



IMPACT THROUGH INNOVATION



ATLAS
RESEARCH





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To Our Stakeholders

Atlas Research (Atlas) celebrated its 10th anniversary in 2018, marking a decade of making significant impacts for our health clients in government and industry.

What an exciting time. We are delivering more agile, innovative results in support of vital government missions affecting millions of Americans – as we continue to build upon our origins in research and evaluation and population health; and expand our capabilities into digital design and implementation, data analytics strategies, and human capital strategies and learning. We are delivering more agile, innovative results in support of vital government missions affecting millions of Americans. This Report showcases how Atlas helps the federal government improve health care, address urgent health challenges, and transform its business operations for higher performance.

Agile Innovation

Atlas is thriving because we deliver strategic thinking and evidence-based solutions with creativity and speed – combined with deep knowledge of our clients' missions and populations of concern. In some of the projects highlighted here, Atlas teams delivered results within weeks of a project launch. In others, we helped clients reimagine their processes and culture, implement new legislation, or take their agencies through a full transformation. We were – and still are – especially excited about our efforts with the Department of Veterans Affairs' (VA) ground-breaking work in creating and expanding their Innovation Ecosystem within the Veterans Health Administration (VHA).



We continue to partner strategically with the industry's best-in-class innovators, technology companies, and health consultants to bring transformational solutions to meet our clients' most pressing challenges. Our list of strategic partners includes preeminent experts in the industry, making us the preferred leader for our health-client communities.

Sustainable Growth

During the year, we continued to attract new clients while expanding our work for existing clients. We were particularly proud to win our newest contracts with highly regarded agencies, such as the Centers for Disease Control and Prevention (CDC), the National Institutes for Health (NIH), and the Small Business Administration (SBA). We also embraced exciting new challenges with existing clients, most notably the Department of Health and Human Services (HHS) and the Department of Veterans Affairs (VA), both of which Atlas has served continuously since its inception.

The impact of our innovative approaches and strategies that we bring to our clients starts inside Atlas. In 2018, we continued to recruit exceptional talent at all levels of the organization, particularly in



strategic growth areas such as health care transformation and new care delivery models, digital and human-centered design, human capital, and agile delivery. And we're still one of America's fastest-growing privately-owned companies, according to *Inc. 5000's* annual survey.

Driven by Passion

Atlas' founding principles center on doing meaningful work that benefits others in our society. We aim high and over-deliver not just because we can, but because of our own passion to serve. This same commitment drives our community engagement and pro-bono efforts, which are summarized on page 22. You can also read about our work with the SAFE Project, a non-profit focused on the nation's opioid epidemic, on page 4.

There is much more to the Atlas story than we can include in this Report, and I invite you to explore our website (atlasresearch.us) to keep up with us. While we expand and grow, we remain committed to our core mission and values; and our passion to drive impact through innovation in the coming years. We are excited about the journey ahead!

ROBIN L. PORTMAN, MS
President and Chief Executive Officer

Atlas at 10 Years



200+
Employees in 2018



#1538
Inc. 5000 2018 America's
Fastest-Growing
Private Companies



NATIONAL IMPACT

Atlas. Health. Innovation.

Atlas is helping drive new strategies and delivery models for the nation's largest health programs and industry innovators

Atlas Research (Atlas) has become a force for health innovation in the U.S., playing key roles for the two cabinet-level departments that administer the nation's major health programs. During 2018, Atlas executed on contracts for the Department of Veterans Affairs (VA) and the Department of Health and Human Services (HHS), providing research and evaluation, program and project management expertise, human-centered design, stakeholder engagement services, strategic communications expertise, and enterprise-level transformation to help VA and HHS develop and execute their innovation strategies.

Along with modernizing many other aspects of VA, Atlas is helping to drive innovation as a strategic priority for the Veterans Health Administration (VHA), the world's largest health care organization. Atlas helped develop the strategy and design for VHA's Innovation Ecosystem, including crafting the

vision and mission, establishing initial priorities for an "Innovators Network," and creating pathways for spreading innovations and sharing best practices through the "Diffusion of Excellence" model. Through a focus on leadership engagement, investment in new partnerships and business models, and the use of implementation science the Innovation Ecosystem serves as a catalyst to help identify, invest in, and spread high-impact, evidence-based innovations across the entire VHA enterprise.

