted and relevant well-being program for Canadian employees. WebMD ONE meets the requirements for properly handling personal data to ensure data and privacy protection are in line with GDPR privacy laws.
3 3	Identify any geographic area of the United States or Canada that you will NOT be fully serving through the proposed agreement.	WebMD fully serves all geographic areas of the United States and Canada.
3 4	Identify any account type of Participating Entity which will not have full access to your Solutions if awarded an agreement, and the reasoning for this.	WebMD can support clients in virtually every industry without restriction.
3 5	Define any specific requirements or restriction that would apply to our participating entities in Hawaii and Alaska and	There are no specific requirements or restrictions that apply to entities in Hawaii, Alaska, and/or in U.S. territories.

nUSTerritories.	
3 Will Proposer extend terms of any awarded master agreement to non-profit entities?	Yes.

Table 4: Marketing Plan (100 Points)

# Question	Response *
37 Describe your marketing strategy for promoting this opportunity. Upload representative samples of your marketing materials (if applicable) in the document upload section of your response.	WebMD employs a strategic, multi-channel approach to marketing key partnerships. Upon Sourcewell approval, we will formally launch the partnership with a press release, followed by comprehensive training for our sales and account management teams. As part of this enablement, we will equip teams with pitch decks and marketing collateral to effectively position Sourcewell to both existing clients and prospective customers. Subsequently, WebMD will promote the partnership to our client council network and highlight it at relevant industry trade shows. For sustained visibility and engagement, we will support ongoing promotion through webinars and podcast programming. Examples of partner website recognition, PR initiatives, webinars, and podcasts have been included in the document upload section for reference.
38 Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.	WebMD uses social platforms like LinkedIn and paid Google ads to promote our solution to public entities, employers, and health plans. The goal is to raise awareness, generate leads, and speed up buying decisions by reaching decision-makers both at work and when they search online. We also use metadata like first-party cookies and third-party cookies on our websites for several reasons. Some cookies are required for technical reasons for our websites to operate— we refer to these as “essential” or “strictly necessary” cookies. Other cookies enable us to track and target the interests of our visitors to enhance the experience on our websites. For example, “advertising” cookies are used to make advertising messages more relevant. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and selecting advertisements that are based on the viewer’s interests.
39 In your view, what is Sourcewell’s role in promoting agreements arising out of this RFP? How will you integrate a Sourcewell-awarded agreement into your sales process?	We believe Sourcewell’s role in promoting opportunities arising out of this RFP could be to include WebMD as one of your vendors of choice when working with participating entities interested in a wellness program. As noted in Question 37, we will provide a comprehensive training for sales and account management teams. As part of this enablement, we will equip teams with standard pitch decks and marketing collateral to effectively position Sourcewell to both existing clients and prospective customers. Each opportunity resulting from our partnership will go through our regular sales process, with the sales or account managers serving as the primary contact and working closely with each participating entity to understand their culture and specific needs.

4 C	Are your Solutions available through an e-procurement ordering process? If so, describe your e-procurement system and how governmental and educational customers have used it.	WebMD does not currently have an e-procurement platform; however, we do work with many clients that have e-procurement systems in place and we receive purchase orders and upload invoices to their e-procurement system. We will assign an account team (including an email address) to respond to incoming email requests for our services. We anticipate that many of the participating entities will want to have a discussion, and possibly a demonstration of the software services, prior to entering into the contract process.
--------	--	---

Table 5A: Value-Added Attributes (100 Points, applies to Table 5A and 5B)

#	Question	Response *
4 1	Describe any product, equipment, maintenance, or operator training programs that you offer to Sourcewell participating entities. Include details, such as whether training is standard or optional, who provides training, and any costs that apply.	WebMD's solutions do not require specialized products, equipment, or maintenance to provide our services. We do offer virtual training sessions for the WebMD ONE program and platform. Clients assign a primary contact to coordinate schedules with us, and we can train as many additional program administrators as they need. All training is customized to each client's specific health and well-being program and timed to fit their availability. We train clients on WebMD ONE's platform tools, reporting (including privacy safeguards and our 50-user minimum rule) and general program administration, and extra training can be arranged at any time. Clients also receive monthly release notes and advance notice of any upcoming platform changes. We provide additional training for clients who would like a hands-on approach to the platform. This level of training includes: - Technical training: How to implement, configure, and manage the WebMD ONE site and tools using Site Manager, our program administrative tool. - Sales and strategic training: How to package and sell these services. There are no additional costs for training for any of our programs and services.
4 2	Describe any technological advances that your proposed Solution offer.	Well-being and technology never stop advancing—and neither do we. We are constantly refining our solution and adding new features to provide the best program and services possible. Some of the updates and enhancements we've recently made to the WebMD ONE platform include: - InSight reporting and analytics: InSight is our revamped reporting tool designed to help clients measure the impact of their well-being program and make confident, data-driven decisions. Powered by Tableau, InSight's advanced reporting delivers a nintuitive user experience with real-time dashboards that track engagement, spot trends and evaluate program performance. Interactive visuals let clients explore data in real-time, including key metrics like program uptake, participation, population health and well-being's needs, changes over time and more. - Spark Virtual Assistant: WebMD ONE's virtual assistant, Spark, is an AI-

	driventooldesignedtoenhancetheparticipantexperiencebyprovidinginstant, self-servicesupportdirectlywithinWebMDONE. Participantscanresolvecommon issues—suchasloginerrors,passwordresets,andmissingrewards—quickly andefficientlywithoutwaitingforlivesupportordisruptingtheirworkflow. -MicrosoftTeamsintegration: WithMicrosoftTeams, weprovidereal-timewell-beingcontentforclients, creatingintuitiveandintelligentwell-beingexperiencessthroughouttheday. Thisintegrationempowersemployeestofindmomentstofocusontheirwell-beingwithinMicrosoftTeams. Clientscanexpandlisteningandprioritizewell-beingactivities, drivebenefitsdiscovery, registration, participation, andpositivewell-beingoutcomes, deliverintuitiveandintelligentwell-beingexperiencessthroughouttheday, andmore. - TheBulletin: TheBulletinisacommunicationstoolbuiltintheWebMDONEplatformthatdeliverstimely, targeted, andengagingupdatestoparticipants, allinonefeed. Messagesarepersonalizedbyeligibility, preferences, andengagement, andtheexperienceisintegratedintotheplatformstostayinginformedbecomespartoftheirroutine. Clientscancreatepersonalized, targetedmessagesfromoneeasy-to-usehubtosimplifycommunication, reducerelianceonexternalsupport, andprovidereal-timevisibilityintocommunicationperformance. Forexample, clientscanpromotebenefitsandprograms, driveparticipationineventsandinitiatives, strengthenleadershipandculture, amplifythird-partyvendors, andfosteramoresocial, connectedorganization.
4 Describe any “green” initiatives that relate to your company or to your Solutions, and include a list of the certifying agency for each.	As an online company, WebMD's parent company combines internal self-help initiatives with encouragement for partners to reduce their environmental impact. We use sustainable approaches whenever possible. We actively review our operations to minimize environmental harm and promote simple changes like printing less and using energy-efficient solutions. We lease all our office space and work with landlords to improve energy efficiency. We seek to comply with applicable environmental legislation and work to minimize the impact of our activities on the environment by: - Reducing waste going to land fill by providing in-office recycling. - Consolidating office locations to minimize energy and office inefficiencies. - - Encouraging our employees to reduce energy consumption within the office environment. - Shifting work activities to private cloud environments. - - Scheduling remote work to minimize motor vehicle emissions on our roadways. - Eliminating excess data records to reduce operational resources. - - Working with stakeholders in our facilities to use energy saving measures such as motion sensor light switches and installing tint on office windows to reduce energy consumption. - Encouraging our partners to reduce energy consumption where practicable.

