

# Wellness program of the National Center for Telehealth

Preparation:

Preliminary market consultation



**SPMS**<sub>EPE</sub>

Serviços Partilhados do Ministério da Saúde

CNTS (National  
Center for Telehealth)

01/02/2023



## Wellness program of the National Center for Telehealth

**We are creating a wellness program in the context of “health promotion”, with the purpose of introducing mechanisms to prevent disease and improve the wellbeing of our citizens.**

**This program intends to promote physical, mental and social health of the citizens, through incentives and campaigns that promote and incentivize citizens to adopt healthy practices every day.**

**The program should also measure, through time, metrics around the impact of these initiatives in the behavior of citizens and in their health.**

**By “wellness program”, we mean those that include:**

- Software and channels for communicating with users
- Software that allows interoperability with external partners and their own applications
- Central systems for managing points and rankings
- Analytics that promote effective influencing of users
- Team with the know-how required to implement wellness programs

# Objectives

Through this preliminary consultation, we intend to understand:

1. The wellness services or programs that are currently in place in Europe and the rest of the world;
2. The suppliers that are available and interested;
3. The types of services and functionality that they offer;
4. The prices typically in place;
5. The impact of these programs in the health and behaviors of the population
6. The most important success factors for wellness programs



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# Types of information requested from potential partners

- I. Details of the company: name, address, website, telephone contact and email;
- II. Areas of specialization and operation;
- III. Information about the program, with details that you consider relevant for this preliminary consultation;
- IV. Differentiating factors of your program or your company;
- V. Operational and financial details, namely the specifications and the base price for your program or service;
- VI. If the program is already available, in its whole or in parts, in the European or world market;
- VII. Description of contents and functionality of the program (e.g., software and communication channels with users; interoperability software with third-party partners; analytics on how to positively influence user behavior; team with implementation know-how for wellness programs);
- VIII. User satisfaction and results metrics;
- IX. Metrics around the impact and results (e.g., enrollment and participation, impact in behaviors and in health);
- X. Other support material or information that the potential partner considers relevant.



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## Examples of Singapore's wellness program

Singapore's program has a mobile App, Healthy 365, that incentivizes citizens to adopt a healthy lifestyle. Through gamification, rewards and incentives, citizens are incentivized to enroll in challenges and healthy programs to accumulate "Healthpoints" that can be converted in rewards such as discount coupons.

### Functionality:

- I. Overall view of the health condition of users;
- II. Challenges on which users might enroll (such as steps challenges or healthy food);
- III. List of activities on which they can enroll through the App;
- IV. Earning points through successful completion of challenges and activities;
- V. Conversion of Healthpoints in rewards.

# Governance

- I. Operators interested in submitting contributions within the scope of Wellness programs should send an email to [consulta.preliminar@spms.min-saude.pt](mailto:consulta.preliminar@spms.min-saude.pt) within a period of 20 consecutive days after publication, in order to be able to present their solution;
- ii. On a date to be determined, in the week of March 6th to 10th, 2023, the contracting authority will invite economic operators to discuss the presentation of contributions to the solution, which will have a maximum duration of 15 minutes for each operator. In this session, the contracting authority reserves a final period of 15 minutes for clarifications;
- iii. The maximum presence of 3 elements per economic operator is allowed, and they must send declarations containing the respective identification;
- iv. Remote session;
- v. Methodology: During the presentations, SPMS asks questions to the economic agents, at the end the economic agents can request clarifications

# Thank you

[www.spms.min-saude.pt](http://www.spms.min-saude.pt)