Also for VA, Atlas works for the Office of Suicide Prevention to create and disseminate products called "From Science to Practice," which provides concise, actionable evidence-based recommendations for helping to prevent veteran suicide based on recent research and data.

For HHS, Atlas is working on nationwide initiatives to pioneer new approaches to long-standing challenges affecting critical patient populations. These include introducing revolutionary price transparency for Medicare and Medicaid services; improving rural health care by working directly with stakeholders and integrating new technology; and accelerating adoption of breakthrough solutions for HIV prevention and treatment for transgender women.

These are just a few examples of how Atlas is using new ideas and innovations to transform and impact health across the country. Innovation with impact.



NATIONAL IMPACT

It Takes a Nation

Atlas is helping to forge a multi-sector approach to ending the U.S. opioid epidemic

The “opioid crisis” is a complex phenomenon that continues to evolve in multiple dimensions. Atlas Research is working with government agencies, private sector health care providers, and community-based organizations to understand and address the challenges associated with opioid abuse, misuse, and overdose, because only a multi-sector approach can reverse today’s disturbing trends.

That’s one of the lessons from a comprehensive environmental scan that Atlas conducted with the SAFE Project, a national nonprofit intent on ending the opioid epidemic. The scan looked at a wide range of non-governmental efforts, from public awareness and family outreach to law enforcement and medical responses. The Atlas team identified clear gaps in national efforts, such as a lack of education about alternative, non-addictive pain management strategies. The SAFE project raised awareness of other organizations that also take a multi-faceted approach to the epidemic, laying the ground for collaboration and sharing of promising practices.

Opioids initially became widely available because they worked so well for reducing patients’ pain after



“The opioid epidemic is changing all the time. The nation needs both top-down and bottom-up efforts to get ahead of it, and that’s why Atlas makes a difference. We work with stakeholders across the spectrum, so we know where the common ground lies.



DON BLAND
Senior Manager
Atlas Research

surgery. Atlas, in partnership with Premier, Inc., helped engage stakeholders in an educational program supported by the Centers for Medicare and Medicaid Services (CMS). The program informs hospitals, doctors, patients, and families about reducing harm from post-operative opioid pain management.

The National Partnership to End Health Disparities (NPA), established by the Office of Minority Health (OMH), recognizes that the opioid epidemic is a threat to communities of color. Atlas is helping OMH’s NPA Opioid Caucus build an operational infrastructure and outline goals, objectives, and activities to guide its efforts. Atlas is also helping regional organizations collaborate more effectively with federal programs and elevate promising practices to national attention.



351,360
Opioid-linked deaths in the U.S. between 1999 and 2016
[Source: CDC]



13.2
Opioid-linked deaths per 100,000 people in the U.S.
[2016; Source: CDC]

NATIONAL IMPACT

Confronting the Silent Killer

Atlas is helping address VA's highest priority: preventing suicide



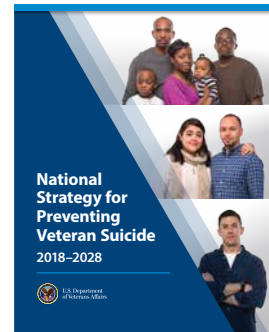
The U.S. got a shocking wake-up call in 2018. The Centers for Disease Control and Prevention (CDC) reported that suicide has become a top-ten cause of death – and the rate is increasing in almost every state in the union. Before the year was over, Atlas was on the front lines of a national effort to prevent suicide among one of the country's most at-risk populations: Veterans.



20

Number of Veteran suicides per day on average

[Source: U.S. Department of Veterans Affairs]



The suicide rate for U.S. Veterans is 22% higher than for adult civilians. The youngest Veterans (aged 18 to 29) have the highest rates of suicide, and female Veterans take their own lives at a rate 2.5 times higher than their civilian counterparts. These disturbing statistics drove the U.S. Department of Veteran Affairs (VA) to make suicide prevention its highest priority.