	With thousands of employees worldwide, we're also focused on changing travel habits. Because travel is a major factor of a successful Environmental, Social and Governance (ESG) policy, we aim to significantly reduce annual travel to meet our decarbonization goals.
4 Identify any third-party issued eco-labels, ratings or certification that your company has received for the Solutions included in your Proposal related to energy efficiency or conservation, life-cycledesign (cradle-to-cradle), or other green/sustainability factors.	As a software-as-a-service (SaaS) provider, WebMD does not leave a large carbon footprint. While we always strive to find energy efficient solutions to our operations, we have not received any third-party issued eco-labels, ratings, or certifications related to energy efficiency or conservation, life-cycledesign, or other green/sustainability factors.
4 What unique attributes do 5 es your company, your products, or your services offer to Sourcewell participating entities? What makes your proposed solutions unique in your industry as it applies to Sourcewell participating entities?	WebMD is an industry trusted health and well-being company solely focused on delivering personalized well-being solutions and services. Our mission is simple: to improve the well-being of everyone. We are Sourcewell's strategic partner in building a well-being culture that works for your participating entities. We believe that: - Every organization is unique, so each well-being program must be configurable to meet diverse workforce needs. - Digital programs alone aren't enough—human-led support is essential to reach those who are often overlooked or hard to motivate. - Well-being isn't a box to check—it's a sustained effort. - Leadership buy-in is critical to foster a true culture of care. We're the only vendor that brings together digital solutions, expert services, and a comprehensive employee feedback platform in one powerful, holistic well-being program. This unique combination meets people where they are—driving better health, resilience, and productivity—while equipping clients with the insights and support to guarantee long-term success. These differentiators are why your clients choose us as their long-term well-being partner: The Power of a Trusted Brand When it comes to employee health, value, trust, and accuracy are everything. WebMD brings more than 25 years of well-being expertise, impacting the health of 65 million people daily, backed by the trusted WebMD brand recognized by millions. This trusted brand boosts program credibility, builds employee confidence, and drives higher participation. Beyond brand recognition, our rigorous security and privacy standards, health accreditations, and market certifications give clients confidence that our solutions and teams are clinically approved to deliver the most accurate health information—promoting behavior change and positive outcomes. Why it matters: Partnering with WebMD signals an organization's strong commitment to well-being.

	tmenttowell-being. It reduces barriers to participation and ensures their program is evidence-based and aligned with clinical best practices. Our brand trust is linked to improved outcomes, including 2.3x improvement in health risks. No other vendor can speak to brand trust the way we can. Whole-Person Well-Being Backed by Outcomes What truly sets us apart is our ability to bring together holistic well-being and science-backed solutions to meet each individual where they are and drive lasting healthy habits with proven results. Grounded in decades of behavioral science, our programs support sustained—not just short-term—engagement. We deliver personalized, scalable interventions that support every dimension of well-being: physical, mental health, financial, social, and work. Our whole-person well-being approach is grounded in evidence-based behavior change techniques—like social support, goal setting, rewards, expert guidance, system-driven cues, cultural awareness, and gamification—to drive participation and lasting change. Our approach stays aligned with both why we offer well-being solutions and how people change behavior—based on the latest science. We round out a client's program with employee feedback, real-time reporting tools, executive dashboards, and population-level metrics, so they can connect engagement with outcomes and fine-tune their strategy year after year. We understand the importance of connecting people to meaningful, evidence-based programs that align with their needs and interests—driving behavior change and long-term outcomes. Our unique value proposition delivers these outcomes: -85% of individuals who register on WebMD ONE connect with WebMD programs, tools, and resources. -85% of our book of business have experienced favorable changes (improvements) in the health status of their populations. -80% of health coaching participants experience a reduction in risk severity. -40% of people who participated in a Daily Habits digital coaching plan improved their health risk profile by turning long-term goals into daily routines. Why it matters: Clients get more than participation—they get measurable progress across key well-being areas. With real-time dashboards and population-level metrics, they can demonstrate program success and continue to refine their strategy based on employee feedback. Strategic Partners Powered by People Our Client Success and Dedicated Well-Being Service teams are the foundation of long-term, strategic partnerships. These are the people clients will work with every day.
--	--

	y—bringing a unique blend of strategic guidance and operational support. We take the time to understand each client's culture, their workforce, and their organizational goals. We manage strategic planning, day-to-day program administration, and details that can often burden internal teams or get overlooked by other well-being vendors. Our teams bring a deliberate, methodical approach to ensure each client's well-being strategy is executed effectively. The result? Less internal lift for clients, and a program that runs smoothly and evolves over time. Our people work as an extension of an organization—providing proactive guidance, close collaboration, and a focus on continuous improvement. We're not just a vendor; we're in it for the long haul. Why it matters: Clients gain a trusted, proactive partner who reduces internal burden and amplifies their program's impact. Many of our client relationships—including those through acquisitions—have lasted 10, 20, 30, even 40 years. That's because we believe technology alone doesn't drive change—people do. We're not here to check the box on wellness. We're here to help clients build a healthier, more connected culture that supports every employee, every day.
4 Describe your technology as it is related to your proposed solutions. Include the technology for the agency and the person utilizing the services.	The WebMD ONE portal is a proprietary web application, most of which runs on a Microsoft technology stack including SQL Server, IIS, and .NET. For clients, our Site Manager administrative tool provides superior data analytics as well as site and WebMD platform management. With Site Manager, clients can: - View, filter, and download aggregate population health-risk reports (using InSight, WebMD's reporting tool). - Create and manage wellness challenges. - Define and administer rewards programs. - Send custom messages to target populations. - Manually upload eligibility files, if necessary. - Create different member groups based on data captured in each user's account/profile. - Update and create new business group sites. - Build or update promotional cards, a subsection of content located within WebMD ONE, to highlight new tools, events, or offers available to participants. Other Site Manager features include: - Comprehensive reporting: Real-time, 24/7 reporting capabilities, including analyses of aggregate population health data, well-being program utilization, and WebMD platform performance—each easily filtered by a wide array of parameters and presented in a variety of report formats. - Rewards messaging: Update the text describing and supporting rewards platforms, making on-the-fly adjustments and announcements simple to do. Promotions can also be scheduled in advance. -

	Targeted messaging: Target email or secure messages to specific segments of the client's population. The messaging works with a wide variety of data, including clinical data, which clients can then use to identify recipients of targeted health messages. - Training and documentation: Extensive training is included in the overall cost of the client's health and well-being solution and platform development. WebMD uses a train-the-trainer training approach, which enables clients to later train additional administrators after the initial training sessions, if needed. Each training module has a corresponding administrator guide that provides comprehensive conceptual and technical information about each of the administrative tools. We also give clients access to Creative Shop to customizable materials to promote their well-being program. Clients can add their logo and URL to resources like posters, emails, flyers, brochures, website banners, and more, covering everything from program launch to specific features like the health assessment, coaching, wellness challenges, and benefits open enrollment. For users, we offer both a mobile and desktop experience. There is no difference in the content, tools or programs that participants have access to between desktop, mobile browser, and mobile app. The user experience is seamless across all modalities to help drive higher levels of program engagement. Our Wellness At Your Side (WAYS) app is accessible via iOS and Android platforms. The app leverages the inherent advantages and convenience of mobile device technology, such as receiving push notifications and biometric authentication.
4 7 Describe or upload case studies or stories where your solutions impacted the people using it.	Please see the WebMD Success Stories attachment for examples of how our human-centered program supports public center entities.
4 8 Describe your use of AI in your company and in the solutions you provide.	WebMD's strategy focuses on the responsible use of AI. Our platform collects rich behavioral and health data, but there is great opportunity for AI to allow us to turn these signals into actionable insights—predicting risk, guiding user behavior, and giving clients measurable proof of impact. Our virtual assistant, Spark, uses Zendesk AI to scan our knowledge base and provide instant, self-service support within WebMD ONE. Participants can resolve common issues like login errors, password resets, and missing rewards without waiting for live support. Beyond Spark, our platform relies on mature proprietary algorithms using demographic and health data to segment users, personalize content, and recommend actions based on individual health risks and interests. While similar to machine learning (ML) approaches, these algorithms currently outperform the AI personalization models we've tested, delivering reliable, trust-based results without added complexity or cost. Our AI roadmap prioritizes measurable member and employer value, with priva

