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# Impactful by design.

We craft creative solutions and build technology products that improve the communities you serve.

We work collaboratively and cross-functionally with you to shape the services that people rely on. Together, we can co-create progress by leveraging an agile, human-centered approach to improving government services to help people live happier, healthier lives.

## Expertise

### Product Management

We bring a holistic, human-centered approach to product development that enables our teams to deliver inclusive, value-driven solutions.

- Vision and strategy development
- Requirements definition
- Goal setting and performance analysis
- Value alignment
- Outcomes based roadmaps
- Thought leadership

### Research

We meet people where they're at to understand the diverse needs of the communities you serve.

- Ethics-driven and culturally sensitive
- Trauma-informed approach to research
- Diverse research participation recruitment
- Accessible alternatives
- Thought leadership

### Design

We design simple, smart, iterative, and inclusive solutions shaped and validated by ethical, trauma-informed research.

- Design research
- Customer experience and service design
- Content design
- UX and product design
- Visual design and design systems
- DesignOps
- Thought leadership

### Engineering

We leverage open-source technology to deliver custom solutions.

- Software development
- Solutions architecture
- DevSecOps
- Cloud migrations
- API-driven architectures
- Systems integrations
- Accessible web and design systems

### Strategy

We provide vital expertise to help you craft experiences, transform paradigms, and ensure success.

- Change management
- Strategic planning
- Training and workshops
- Digital services and technology transformation
- Go-to-market strategy

### Delivery

We provide a transparent, seamless, customer-centered delivery experience across the project life cycle.

- Stakeholder engagement and alignment
- Project scoping, planning, and monitoring
- Project management, approach standardization, and governance
- Resource and capacity management and optimization

## Business Details

### Business Data

- UEI: CWKEYCF97KB6
- CAGE Code: 808N6

### Federal Set-Asides



8(a) Business Development Program



Service Disabled Veteran Owned Small Business (SDVOSB)

### Contract Vehicles

- GSA MAS IT 70
- VA CEDAR IDIQ
- 8(a) STARS III
- OPM DS BPA
- CMS ACME BPA

### NAICS Codes

- 518210 Data Processing, Hosting, and Related Services
- 519190 All Other Information Services
- 541430 Graphic Design Services
- 541490 Other Specialized Design Services
- 541511 Custom Computer Programming Services
- 541512 Computer Systems Design Services
- 541611 General Management Consulting Services
- 541613 Marketing Consulting Services
- 541990 All Other Professional, Scientific, and Tech Services
- 541519 Other Computer Related Services (primary)



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## Past Work

### Designing a Better Retirement Experience

★ Prime



The Office of Personnel Management (OPM) is the largest retirement organization in the US, managing critical retirement services for federal employees. We are designing, developing, and deploying a modernized experience that meets people's needs to adjudicate retirement claims quickly and accurately. This multi-component application preserves legacy knowledge and offers a lasting, sustainable framework.

### Implementing Equitable Healthcare Policies

★ Prime



The Centers for Medicare & Medicaid Services (CMS) has implemented many medical billing rights policies to help improve patient access to healthcare. Team Coforma has provided human-centered design and research, UX design, and engineering support across seven workstreams related to the Consolidated Appropriations Act, Affordable Care Act, and Medical Bill Rights.

### Streamlining Complexity for Veteran Health IT

★ Prime



VA  
U.S. Department  
of Veterans Affairs

Using iterative, Veteran- and clinician-centered methodologies, we are expanding upon existing VA capabilities to engineer and implement two tools: 1) COVID-19 Patient Manager, a diagnostic tool for ER clinicians, and 2) Lung Cancer Screening, which aggregates patient data to help LCS Coordinators guide Veterans through the screening program.

### Improving Healthcare UX & Data Transmission

★ Prime



We helped CMS modernize and unify four applications that collect data for state Medicaid and CHIP programs used to support healthcare services for more than 90 million people, collectively known as the Medicaid Data Collection Tool (MDCT). Our HCD approach guided UX improvements for state user data submission, enabled accurate and timely data reporting to CMS, and enhanced CX around accessing and utilizing data to support programmatic work.

### Forging New Pathways to Health Equity

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The Presidential COVID-19 Health Equity Task Force was established to address health and social disparities that result in disproportionately higher rates of exposure, illness, hospitalization, and death related to COVID-19. We streamlined the data and research distillation process as well as the development and validation of themes, then helped connect the dots across silos and co-create prioritized recommendations to mitigate and prevent social and health inequities. To date, over 80% of the recommendations have been acted upon.

### Agile Development Supporting State Government

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The NJ Office of Innovation built a one-stop dashboard to help New Jerseyans with starting and managing a business. Coforma synthesized user insights and leveraged the state's design system to redesign the Business Navigator website, centering 508 compliance, plain language, and usability. Guided by agile processes, the new site reduces cognitive load and makes complex content actionable for business owners.

## Focus Areas

Each of our focus areas puts people front and center. We make things that help people, and we will not make things that harm people. Our partners are vetted, and our solutions are informed by data and research.

We validate assumptions and test frequently because in order to build the thing right, we first need to ensure we are building the right thing. Ethics are baked into everything we do, from teaming decisions to accessible designs.



### Healthcare

We utilize a multifaceted, human-centered approach to improving care, systems, and technologies.



### Veterans Services

We are 12% Veterans, and we do not leave anyone behind. We streamline access to support and services for Veteran communities.



### Immigration

We utilize a multifaceted, human-Our US immigration services solutions prioritize safety, usability, and equity.



### Access to Justice & Equity

We focus on making progress towards peace and rehabilitation through ethical, inclusive technology and design solutions.



### Voting & Civic Engagement

We support policy implementation by centering civilian experience through a people, process, then technology lens.

Let's make something that matters.



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