With its deep expertise and demonstrated agility in tackling major public health challenges, Atlas is involved in all three phases: research, strategy, and implementation.

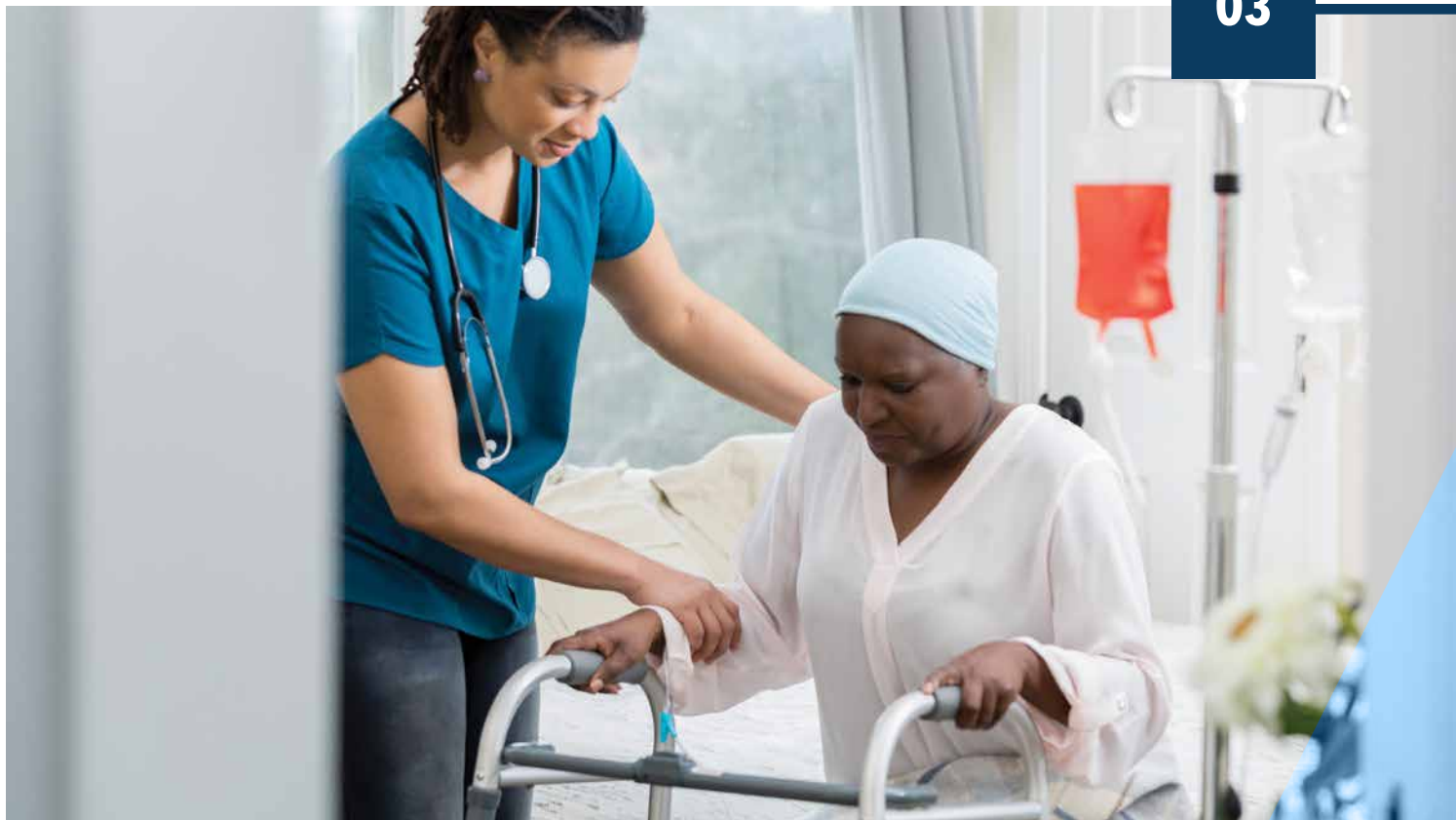
Atlas supported VA's Health Services Research & Development (HSRD) organization with an analysis of peer-reviewed research on Veteran suicide to help frame strategic discussions. At the same time, Atlas experts swung into action with VA's Office of Mental Health and Suicide Prevention, providing research, analysis, and policy plan development support to improve VA's suicide prevention programs and policies. Atlas is also helping disseminate innovative, promising practices for suicide prevention to an extended network of care facilities, through the Veterans Health Administration (VHA) Innovation Network.

