

Program evaluation and performance improvement based on robust stakeholder research and service design. 20-year track record providing insights about what drives satisfaction, choice and behavior among patients/beneficiaries, care delivery team members, and insurance providers.

Core Capabilities

Marketing Research – Focus Groups, Interviews and Surveys via online, mobile, phone, IVR, paper

Customer & Transactional Data Analysis

Behavioral Science – Profiling, Modeling and Influencing Behavior

Service Improvement – Process Streamlining and Experience Design

Communications Testing – Message Clarity and Impact Analysis

Differentiators

End-to-end customer experience methodology to ensure integration

Deep private sector experience to offer best practices to healthcare operations

Rapid design of digital and non-digital services to support agile development

Prioritization and predictive analytics to forecast impact prior to expensive fielding

20-years top CPARS performance across two dozen federal agencies

Contracts and Contract Vehicles

Healthcare

Prime

- CMS Part D Payment Reconciliation HHSM-500-2016-00098G
- CMS Part D Pharmaceutical Drug Event HHSMN-500-2016-00108G

Subcontractor

- CMS MIDS IDIQ (75FCMC18D0015)
- CMS Part D Patient Safety Analysis (HHSM-500-2016-00087G)
- CMS Enhanced Medication Therapy Management Model (TORP-RMADA-2016-0025)
- CMS End Stage Renal Disease Prospective Payment System (HHSM-500-2016-00052P)
- FDA CBER BEST: Data, Tools and Infrastructure for Surveillance of Biologics
- FDA CBER BEST: Development of New and Innovative Methods for Automated Reporting for Biological Products

Other Federal

Prime

- GSA Professional Services Schedule (GS-00F-318GA)
- IRS Customer Satisfaction MA-BPA (TIRNO-10-Z-00010)
- IRS TAS Taxpayer Studies SA- BPA (TIRSE-16-Z-00002)
- U.S. Navy Employee Satisfaction (N00189-18F2398)
- OCC/Treasury Bank Survey Support (TCC-17HQG-0201)

Subcontractor

- IRS RAAS Data Analytics and Innovation Support (MA-BPA)
- DOI National Park Service Social Research and Analysis (P14PC00630)

NAICS

541611	541618
541612	541720
541613	541910

Past Performance



Part D Payments Reconciliation

Review, report on and analyze payments data to support accurate flow of funds among CMS, Manufacturers, Plans and Pharmacies. Use SAS algorithms to identify anomalies. Lead master reconciliation among parties.

Part D Pharmaceutical Drug Event Analysis

Provide a wide range of monthly reports on drug transactions. Programmatically ensure quality of data and conduct ad hoc analysis to support policy and program integrity initiatives.

1-800 MEDICARE Beneficiary Service Experience Assessment

Conducted focus groups and surveys to help improve contact center service during the Part D Medicare Drug Card implementation.



Comprehensive Taxpayer Attitude Survey

Implement bimodal phone and online survey, weight data and conduct analysis to gauge attitudes and behaviors among taxpayers.

Small Business/Self-Employed Customer-Driven Exam Redesign

Led a client team to develop service, communication and technology solutions to create a faster, more mutually responsive audit experience.

Large Business & International Employee Engagement Study

Designed and facilitated employee focus group using online platform to uncover organizational factors driving engagement with new strategy

Wage & Investment Division Volunteer Behavioral Influence

Used innovative influence optimization conjoint model to determine messages, action steps and incentives that optimized volunteer sign ups.



SSA Office of Facilities Management Organizational Effectiveness

Conducted comprehensive operational and organizational assessment of this shared services division, identifying and redesigning several core processes to improve customer satisfaction and productivity. Suggested restructuring of office supply process resulting in \$30MM savings, created user requirements documents for supporting systems, and documented SOPs.



Veterans Health Administration Office of Innovation

Developed a Veteran Value Model based on a conjoint survey of veteran populations to help the VA design: 1) a patient health record and 2) a health coaching service, to guide new healthcare delivery models.



Administrative Offices of the U.S. Courts PACER site Assessment

Assessed content, functionality and pricing of an Electronic Public Access system through two national surveys among four stakeholder groups, recommending actions that increased user satisfaction over the 3-year period,



U.S. Commerce Small Business Segmentation Analysis

Used commercial corporate data and a custom survey to identify unique small business segments with different capabilities and needs related to exporting success.