	cy-first design and clinical accuracy as non-negotiable foundations. - Enhanced operational excellence (current integration): Our teams currently evaluate for wider use mature AI tools with human oversight for operational tasks — data processing, reporting, internal communications, and workflow optimization. This hands-on experience delivers measurable efficiency gains today while rigorously testing which AI capabilities meet our standards for accuracy and reliability before any member-facing deployment. - Population health intelligence: Advanced pattern analysis on de-identified aggregated data will help clients identify which wellness initiatives deliver ROI, predict emerging health risks, and optimize benefit spend with confidence. - Intelligent personalization: We're redeveloping AI-driven capabilities to deliver timely, individualized health recommendations — ensuring the right intervention reaches members when they're most ready to act, driving higher engagement and better outcomes.
4. What security protocols do you have for your technology and the information it initiates?	WebMD has a variety of practices and processes in place to protect and handle sensitive data (personally identifiable information and personal health information) for our clients and participants. Our overall security program draws from multiple national and international standards, including ISO, NIST, and the HHS HIPAA audit criteria, to ensure a comprehensive and prescriptive set of baseline security controls. Our overall information security framework is based on SOC 2 Type 2 certification standards. We manage overall security risk based according to practices described in NIST SP 800-30. Some of the key documents governing our information security program include the Information Security Management Policy, the Data Protection and Privacy Policy, and the Risk Analysis and Risk Management Policy. We provide information to participants about their data at various places in the WebMD ONE platform, including settings, specific applications, and links at the bottom of each page that refer the participant to the privacy policy. The privacy policy outlines the details about the way we might share participants' information, with what entities, and how we protect participants' information. We also employ a chief privacy officer who reports directly to the CTO and CEO and is responsible for oversight of our policies and procedures regarding health information privacy and security.
5. Describe the options available to reward people with health incentives.	WebMD believes there is no one-size-fits-all for incentives and rewards. The flexible WebMD ONE rewards engine gives clients choices in how to structure rewards, letting them align rewards with their culture and population needs. We've designed and run thousands of incentive programs and built our products, methods, and best practices from those experiences. From a program design view, we support both points-based and activity-based programs. Clients can choose whether people earn rewards by completing specific activities or by collecting points to redeem. Our platform also lets client groups of activities so participants can choose which activities to do while still following

	wingasetpath. OurrewardsengineisfullyintegratedintotheWebMDONEexperienceandsup portsdataexchangetomeeteachclient'sneeds,sotheycanincludeactionsco mpletedoutsideoftheplatform.Clientscanchooserewardableactionsthatare self-reportedortrackedbythird-partyapps. Sampledatapointsforacomprehensiveincentivesandrewardsprograminclu de: -CompletingWebMD'sONEAssessment. -Attendingabiometricsscreening. -Usinganonsitefitnessfacilityorattendingagroupexercise class. -TrackingagoalinWebMDtrackersorDailyHabitsdigitalcoaching. -Participatinginacommunityevent.
--	---

Table 5B: Value-Added Attributes

#	Question	Certificatio n	Offer ed	C o m m e n t
51	SelectanyWomenorMinorityBusinessEntity(WMBE),SmallBusinessEntity(SBE),orveteranownedbusinesscertificationsthatyourcompanyorhubpartne rshaveobtained.Uploaddocumentationandalistingofdealerships,HUBpartn ersorre-sellersifavailable.Selectallthatapply.		Yes No	N/A ● *
52		MinorityBusi nessEnterpr ise(MBE)	Yes No	N/A ● *
53		WomenBusi nessEnterpr ise(WBE)	Yes No	N/A ● *
54		Disabled- OwnedBusi nessEnterpr ise(DOBE)	Yes No	N/A ● *
55		Veteran- OwnedBusi nessEnterpr ise (VBE)	Yes No	N/A ● *
56		Service- DisabledVet eran-	Yes	N/A ● *

		Owned Business (SDVOB)	No	
57		Small Business Enterprise (SBE)	Yes No	N/A ☐
58		Small Disadvantaged Business (SDB)	Yes No	N/A ☐
59		Women-Owned Small Business (WOSB)	Yes No	N/A ☐

Table 6A: Pricing (400 Points, applies to Table 6A and 6B)

Provide detailed pricing information in the questions that follow below.

#	Question	Response *
60	Describe your payment terms and accepted payment methods.	WebMD's standard payment terms are Net 30 days from receipt of invoice; however, we are open to agreeing to different payment terms on a case-by-case basis. Our accepted payment methods are check, wire transfer, or ACH. We will provide the EFT information during contract negotiations.
61	Describe any leasing or financing options available for use by educational or governmental entities.	This is not applicable to our services.
62	Describe any standard transaction documents that you propose to use in connection with an awarded agreement (order forms, terms and conditions, service level agreements, etc.). Upload all template agreements or transaction documents which may be proposed to Participating Entities.	WebMD's standard contractual documents are a Master Services Agreement (MSA) for the software-as-a-service licensed by the Participating Entity. Each MSA contains a Fee Schedule for the Included Solutions, a Project Scope Document, a Service Level Agreement (SLA), and a Business Associate Agreement (BAA). We have uploaded these templates with our response. It will be important for each participating entity that purchases our included solution to enter into an agreement with WebMD as the Source with Master Agreement does not contain the required contractual language to provide a license for the software to each participating entity.
63	Do you accept the P-card procurement and payment process? If so, is there any additional cost to Sourcewell participating entities for using this process?	WebMD does not accept credit card or corporate purchasing cards as a payment method.
64	Describe your pricing model (e.g., line-item discounts or product-	Please refer to WebMD's pricing proposal for the details of our included solutions for participating entities. Our pricing model for the included sol

category discounts). Provide detailed pricing data (including standard or list pricing and the Sourcewell discounted price) on all of the items that you want Sourcewell to consider as part of your RFP response. If applicable, provide a SKU for each item in your proposal. Upload your pricing materials (if applicable) in the document upload section of your response.	utions is dependent upon the product and services selected. The foundation for each wellness program is the WebMD ONE platform from which additional included solutions can be added as buy-up services; however, to purchase the buy-up services, the participating entity must purchase the WebMD ONE platform. The WebMD platform, known as WebMD ONE, is priced on a per end user per month (PEPM) pricing model. Biometrics screening services and coordination are available for on-site events and off-site services. On-site biometrics screening services are priced on a per participant model. Each on-site event requires a minimum number of screenings ordered at the per participant price, privacy screening fees (if purchased), non-standard event hours fee, state regulatory fees, and travel and expense fees. Add-on tests are available and priced per participant and may include a minimum number of add-on tests ordered. WebMD's screening coordinator will work with each participating entity to minimize ancillary fees for on-site event change fees, on-site event cancellation fees, and additional on-site screening staff fees. Off-site biometrics screening services which are available include lab vouchers, priced per lab voucher submitted, physician results form priced per form submitted, and self-collection kits priced per kit mailed and per kit returned for processing. Please note that any kit not returned for processing will not be charged for the processing fee. Incentive management is included in the per end user per month pricing; however, if the participating entity would like to add incentive reward fulfillment, we can provide prepaid bank cards, prepaid merchant cards, and charity vouchers which are priced on a per reward issued fee. We can also offer rewards mail which will include all of the above plus merchandise. The cost of the merchandise (such as fitness trackers) includes the per reward issued fee. In addition, we can provide the participating entity with branded merchandise through our preferred partner on a project-by-project basis. Health coaching services include a variety of options such as telephonic coaching sessions priced as a per engaged participant per year (PPPY) model. While we have priced this as a PPPY model, we are happy to also price it via alternate pricing models including PEPY, PEPM, or PPPM. Biometric review follow-up calls priced per completed call, online coaching classes are priced per coaching session attendee, standard webinars are priced per webinar, or on-site or virtual per diem coaching support priced for an eight-hour day plus travel and expenses. We will work with each participating entity to implement the most appropriate coaching session for their end user population.
6 Quantify the pricing discount represented by the pricing proposal in this response. For example, if the price	The included solutions in our pricing proposal represent a 20% discount off similarly priced solutions. Actual cost savings will vary based on the size and engagement of the participating entity.

ing in your response represents a percentage discount from MSRP or list, state the percentage or percentage range.	
6 How do you measure effectiveness and report outcomes? Describe how the effectiveness of your solution generates savings to agencies that use your services.	WebMD's reporting is designed to prove the value of an integrated well-being approach by showing how our programs are improving a client's employees' health. Our standard reports track overall aggregated risk levels, individual risk factors, and prevalence at different points in time. By comparing each person's current risk status against their starting point, we show the percentage of participants who improved, worsened, or maintained their risk. Clients can also filter to view only professionally sourced biometric data for a clear picture of clinical risk changes. Each client's WebMD account team also hosts regular, data-driven reviews throughout the year to deliver curated insights that help them plan and refine their program as it unfolds. At the end of each program period, we prepare a comprehensive annual review that combines participation metrics, population health outcomes, and program-impact findings, along with tailored recommendations to guide next steps. Once we have a cohort of repeat health assessment participants after two program years, we also include results from our proprietary WebMD Savings Model. Built on peer-reviewed research and our own cost- and risk analyses, the WebMD Savings Model estimates the financial impact of measured health-risk changes in the client's population captured by the health assessment. It's based on our research, peer-reviewed studies, and our experience tracking how health risks and health care costs change over time.
6 Describe any contribution or subsidy you will apply towards health incentives for participants of a participating entity's wellness program.	WebMD will waive the annual fees (valued at \$35,000) for the following services: MSTeams integration, Coaching Class session attendees, standard webinars, and the WebMD Cost Savings Model analysis for each participating entity who has a completed transaction. These services help further invest in the well-being program, encouraging eligible employees to participate. In addition, WebMD can implement complex reward programs requiring us to notify the participating entity or a third party of the participating entity by sending the information of who earned the reward, and what specific rewards they earned, especially in cases where multiple reward types are earned by each eligible employee.
6 Describe any quantity or volume discounts or rebate programs that you offer.	Please refer to WebMD's pricing proposal for the details of our included solutions for participating entities. The WebMD ONE per end user permit on pricing reflects a volume discount based upon the number of end users in the participating entity's organization. We have provided a tier-based PEPM pricing model. This volume discount is dependent upon the participating entity's number of guaranteed end users each month on a three-year contract.
6 Describe any performance guarantees. Explain the methods used to report projections and measurable	Please refer to WebMD's pricing proposal for the details of our performance guarantees and outline how each will be measured. Our performance guarantee metrics are measured using our standard reporting cap