“Preventing something as complex as suicide has to be evidence-based and systematic. Yet we also need to take action as a nation. Atlas is informing VA strategy with research insights, while also helping test new ideas that could make a difference now.”



ABBY FRIEDMAN

Principal
Atlas Research



RESEARCH & EVALUATION

Impact on Health Care Innovation

Atlas is helping the Centers for Medicare and Medicaid Services find new avenues toward better health care outcomes

The Centers for Medicare and Medicaid Services (CMS) administers the two largest health care programs in the U.S. Atlas, as a member of The MITRE Corporation's Health FFRDC Alliance, is assisting CMS in finding the right path forward with major initiatives that are certain to have nationwide impact.

Rural Health

One of the sharpest disparities in U.S. health care is between urban areas, with their abundance of health care providers and large pool of patients, and less populous rural areas; which struggle to deliver the services patients need. Acting CMS Administrator Andy Slavitt established the Rural Health Council in 2016 to identify ways to address this disparity.

“The phrase ‘rural health’ means many things, and Atlas understands all of them: the patient populations, the care they need, the federally supported clinics that are on the front lines, and the policies that affect them all. That’s why we can conduct conversations that lead to solutions.”



JASON GOLDWATER

Senior Principal
Atlas Research

With its deep knowledge of rural health, underserved populations, and Federally Qualified Healthcare Centers, Atlas provided the Council with strategic planning and coordination. Currently, Atlas is supporting stakeholder engagement and partnerships, and rural health evaluation and analysis, particularly around rural maternal health.



RESEARCH & EVALUATION

Precision Medicine, for All of Us

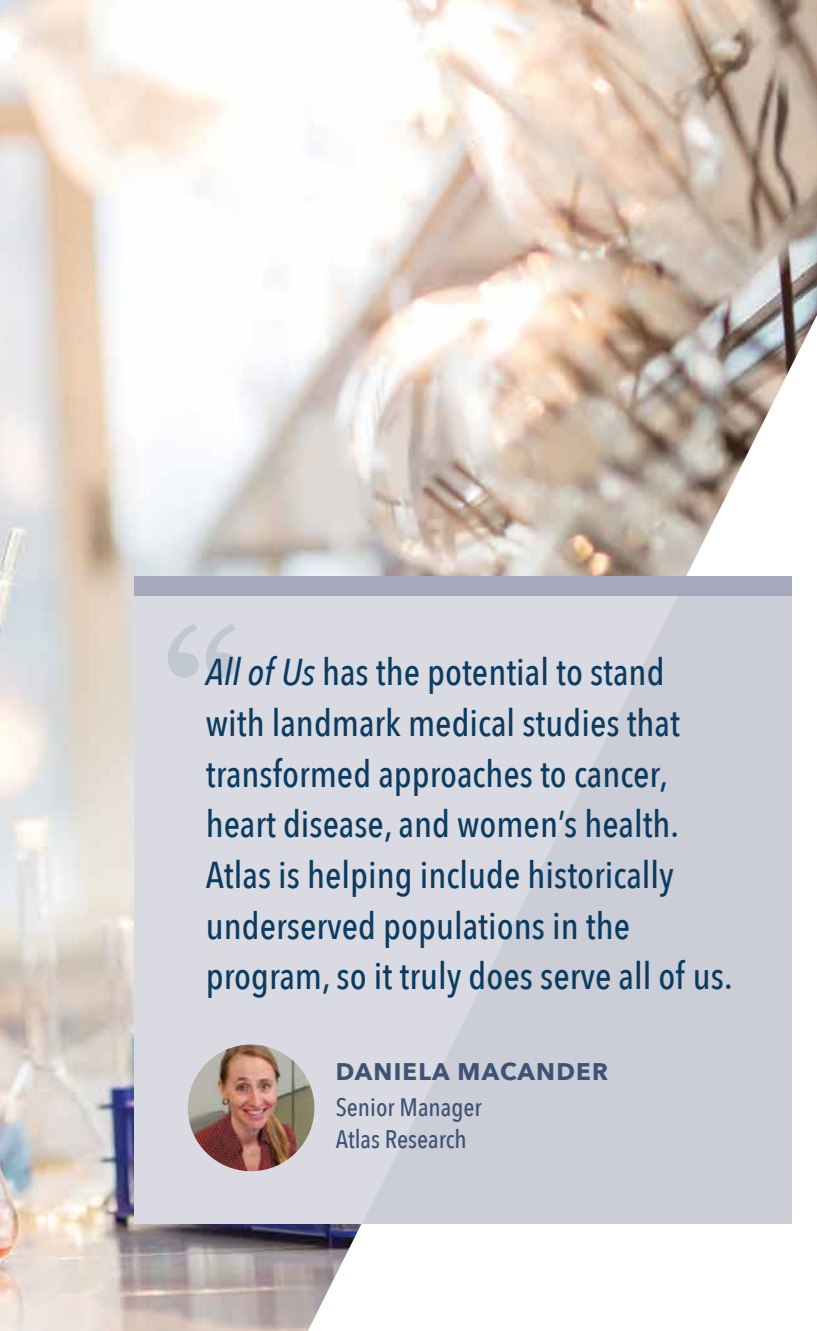
Atlas is helping NIH achieve historic breadth and depth in a landmark health care research program

