



# CAPABILITY STATEMENT

StrategyGen is committed to improving the health of healthcare.

## Overview

StrategyGen's mission is to redefine healthcare through quality-driven cost improvements and positive health outcomes. StrategyGen is an 8(a), woman owned small business (WOSB), incorporated in 2009. StrategyGen is headquartered in Jacksonville, Florida and has a Federal office in Columbia, Maryland. StrategyGen has consistently delivered exceptional service to our clients for the past 10 years.

StrategyGen is a prime contractor for Health and Human Services' Centers for Medicare and Medicaid Service (HHS/ CMS), providing regulatory and policy assistance since 2017. StrategyGen provided regulatory and policy assistance to Housing and Urban Development (HUD) beginning in 2015. StrategyGen has been working directly with hospitals and health systems to improve patient outcomes as a CMS subcontractor since 2011.

## Quality Improvement

StrategyGen has a demonstrated track record of advancing quality improvements, including data-driven and quality-driven cost improvements, integrating statistical and healthcare data analytics.

StrategyGen works with hospitals, health systems, and other grantees to implement evidence-based best practices, targeting specific outcome measures.

StrategyGen disseminates evidence-based best practices to c-suite executives, healthcare providers, including health systems, physicians, clinicians, and other Federal grantees, integrating coordination, communication and collaboration best practices.

## Regulatory Assistance

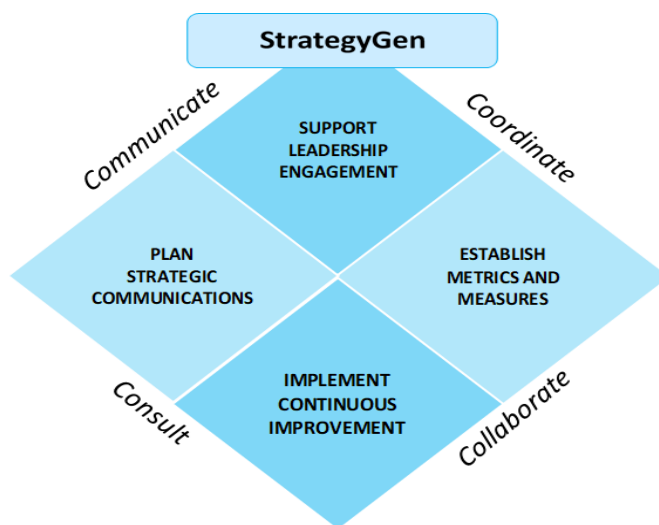
StrategyGen has a track record of conducting healthcare and other environmental scans, integrating primary research and literature reviews, to evaluate and recommend policy alternatives that inform the regulatory environments.

StrategyGen develops Proposed and Final rules and other regulatory materials for publication in the Federal Register, including the public comment policy-based responses for both Health and Human Services and Housing and Urban Development.

StrategyGen assists stakeholders in implementing innovative healthcare strategies including alternative payment models and mitigation of waste and abuse.

## Stakeholder Engagement

StrategyGen utilizes our Stakeholder Engagement delivery model to drive client success.



- **COMMUNICATE:** Facilitate leadership team engagement to exchange knowledge, align strategies, and make recommendations. Facilitate communication to leadership team on outcomes, issues, and lessons learned.
- **COORDINATE:** Support leadership implementation of 'new' strategies for organizational alignment.
- **COLLABORATE:** Establish common metrics and measurements to drive outcomes and alignment across organizations.
- **CONSULT:** Implement continuous quality improvement best practices from Six Sigma and the Institute for Healthcare Improvement's Plan- Do-Study-Act (PDSA), to drive process and quality improvements.

### HEADQUARTERS

4651 Salisbury Rd., Ste. 130  
Jacksonville, FL 32256

### FEDERAL OFFICE

10320 Little Patuxent Pkwy., Ste. 200  
Columbia, MD 21044

### CONTACT

Email: [info@StrategyGen.com](mailto:info@StrategyGen.com)  
Phone: 443.545.3433



**Market Research for Direct Practice Expense Inputs (2017 – 2020)**

Conducted primary and secondary market research on medical equipment and supplies to update the Direct Practice Expense Inputs for reimbursements. Continuing to assist in preparing Proposed and Final regulatory materials for publication in the Federal Register that includes assistance with response to public comments.

**Coding Support Services (2017 – 2022)**

Provided clinical and coding expertise to update reimbursement systems (ICD-10, FISS, DS-MRG, IPPS, and MCE systems). Continuing to support preparation of Proposed and Final regulatory materials for publication in the Federal Register that includes assistance with response to public comments.



**Vietnam Veteran Research (2019)**

Leading primary research study with Vietnam Veterans to develop a deeper understanding of their unique expectations and needs from Hospice care in order to inform new care and communication protocols.



**Hospital Improvement Innovation Network (HIIN) (2016 – 2019)**

**Hospital Engagement Network 2.0 (HEN 2.0) (2015 – 2016)**

**Hospital Engagement Network, Partnership for Patients (HEN) (2011 – 2014)**

Provided technical assistance to hospitals and health systems to implement clinical patient safety, best practices, collection of measures and metrics, and quality improvement as a subcontractor for Premier Inc.



**HUD Grant Evaluation, Performance, Monitoring, Reporting, and Support Services (IDIQ 2015 – 2020)**

Provided support for the HUD Office of Strategic Planning and Management's (OSPM's) Grant Management and Oversight (GMO) division for grant evaluation and performance technical assistance.

**HUD Grant Data Collection and Analysis (Task Order 2016 – 2017)**

Developed core performance measures and metrics for grantees and delivered a Pilot to assess the measures and metrics. Assisted in preparing Proposed and Final regulatory materials for publication in the Federal Register that included assistance with response to public comments.

**HUD Grant Model Support and Technical Assistance (Task Order 2015)**

Developed and delivered Office of Management and Budget (OMB) mandated training for legacy HUD systems and software.

**HUD Pilot – Standards for Success (Task Order 2015 – 2016)**

Provided the technical engagement to lead a Pilot of grantees and their service coordinators to implement the new Standards for Success measures and metrics. The training and technical assistance included webinars, computer-based training, a comprehensive reference manual, frequently asked questions, fact sheets, quick references, shortcuts, and virtual email and live help desk support.

**Commercial Healthcare Engagement**

StrategyGen has engaged senior healthcare leadership while providing technical assistance to implement new policies under emerging Federal and State healthcare regulations, including healthcare quality improvement and healthcare data analytics, for many private sector customers.

StrategyGen has conducted tailored regulatory reviews and research, including both primary and secondary market research, and delivered research-based strategies and recommendations.



NAICS: 541611

518210|524292|524298|541511|541512|541519|541612|541613|541614|541618|541690|541712|541720|541910|541990|561110|61143|611710