outcomes. Also, provide example in the upload section.	abilities. The WebMD Client Success Manager assigned to the participating entity and our dedicated analytic team have shared responsibilities in executing analysis in support of performance guarantee measurement.
7 Propose a method of facilitating “sourced” products or related services, which may be referred to as “open market” items or “non-contracted items”. For example, you may supply such items “at cost” or “at cost plus a percentage,” or you may supply a quote for each such request.	WebMD has an ecosystem of preferred partners whose services are integrated into the WebMD ONE platform. These preferred partners services can be purchased via WebMD’s contract along with the included solutions, minimizing contracting and administrative processes for each participating entity. To eliminate any confusion and to provide clarity on the pricing offered, we have not included pricing for our preferred partners; however, this would not preclude participating entities from purchasing such partner point solutions through WebMD and we would be more than happy to discuss these services with any participating entity that expresses interest.
7 Identify any element of the total cost of acquisition that is NOT included in the pricing submitted with your response. This includes all additional charges associated with a purchase that are not directly identified as freight or shipping charges. For example, list costs for items like pre-delivery inspection, installation, setup, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.	WebMD has a number of partners that can offer participating entities with incentive reward fulfillment, such as prepaid cards, branded merchandise, fitness trackers, etc. The pricing included in our pricing proposal is for any prepaid cards issued as an incentive reward; however, WebMD will provide the cost of any merchandise on a project-by-project basis. The cost for any branded merchandise will depend upon the item, quantity, logo, etc. and we will provide a quote for each project for prior written approval. We would be more than happy to have a discussion with a participating entity if they are interested in offering these services.
7 If freight, delivery, or shipping is an additional cost to the Source well participating entity, describe in detail the complete freight, shipping, and delivery program.	WebMD’s solutions generally do not incur freight, delivery, or shipping costs. Participating entities taking advantage of our Creative Shop communication tool have access to a variety of ready-to-use materials, including monitor ads, posters, postcards, and flyers, which can be printed and shipped to end users for an additional fee. Any personalized communication project delivered through our marketing department for any participating entity will provide the participating entity with a quote for print, fulfillment, shipping, postage, translation, and/or personalized video creation, as applicable, for their prior approval.
7 Specifically describe freight, shipping, and delivery terms or program available for Alaska, Hawaii, Canada, or any offshored delivery.	WebMD offers a SaaS solution therefore there is no physical distribution or delivery involved.
7 Describe any unique distribution and/or delivery methods or options offered in your proposal.	WebMD offers a SaaS solution therefore there is no physical distribution or delivery involved.
7 Specifically describe any self-audit process or program that you plan to employ to verify compliance with your proposed agreement with Source well. This process includes ensuring that Source well participating entities obtain the proper pricing	WebMD’s finance department assigns a billing manager to every participating entity’s contract. The billing manager reviews the contract in detail to understand the pricing, terms, and conditions to verify invoicing is done in accordance with the contract. The billing manager also works with the WebMD Client Success team to handle any invoicing questions that may arise. We will provide Source well a report of completed transactions and the corresponding administration fee, quarterly, by participating entity.

ng.	ntitywithinforty-five(45)daysoftheendofeachcalendarquarter.Uponreceiptofeachreport,SourcewellwillprovideWebMDwithaninvoicewhichwillbepayablewithinforty-five(45)daysfromreceiptofinvoiceinU.S.dollars.Wealsoregularlyconductannualfinancialandsecurityaudits.
7Ifyouareawardedanagreement,p 6Provideafewexamplesofinternalm etricsthatwillbetrackedtomeasur ewhetheryouarehavingsuccess withtheagreement.	WebMDwillconsidertheagreementwithSourcewellsuccessfulifitcre atesnewopportunitiestoexpandourbusinessinthepublicsectoranda dvanceourmissiontoimproveemployeeeewell-being.
7ProvideaproposedAdministratio 7nFeepayabletoSourcewell.TheF eeisinconsiderationforthesuppor tandservicesprovidedbySource well.TheproposedAdministrative FeewillbepayabletoSourcewello nallcompletedtransactionstoPart icipatingEntitiesutilizingthisAgre ement.TheAdministrativeFee willbecalculatedasastatedpercenta ge,orflatfeeamaybeapplicable, ofallcompletedtransactionsutilizi ngthisMasterAgreementwithinth eprecedingReportingPerioddefi nedintheagreement.	WebMDproposesa5.0%administrativefeefortheWebMDONEplatfo rmandcoachingservicesforeachCompletedTransactionthatresultsi nanexecutedcontractwithaparticipatingentity.Allpass- throughcosts,one- offprojects,and/orpartnerservicesareexcludedfromthecalculatio oftheadministrativefee.

Table 6B: Pricing Offered

#	The Pricing Offered in this Proposal is: *	Comments
7 8	The pricing offered is as good as or better than pricing typically offered through existing cooperative contracts, state contracts, or agencies.	N/A

Table 7A: Depth and Breadth of Offered Solutions (200 Points, applies to Table 7A and 7B)

#	Question	Response *
7 9	Provideadetaileddesc riptionofalltheSolution soffered,includinguse dSolutionsifapplicabl e,offeredinthepropos al.	Notwohealthjourneysarethesame—andthat’sexactlywhyWebMDONEisbuiltt omeetpeoplewheretheyare.Byleveragingpowerfuldatalikehealthrisks,conditi ons,personalinterests,mood,andmore,wetailoreverystepoftheexperientetok eepthingsfresh,relevantand—mostimportantly—motivating. Aslifeevolves,peopleneedsupportthatadaptswiththem—throughtheupsandd owns—helpingthemstayinspiredandontrack.WithWebMDONE,well- beingbecomesmorethanjustagoal—it’sadynamic,personalizedadventure.

	The WebMD ONE Experience - WebMD ONE homepage: Designed to inspire action and boost participation, the WebMD ONE homepage allows participants to view their health data, interact with tools, participate in activities, sync devices, update interests, and filter relevant content—all in one place. Our homepage shows trending health options to help participants meet their health goals, and is personalized based on their health risks, conditions, and demographics. - Incentive tracking and rewards: The right rewards can motivate meaningful engagement in a client's well-being program leading to real results that matter. WebMD ONE delivers a seamless reward experience tailored to each organization's unique goals and incentive strategy. - Wellness challenges: Bring energy and excitement to the well-being program—driving participation, building healthy habits, and fostering a sense of community. Whether team-based or individual, wellness challenges encourage friendly competition, accountability, and sustained engagement. - Team wellness challenges: Our library of team challenges—including our well-known “Invitational”—leverage gamification, technology, competition, and total well-being. These wellness challenges energize participants, encourage progress tracking, and bring people together around shared goals. - Individual wellness challenges: Empower participants to uncover their personal “why” and take ownership of their well-being journey. These challenges guide individuals in setting realistic SMART goals, building personalized schedules, and staying motivated as they work independently towards success. With optional 1:1 friendly competition, participants get the right balance of structure, flexibility, and support—making healthy change feel personal and achievable. - Digital coaching: Turn small steps into lasting change with Daily Habits—a digital coaching experience that blends structure with flexibility. Participants take control of their journey with self-guided planning, expert-led activities, real-time feedback, and actionable education that drives momentum. - Community: Well-being is better together. Our social groups connect participants with coworkers who share interests like fitness, nutrition, sleep, and more. By posting, liking, and commenting, individuals build real accountability, stay motivated, and foster meaningful social connections that support their goals—and strengthen workplace culture. - Content Hub: When you're a trusted name for health information, it's important to make those resources easy to access. The Content Hub brings together trusted health education and resources, podcasts, videos, recipes, newsletters, and more—all in one convenient place in WebMD ONE. - Health assessment: Start your wellness journey with confidence. The health assessment provides a series of questions to evaluate a person's well-being, providing a snapshot of their current health, and delivering instant, personalized tips for actionable guidance to support healthier habits, encourage proactive
--	--

are, and help participants make more informed decisions about their health journey.