Improving treatment for a given disease condition starts with gaining precision. Which types of people does it affect, which health markers reveal it, and

which environments and lifestyles influence it? Achieving that precision typically takes decades of research.

Now the National Institutes of Health (NIH) aim to accelerate progress by amassing a research cohort of more than a million adults and making their biomedical, environmental, and lifestyle data available to medical researchers. Atlas is on the team.

This innovative program has a deceptively simple name: “*All of Us*.” The million-strong cohort must represent the full diversity of the nation in order to support meaningful, sustainable medical advances. Atlas is working to ensure that diversity, in partnership

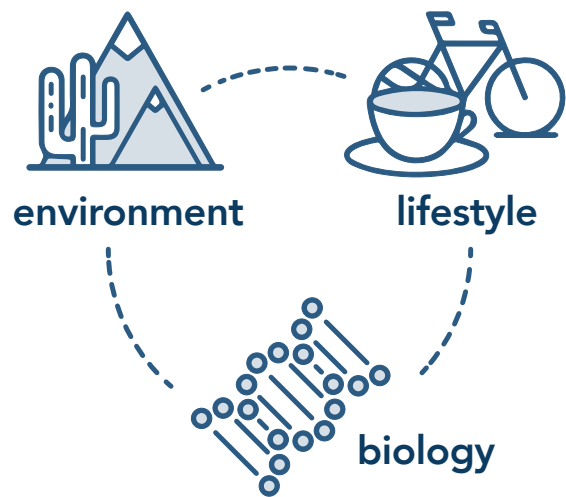


“*All of Us* has the potential to stand with landmark medical studies that transformed approaches to cancer, heart disease, and women’s health. Atlas is helping include historically underserved populations in the program, so it truly does serve all of us.



DANIELA MACANDER
Senior Manager
Atlas Research

3 factors studied by NIH for “All of Us”



[Source: <https://allofus.nih.gov/>]

with the Federally Funded Research and Development Center (FFRDC) managed by MITRE Corp.

MITRE Corp. and Atlas are focusing on six Federally Qualified Health Centers around the country that have historically provided health care to underserved populations. These centers have agreed to enroll patients in *All of Us* and then collect and deliver data to NIH – but they need efficient, secure, highly reliable processes to follow through. With its expertise in health care, underserved populations and lean principles, the Atlas Team is empowering the centers to play their part in a historic effort to improve health care for all.



1 million

Target number of participants for the “All of Us” research cohort



10 years

Number of years of data collection planned for the cohort



“There is no “one size fits all” with change management. Atlas succeeds because we understand the human element of change. We are flexible, innovative, and meet clients where they are to deliver a sustainable solution that works for *them*.”