- **Pulse surveys:** When clients need a quick and effective way to gather targeted insights from participants, pulse surveys empower them to be informed. By capturing real-time feedback, clients can better understand needs, measure engagement, and take informed actions that boost motivation and foster a culture of continuous improvement.
- **Personal Health Record:** Your health, all in one place. The Personal Health Record is a centralized easy-to-use hub that brings together self-reported and imported medical data. It automatically updates with information from health assessments, biometrics screenings, questionnaires, and health tracker within WebMD ONE—providing a complete, up-to-date view of participant health to support smarter decisions.
- **Health Goals:** Turn wellness into lasting motivation. Health Goals is a dynamic, client-driven tool that helps clients create personalized, meaningful health journeys for their people. By connecting individual biometric, activity, and preventive care data, participants set and track custom goals, stay engaged, and celebrate real progress. It's a powerful way to inspire healthier habits and drive long-term well-being—one milestone at a time.
- **Device and App Connection Center:** Connect your health, seamlessly. The Device and App Connection Center syncs with the widest range of popular health devices and apps, making it easier than ever to track progress. Once connected, data flows automatically into the WebMD ONE experience, eliminating manual entry, giving users a real-time view of their well-being.
- **Spark:** Your AI-powered support companion is a smart, virtual assistant designed to enhance the WebMD ONE experience with fast, friendly, and reliable customer support. An extension to our customer service, Spark uses AI to answer questions in real time and guide participants through the platform any time they need it.
- **Benefits Hub:** One destination for all client benefits. The Benefits Hub is a centralized, easy-to-navigate place where participants explore their full range of available benefits and third-party programs. From health plans and retirement savings to EAP services and beyond, it puts essential resources at their fingertips, helping them get the most value from their benefits.
- **Engagement Services**
 - **Health coaching:** WebMD Health Coaches are available through phone, in-app chat, text messaging, and on-site options to support consumers' preferences for engagement.
 - **Biometric health screenings:** Our biometric screenings help individuals learn their potential health risks, while our health screenings support clients with their return-to-work protocols and flu vaccine offerings.

Indicate below if the listed types or classes of Solutions are offered within your proposal. Provide additional comments in the text box provided, as necessary.

#	Category or Type	Offered*	Comments
8	Category 1: Wellness engagement programs and platforms	Yes	The WebMD ONE Wellness Engagement Programs and Platform Not two health journeys are the same—and that's exactly why WebMD ONE is built to meet people where they are. By leveraging powerful data like health risks, conditions, personal interests, mood, and more, we tailor every step of the experience to keep things fresh, relevant, and—most importantly—motivating. As life evolves, people need support that adapts with them—through the ups and downs—helping them stay inspired and on track. With WebMD ONE, well-being becomes more than just a goal—it's a dynamic, personalized adventure.

	The result? Your people thrive and your organization benefits from happier, healthier employees. The WebMD ONE Experience WebMD ONE homepage: Designed to inspire action and boost participation, the WebMD ONE homepage allows participants to view their health data, interact with tools, participate in activities, sync devices, update interests, and filter relevant content—all in one place. Our homepage shows trending health options to help participants meet their health goals, and is personalized based on their health risks, conditions, and demographics. Incentive tracking and rewards: The right rewards can motivate meaningful engagement in a client's well-being program leading to real results that matter. WebMD ONE delivers a seamless reward experience tailored to each client's unique goals and incentive strategy. Wellness challenges: Bring energy and excitement to the well-being program—driving participation, building healthy habits, and fostering a sense of community. Whether team-based or individual, wellness challenges encourage friendly competition, accountability, and sustained engagement. Digital coaching: Turn small steps into lasting change with Daily Habits—a digital coaching experience that blends structure with flexibility. Participants take control of their journey with self-guided planning, expert-led activities, real-time feedback, and actionable education that drives momentum. Community: Well-being is better together. Our social groups connect participants with coworkers who share interests like fitness, nutrition, sleep, and more. By posting, liking and commenting, individuals build real accountability, stay motivated, and foster meaningful social connections that support their goals—and strengthen workplace culture. Content Hub: When you're a trusted name for health information, it's important to make those resources easy to access. The Content Hub brings together trusted health education and resources, podcasts, videos, recipes, newsletters, and more—all in one convenient place in WebMD ONE. Health assessment: Start the wellness journey with confidence. The health assessment provides a series of questions to evaluate a person's well-being, providing a snapshot of their current health, and delivering instant, personalized tips for actionable guidance to support healthier habits, encourage proactive care, and help participants make more informed decisions about their health journey. Pulse surveys: When clients need a quick and effective way to gather targeted insights from participants, pulse surveys empower them to be informed. By capturing real-time feedback, clients can better understand needs, measure engagement, and
--	---

		ndtakeinformedactionsthatboostmotivationandfosteracultureofcontinuou simprovement. PersonalHealthRecord: Aparticipant'shealth,allinoneplace. ThePersonalH ealthRecordisacentralizedeasy-to-usehubthatbringstogetherself- reportedandimportedmedicaldata. Itautomaticallyupdateswithinformationf romhealthassessments,biometricsscreenings,questionnaires,andhealthtr ackerswithinWebMDONE—providingacomplete,up-to- dateviewoftheparticipant'shealthtosupportsmarterdecisions. HealthGoals: Turnwellnessintolastingmotivation. HealthGoalsisadynamic, client- driventoolthathelpsclientscreatepersonalized,meaningfulhealthjourneysf ortheirpeople. Byconnectingindividualbiometric,activity,andpreventivecar edata,participantssetandtrackcustomgoals,stayengaged,andcelebratere alprogress. It'sapowerfulwaytoinspirehealthierhabitsanddrivelong- termwell-being—onemilestoneatatime. DeviceandAppConnectionCenter: Connectaparticipant'shealth,seamlessl y. TheDeviceandAppConnectionCentersyncswiththewidestrangoefpopul arhealthdevicesandappsmakingiteasierthanevertotrackprogress. Onceco nnected,dataflowsautomaticallyintotheWebMDONEexperience,eliminati ngmanualentry,givingusersareal-timeviewoftheirwell-being. Spark: OurAI- poweredsupportcompanionisasmart,virtualassistantdesignedtoenhancet heWebMDONEexperiencewithfast,friendly,andreliablecustomersupport. Anextensiontoourcustomerservice, SparkusesAItoanswerquestionsinreal timeandguideparticipantsthroughtheplatformanytimetheyneedit. BenefitsHub: Onedestinationforallclientbenefits. TheBenefitsHubisacentr alized,easy-to- navigateplacewhereparticipantsexploretheirfullrangeofavailablebenefitsa ndthird- partyprograms. FromhealthplansandretirementsavingstoEAPservicesand beyond,itputsessentialresourcesattheirfingertips,helpingthemgetthemost valuefromtheirbenefits.
Category1: Biometricssc reeningservicesandco ordination	Y e s N o	Withmorethan25yearsofexperience, WebMD'sscreeningteamhandlesthe entireprocessfromstarttofinish. Weofferflexibleoptions,includingnationwid eonsitescreeningsandoffsitechoiceslikephysicianforms,labvisits,orhomet estkits. Wecanalsointegratewithaclient'sscreeningvendorsandaccepttheir datafiles. Ourservicesincludeplanning,marketing,execution,andevaluation. Wedeliv erauser-focusedexperiencefromschedulingthroughfollow- upandongoingengagementinthewellnessprogram. Whenparticipantsregis teronourplatform,theyseeprominentlydisplayedmessagesetoscheduleascr eening. Wecanalsohelpboostparticipationbypushingreminderstoaclient'si nternalnotificationsystemorviaemail,mail,oronsitematerials. Afterascreening,theplatformnotifiesparticipantswhenresultsarepostedan dgivesimmediateguidance. Ifthehealthcoachingispartoftheprogramandsome

	onehasanout-of-rangebiometricresultbutisn'tenrolled,weusetheirriskleveltoplacethemintheappropriatecoachingtrack(forexample,LifestyleorConditionManagementcoaching). IfclientschoosetopartnerwithWebMDforscreenings,wewillbefullyresponsibleforcontractingandpartnermanagement,enablingthemtoexecutefewercontractsandreducingtheamountofworkrelatedtoimplementation. TherearemultiplebenefitsforclientswhenpartneringwithWebMDforbiometricsscreenings: - Wehaveathoroughvettingprocessinplaceforallofourvendorpartners,whichincludesdata,security,insurance,contracting,marketanalysis,piloting serviceswithourownstaff,andpiloting serviceswithaclientbeforeweconsiderave ndorapartner. - Ourpartnershipsallowustoselectthepartnerthatwillbestmeettheneedsofourclientsorprovideamixedvendormodelasneeded. -PartneringwithWebMDforbiometricsscreeningsiscost-effective.Asinglesign-on(SSO)connectionisincludedinWebMD'sscreeningfees,whereasifaclientcontracteddirectlywithavendor,therewouldbeanadditionalchargefortheSSOconnectionandtheexchangeoffiles.We'vealsonegotiatedspecialterms withourscreeningpartnerstotheadvantageofourclients. - Weseamlesslyintegrateauser'sdatawiththeirWebMDaccount,includingthePersonalHealthRecord,participation-basedoroutcomes-basedrewards,andgoalsettingthroughWebMDhealthcoachingandDailyHabits.Oursolutionincorporatesautomationthat isbuilttoexchangeand ingest thisdatatoensureefficiencyandaccuracyindataexchange.Wealsoresolveanydataintegrationissuessoclientscanmakethemostoftheirinvestmentandgetmeaningfuldata. - Wearesubjectmatterexpertsinbiometricsscreeningservicesandimplementation.Weownthelogisticsandplanningonbehalfoftheclientandtrainclientsourcesasneeded.WecanworkcloselywithclientsandinternalWebMDteammemberstoprovideaseamlessandintegrateddeliverytoensureoverarchingandcomprehensiveprograms. - Whenourdedicatedonsiteteamisininvolvedinsupportingclientbiometricsscreeningevents,weworkwiththesestaffmemberstoeducateonscreeningdeliveryandparticipantexperience,aswellastoprovidesupporttodrivescreening participationandensureasmootheventflow.Thesestaffmemberscanalsoattendscreeningeventstopromoteanddiscussnextstepsandotherprogramoptions. - Wehaveanelectroniceventschedulingprocessandworkcloselywiththeclientandourvendorpartnerstoconfirm events,monitorsignups,providetrainingsfor sitecoordinators,andpromotionalmaterials. - Participantswillhaveonecustomerservicenumbertocallforquestionsrelate
--	--

		to their biometrics screenings, eliminating the need for clients or their employees to call their screening vendor separately for issue resolution.
Category 1: Wellness incentive management	Yes No	WebMD has designed and run thousands of incentive programs for our clients and, from those experiences, has developed proven methods, designs, and best practices. The WebMD ONE rewards engine is flexible and gives clients many choices in program structure, so we can configure rewards to match their culture and population needs. Participants can earn points or direct rewards in many ways, including program participation, meeting outcomes, improving results, and ongoing activity. Our platform includes hundreds of activities that can be used in an incentive program, allowing us to create many different program designs for each client. Activities are credited to individual users immediately after completion. We also support grouping activities, so clients can offer choices to participants while guiding them toward the behavior changes and risk reduction they want. Incentives can be targeted to specific groups within the client's population, such as benefits-eligible employees, by department, or those in high safety-risk positions. Clients can choose structures that reward for each completed activity or a tiered program that requires certain steps—like finishing coaching sessions or a health assessment—before a participant receives an award or advances to the next goal. WebMD manages the entire incentive process, including a portal for submitting and tracking progress and a system for delivering rewards. We offer a multi-channel rewards system that links participants to an online rewards program with options such as gift cards (prepaid debit cards and retailer cards for stores like Whole Foods, Target, Lowe's, and Panera Bread), raffles, charitable donations, badges, premium reductions, and messaging that recognizes top participants. Reward rules will be set to each client's specifications, and we can integrate data from multiple sources and third-party vendors to ensure accurate tracking and credit. For participants, the homepage promotes the rewards engine. Participants monitor goals and activities that earn incentives, and can view their overall progress and see visually pleasing progress bars that update automatically and award points for completed activities. Each incentive-eligible activity shows a customizable point value and start and end dates. The tiered model lets participants unlock different rewards as they progress, keeping them engaged year-round. If clients provide gift cards, participants can claim them through the platform by clicking the Rewards link to open our digital marketplace, where they can view, select, spend rewards, and check their balance.
Category 1: Health coaching	Yes No	Lifestyle Coaching WebMD's Lifestyle Coaching program takes a holistic, personalized approach to well-being—addressing a broad spectrum of health and lifestyle topics including nutrition, physical activity, musculoskeletal health, stress management, weight management, tobacco cessation, pregnancy, menopause, and more. The program takes a lifestyle-first approach, using evidence-based strategies to drive meaningful and lasting behavior change. Participant

	saesupportedregardless ofrisklevel—whetherlow,moderate,orhigh—ensuringinclusiveaccesstocoaching. Ourdiverse team ofcoachesbringsawiderange ofexpertiseandincludesRegisteredDietitians,RegisteredNurses,CertifiedPersonalTrainers,LicensedMentalHealthCounselors,andprofessionalswithspecializedtraininginareaslikeexercisephysiology,behavioralscience,andconditionmanagement.Weintentionallyrecruitcoacheswithvariedbackgroundstomeeteachclient'sunique needs. This multidisciplinary foundation allowsustoaligneachparticipantwithacoachwhounderstandstheirgoalsandchallenges,andcandeliverpersonalized,empatheticsupport. WebMDcoachesblendclinicalknowledgewithscience-backedcoachingmethodologiestoengageparticipantsandhelpthemnavigatetheirwell-beingjourney.Recognizingthatbehaviorchangeisnotone-size-fits-all,ourcoachesaretrainedinavarietyofproventechniques,allowingthemtoadapttheirapproachtoeachparticipant'scircumstances.Throughoutthecoachingrelationship,theyhelpindividualssetrealisticshort-andlong-termgoals,builsustainablehabits,andmakemeaningfulprogress towardlastinghealthandlifestyleimprovements. ConditionManagmentCoaching WebMD'sConditionManagementCoachingprogramsupportsindividualslivingwithfivechronicconditions: -Asthma -ChronicObstructivePulmonaryDisease(COPD) -Diabetes -Heartfailure -CoronaryArteryDisease(CAD) Theprogramisdesignedtoreduceunnecessaryhospitalizations,lowerhealthcarecosts,andimprovehealthoutcomesbypairingparticipantswithexperiencedRegisteredNurses,CertifiedDiabetesEducators,orhighlytrainedconditionmanagementlifestylecoaches.Unlikemanytraditionalconditionmanagementprogramsthatfocussolelyonhigh-riskindividuals,ourapproachisinclusiveofindividualsatallrisklevels—low,moderate,andhigh.Thisinclusivemodelisgroundedinstrongclinicalevidencethatbothpreventingriskescalationandsupportingriskreductionareequallybeneficialtolong-termhealthoutcomes. Theprogramemphasizesstrongcommunicationbetweenparticipantsandhealthcareproviderstoaderencetoprescribedtreatmentplans.Coacheshelpparticipantsengageinregularmonitoring—boththroughroutinemedicalvisitsanddailyself-monitoringpractices—todetectissuesearlyandpreventdiseaseprogressionthrough timelyinterventions.Medicationadherenceisanothercriticalfocusarea.Whilemanagingprescriptionsmightseemstraightforward,factors suchascost,accesstopharmacies,andhealthliteracyoftenposebarriers.Ourcoachesworktoeducateparticipants ontheimportanceofmedicationcomplianceandprovideongoingsupportandaccountabilitytohelpovercomethesechallen
--	---

	ges. In addition to condition-specific guidance, the program also emphasizes sustainable lifestyle changes. By promoting healthier daily habits, participants not only improve their condition management but also enhance their overall well-being and quality of life. Specialty Coaching We offer specialty coaching programs tailored to specific conditions and goals. While our Lifestyle coaching also addresses these areas, the specialty programs provide condition-specific, targeted support. They include: - Positively Me coaching (weight management focused): WebMD's Positively Me is a 12-month, one-on-one weight management coaching program based on Diabetes Prevention Program guidelines for individuals who are overweight, obese, or at risk for prediabetes. It delivers a comprehensive lifestyle curriculum with biweekly coaching for the first six months, then moves to monthly sessions as participants build sustainable routines. Coaches support those using anti-obesity medications, including GLP-1 receptor agonists, while keeping lifestyle modification central to long-term success. Whether used alone or alongside other interventions, Positively Me provides the tools, structure, and ongoing support needed for lasting behavior change and weight management. - QuitBy WebMD (tobacco cessation): Quitby WebMD is our structured, evidence-based coaching program designed for individuals who have used tobacco or vaped within the past seven days and are ready to commit to a quit date within the next 30 days. This intensive 12-week program provides targeted support during the critical early phase of tobacco cessation. Participants work with specialized coaches who focus on building positive behaviors to manage cravings and support a sustainable, tobacco-free lifestyle. For those who smoke cigarettes, the program also offers the added benefit of home-delivered Nicotine Replacement Therapy (NRT), helping to remove logistical barriers to access. Upon successful completion of the program, individuals can seamlessly transition into one of our ongoing lifestyle coaching programs to reinforce healthy habits and minimize the risk of relapse. - Mental Health coaching: WebMD Mental Health Coaching offers personalized, one-on-one support designed to enhance mental and emotional well-being. The program provides targeted intervention for individuals experiencing moderate to high acuity in areas like alcohol use, anxiety, depression, stress, life satisfaction, and social connectedness. Our trained mental health coaches conduct screenings, offer supportive guidance, build coping skills, and connect participants to appropriate resources and referrals when needed. While our coaches do not replace licensed therapists, they complement clinical care by focusing on present challenges and future goals, helping participants manage symptoms in real time. Coaches use evidence-based therapy modalities, tailored to each individual's unique circumstances, to support personal growth. WebMD Mental Health Coaching serves as a powerful complement to traditional mental healthcare—working in partnership with
--	---

	hotheproviderstosupportholisticwell-being. DigitalCoaching WebMD'sDailyHabitsdisplaysactivitychoicesthatbuildupononeanother to assistinaccomplishingtheoverallgoal.Presentingparticipantswithavarietyof optionsisproventohelpencouragenewhealthyhabitsandpromotebehaviorchange.Insteadofaskingindividualstocompleteaspecificformofexercise(such asrunning,forexample),DailyHabitsasksthemiftheycompletedcardioand strengthtrainingexercisesinamannerthatisappropriatefortheirinterestsand skilllevel.This ispartofanopen-endedandholisticapproachtobehaviorchangeinvolvingself-directedplanning,action-basededucation,andtargeteduserfeedback. DailyHabitsisbuilt onascientificbehavioralchangemethodologydevelopedin consultationwithpracticingphysicians,clinicians,andothermembersofour ClinicalAdvisoryBoard.EachgoalwithinDailyHabitsmaintainsaclinicalfoundationandaholisticapproachtowell-being.Bydividingeachgoalintoavarietyofsmallmanageableactions,wehelp peopleformhealthyhabitsinawaythatconsiderstheirpersonalsituation,acomprehensiveapproachtowardbehaviorchange,andthebestmethodologies forachievingindividualsuccess. OnsiteCoaching WebMDHealthCoachescanprovideonsiteperdiemforserviceslike: - Healthandbenefitsfairs:Coachesattendacient'seventtoexplaincoachingprograms,helpwithportalregistrations,discussincentives,andanswerquestions. -Lunch-and-learns:Livesessionswithahealthcoachusingourexistingpresentationsoracustomtopicattheclient'srequest. - Biometricsscreeningstaffing:Coachesofferquickcoaching sessions,interpret screeningresults,explainincentiveprograms,andanswerquestions. - CoachingClasses:Coachesleada30–60minutegroupsessionfor2–10participantswhoshareacommonhealthgoal. -1:1Healthcoaching:Coachesconductfullface-to-facecoaching sessionswithparticipantsattheclient'slocation. Groupandindividualsessionscountascoachingcredittowardparticipants'incentivegoals.Servicesareofferedinhourlyincrements,andadditionaltravelandexpensefeesmayapplybasedonlocation. CoachConnect OurcoachingsolutionsincludeCoachConnect,asecuremessagingplatformforparticipantstocommunicateone-on-onewiththeirWebMDhealthcoach.CoachConnectallowsparticipantstomesagetheircoachanytime,withresponsestypicallyreceivedwithin24business
--	--

	hours. Participants receive email and push notifications when a coach replies; however, to protect their security, they must log in first to view messages. Responses may be slightly longer on weekends and holidays. Coach Connect mirrors the telephonic coaching experience, allowing participants to switch between messaging and calls as needed. This flexibility helps them take action toward their goals anytime, based on their schedule and availability. Coaches can also reach out proactively through Coach Connect to foster stronger connections and boost overall program engagement.
8 5 Category 1: Wellness program management and related services, such as data analytics, predictive modeling, wellness program branding, strategic planning, and on-site wellness center management, but only to the extent that such services are complementary to a proposer's offering of the solutions described in 73-76 above.	Y e s N o WebMD believes successful programs are led and managed by a strategic team of experts. Every Sourcewell participating entity that chooses WebMD will be supported by the following team of WebMD subject matter experts: WebMD Center for Research-Data Analytics Our best-in-class reporting allows us to ensure data and reporting support each client's measures of success and build evidence on the effectiveness and value of an integrated well-being approach. We carefully monitor performance both at a client and book of business level to ensure programs and engagement strategies are working as intended. Our measurement strategy focuses on terms of connections (e.g., registration, site utilization), engagement (e.g., participation, behavior change, satisfaction), and impact/outcome (e.g., health risk change, presenteeism) measurements. Our reporting provides leading indicators of program success as individuals begin to connect with programs and resources. WebMD's Analytics Team provides an annual program review containing detailed engagement analysis and insights. Evaluation focus will naturally change over the lifecycle of the program. At each stage, we provide the data clients need for program development: - Year one: Evaluation focuses on activity metrics like registration, engagement, site activity utilization, population health profiles, and participant satisfaction to help clients understand how their population uses the well-being tools and services and identify which segments of their population are most in need of well-being interventions. - Year two and beyond: We assess the behavior changes in the client's population, interpret key trends in the data, identify these segments of their population in need of the most assistance, and make data-driven recommendations for program improvements. WebMD Center for Research-Predictive Modeling We use predictive analytics to identify individuals who would benefit most from our evidence-based intervention programs. Our goal with analytics and their associated algorithms is to enroll people in the right program at the right time and support them to ensure their needs are met, helping them achieve a healthier lifestyle. We aim to make our programs accessible to as many people as possible.

	The data we use for modeling includes health risk status, demographic factors like age and sex, and medical claims (e.g., ICD-10 codes). WebMD Communications Team-Wellness Program Branding Our approach to branding and co-branding is to provide clients with a platform and collateral that are flexible enough to accommodate all their branding needs. We have expansive options for branding and co-branding the WebMD ONE platform and all related communications. By default, the WebMD ONE logo is positioned at the top center of each page and can easily be replaced with the client's logo or program-specific branding. Many of our clients find our ability to co-brand valuable because their employees and participants perceive WebMD as one of the most trusted and well-known brands in the healthcare industry. To help with co-branding efforts, we can also display multiple logos on each page of the WebMD ONE platform. Different logos can be displayed to specific targeted audiences to accommodate any special group needs clients may have. Promotional cards are used to direct eligible users to recommended and relevant programs, other vendors, and health plan tools or services. These cards can be configured to use custom images, including logos. Clients can also select a background and highlight color to help preinforce their specific program branding. WebMD Strategic Account Manager and Client Support-Strategic Planning We are a strategic partner and work with clients to learn what has and hasn't worked before, what motivates their employees, how they communicate, and their goals for better health. During implementation we discuss short- and long-term strategies and define how success will be measured. Our Client Success team advises on incentives, communications, engagement, third-party integrations, on-site support, and more. As the program evolves, we use data to make recommendations and hold regular strategy meetings to review program data and help them better understand their program and use the data for planning. At the end of each program year, we provide an annual review. This includes a full summary of key insights—like participation, health trends, and program impact—along with recommendations to help guide future strategy. We also include the client's vendor partners so the plans support behavior change and better health across all wellness areas. WebMD Dedicated Wellness Staff (DWS)-Onsite Support WebMD-employed health coaches, well-being program coordinators, or well-being program managers can provide on-site services for an additional fee to work side-by-side with any on-site wellness center management initiatives. Tailoring programming to the needs of different locations and developing special initiatives for
--	--

		ite-specific populations is one of the things our dedicated team members do best. We can use data from culture audits, informal discussions with employees, for mal focus groups, and historical data to assist in this process. Our on-site team members are immersed in the local cultures of each location and provide the appropriate programming through our customized materials. We can assign an on-site staff who will manage and support on-site events such as lunch and learns, on-site blood drives, influenza-vaccination clinics, and more. In addition to supporting our coaching programs, our staff can also be an excellent conduit for facilitating any third-party vendor or health insurer-related programs on-site to bolster a client's well-being strategy.
Category 2: Open Enrollment Support	Yes	The WebMD ONE platform is a central location for all of the client's benefits and resource needs. WebMD's benefits hub navigation is easily accessible from the WebMD ONE homepage for participants to view information related to their health plan, 401(k), EAP, community programs, employee handbook or code of conduct, and other beneficial information that is relevant to their health and well-being. We work with clients to provide easy navigation to resources that highlight their repertoire of benefit offerings and employer-sponsored third-party programs, enabling participants to view documents or directly link to the various vendors' sites, based on the criteria for which programs are displayed to each unique participant. We can also support open enrollment initiatives through comprehensive communication support tailored to each client's needs, including pre-launch, onboarding, and fully custom campaignsto ensure effective engagement during open enrollment periods. Our communication support ranges from personalized communications and annual campaign calendarsto fully custom designs and strategic guidance. Our experienced team of strategists, copywriters, and designers ensures clients are well-prepared to kick off and maintain ongoing engagement throughout open enrollment. Please see the WebMD Benefits Resource Hub attachment for screenshots of the benefits hub within WebMD ONE.
Category 2: Health Plan decisions support including but not limited to virtual plan comparison tools	Yes	The WebMD ONE platform is a central location for all of the client's benefits and resource needs. Our benefits hub navigation is easily accessible from the WebMD ONE homepage. WebMD ONE incorporates a card layout design that appears on each user's personalized homepage. Clients can personalize these cards to show plan comparison via PDF documents or link to an external benefits plan comparison site.
Category 2: Enrollment Technology for health plans and other benefit enrollment	Yes	The WebMD ONE platform is a central location for all of the client's benefits and resource needs. Our benefits hub navigation is easily accessible from the WebMD ONE homepage. WebMD ONE incorporates a card layout design that appears on each user's personalized homepage. Clients can personalize these cards to link to their enrollment portal.

Category 2: Open Enrollment Support and related services, but only to the extent that such services are complementary to the proposer's offering of the solutions described in 78-80 above.	YES	The WebMD ONE platform is a central location for all of the client's benefits and resource needs. Our benefits hub navigation is easily accessible from the WebMD ONE homepage for participants to view information related to their health plan, 401(k), EAP, community programs, employee handbook or code of conduct, and other beneficial information that is relevant to their health and well-being. We work with clients to provide easy navigation to resources that highlight their repertoire of benefit offerings and employer-sponsored third-party programs, enabling participants to view documents or directly link to the various vendors' sites, based on the criteria for which programs are displayed to each unique participant. Please see the WebMD Benefits Resource Hub attachment for screenshots of the benefits hub within WebMD ONE.
---	-----	--

Exceptions to Terms, Conditions, or Specifications Form

Only those Proposer Exceptions to Terms, Conditions, or Specifications that have been accepted by Sourcewell have been incorporated into the contract text.

Documents

Ensure your submission document(s) conforms to the following:

1. Documents in PDF format are preferred. Documents in Word, Excel, or compatible formats may also be provided.
2. Documents should NOT have a security password, as Sourcewell may not be able to open the file. It is your sole responsibility to ensure that the uploaded document(s) are not either defective, corrupted or blank and that the documents can be opened and viewed by Sourcewell.
3. Sourcewell may reject any response where any document(s) cannot be opened and viewed by Sourcewell.
4. If you need to upload more than one (1) document for a single item, you should

combine the documents into one zipped file. If the zipped file contains more than one (1) document, ensure each document is named, in relation to the submission format item responding to. For example, if responding to the Marketing Plan category save the document as "Marketing Plan."

- [Pricing](#) - WebMD Pricing Proposal.pdf - Monday April 06, 2026 15:20:58
- [Financial Strength and Stability](#) - WebMD Sourcewell Performance Guarantees.pdf - Wednesday April 01, 2026 20:57:00
- [Marketing Plan/Samples](#) - WebMD Marketing Strategy Samples.pdf - Wednesday April 01, 2026 20:45:49
- WMBE/MBE/SBE or Related Certificates (optional)
- [Standard Transaction Document Samples](#) - WebMD Standard Transaction Document Samples.zip - Monday April 06, 2026 15:23:28
- [Requested Exceptions](#) - 040226_Master Agreement_WebMD.docx - Wednesday April 01, 2026 20:58:48
- [Upload Additional Document](#) - WebMD Additional Documents.zip - Monday April 06, 2026 15:26:09

Addenda, Terms and Conditions

PROPOSER AFFIDAVIT OF COMPLIANCE

I certify that I am an authorized representative of Proposer and have authority to submit the foregoing Proposal:

1. The Proposer is submitting this Proposal under its full and complete legal name, and the Proposer legally exists in good standing in the jurisdiction of its residence.

2. The Proposer warrants that the information provided in this Proposal is true, correct, and reliable for purposes of evaluation for award.

3. The Proposer certifies that:

(1) The prices in this Proposal have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other Proposer or competitor relating to-

(i) Those prices;

(ii) The intention to submit an offer; or

(iii) The methods or factors used to calculate the prices offered.

(2) The prices in this Proposal have not been and will not be knowingly disclosed by the Proposer, directly or indirectly, to any other Proposer or competitor before award unless otherwise required by law; and

(3) No attempt has been made or will be made by Proposer to induce any other concern to submit or not to submit a Proposal for the purpose of restricting competition.

4. To the best of its knowledge and belief, and except as otherwise disclosed in the Proposal, there are no relevant facts or circumstances which could give rise to an organizational conflict of interest. An organizational conflict of interest is created when a current or prospective supplier is unable to render impartial service to Sourcewell due to the supplier's: a. creation of evaluation criteria during performance of a prior agreement which potentially influences future competitive opportunities to its favor; b. access to nonpublic and material information that may provide for a competitive advantage in a later procurement competition; c. impaired objectivity in providing advice to Sourcewell.

5. Proposer will provide to Sourcewell Participating Entities Solutions in accordance with the terms, conditions, and scope of a resulting master agreement.
6. The Proposer possesses, or will possess all applicable licenses or certifications necessary to deliver Solutions under any resulting master agreement.
7. The Proposer will comply with all applicable provisions of federal, state, and local laws, regulations, rules, and orders.
8. Proposer its employees, agents, and subcontractors are not:
 1. Included on the “Specially Designated Nationals and Blocked Persons” list maintained by the Office of Foreign Assets Control of the United States Department of the Treasury found at: <https://www.treasury.gov/ofac/downloads/sdnlist.pdf>;
 2. Included on the government-wide exclusions lists in the United States System for Award Management found at: <https://sam.gov/SAM/>; or
 3. Presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota; the United States federal government, as applicable; or any Participating Entity. Vendor certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this solicitation.



By checking this box I acknowledge that I am bound by the terms of the Proposer’s Affidavit, have the legal authority to submit this Proposal on behalf of the Proposer, and that this electronic acknowledgment has the same legal effect, validity, and enforceability as if I had hand signed the Proposal. This signature will not be denied such legal effect, validity, or enforceability solely because an electronic signature or electronic record was used in its formation. - John Harrison, General Manager, WebMD Health Services Group, Inc.

The Proposer declares that there is an actual or potential Conflict of Interest relating to the preparation of its submission, and/or the Proposer foresees an actual or potential Conflict of Interest in performing the obligations contemplated in the solicitation proposal.



Yes



No

The Bidder acknowledges and agrees that the addendum/addenda below form part of the Bid Document.

Check the box in the column "**I have reviewed this addendum**" below to acknowledge each of the addenda.

File Name	I have reviewed the below addendum and attachments (if applicable)	Pages
Addendum 4 040226 Wellness Program Engagement, Open Enrollment Support and Related Services Mon April 6 2026 08:22 AM	☒	1
Addendum 3 040226 Wellness Program Engagement, Open Enrollment Support and Related Services Fri March 6 2026 01:11 PM	☒	2
Addendum 2 040226 Wellness Program Engagement, Open Enrollment Support and Related Services Tue February 24 2026 07:07 AM	☒	2
Addendum 1 040226 Wellness Program Engagement, Open Enrollment Support and Related Services Thu February 19 2026 02:22 PM	☒	1