KAMRAN SARTAJ
Senior Technical Advisor
Atlas Research

ORGANIZATIONAL EXCELLENCE AND TRANSFORMATION

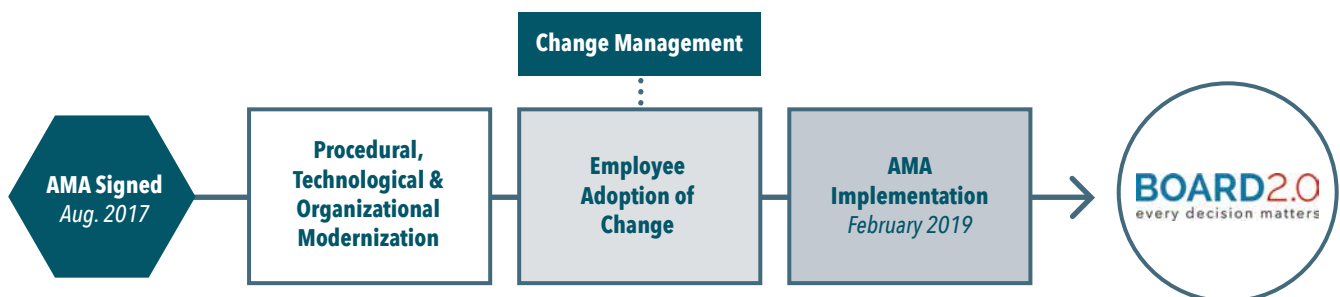
An Appealing Change for Veterans

Atlas is helping VA implement a modernized appeals process with evidence-based change management

After Congress passed the most significant statutory change to affect VA appeals in decades — the Veterans’ Appeals Improvement and Modernization Act of 2017 (AMA) — the Board of Veterans’ Appeals secured Atlas’ support to design and execute a change management strategy for implementation of the new law. Board leadership recognized that helping employees understand, embrace, and adopt AMA would be just as critical as the Act’s new policies, procedures, and technological updates.

Atlas began working with the Board nine months before AMA implementation, designing and deploying a recurring survey aimed at measuring the Board’s readiness to adopt the changes outlined under the new law. Survey analysis provided insight into four key areas: understanding the need for change, management and leadership support, communication effectiveness, and role and skill preparedness. Atlas developed targeted recommendations and strategies to address each of these four areas, resulting in improved change readiness scores across all four categories.

One of Atlas’ key recommendations was to brand the Board, providing it with an identity that highlights the Chairman’s priority of leading the organization toward the future as an innovative, integrated team dedicated to serving Veterans through AMA. The Board’s new identity and tagline — Board 2.0: Every Decision Matters — sends a clear message to Veterans, Congress, and employees that the Board is dedicated to improving the appeals process to positively impact tens of thousands of Veterans every year.



A New Model of Care

Atlas is helping VA deliver an experience that Veterans asked for: receiving care in their own homes

A growing number of U.S. Veterans who are aging or have complex health care needs want to be cared for in the comfort of their own homes. That's why the Veterans Experience Office (VEO) of the Department of Veterans Affairs (VA) launched its "Choose Home" initiative – and chose Atlas Research to spearhead an innovative approach.

In 2018, Atlas supported VEO in developing an integrated, comprehensive model of home care for the Veterans Health Administration (VHA). The model is based on essential intelligence that Atlas experts gathered from Veterans, family caregivers, community leaders, and VA providers and employees. A group of VHA facilities around the country is now testing the model; identifying Veterans at risk for institutional care, determining their needs, and empowering VHA facilities and external caregivers to coordinate and deliver a customized suite of services. VEO aims for a national rollout of the model in 2020.

Atlas is uniquely positioned to engage many players in this combined effort, based on years of experience with implementing innovative care delivery models and programs for Veterans and their caregivers. Most importantly, Atlas knows how to develop and execute a strategy that will give Veterans the experience they want; receiving care in their homes and communities from people and organizations they trust.



\$5.9 Billion

Annual cost for Veterans' nursing home care

[Source: VA]



22%

U.S. Veterans that are aged 75 or older

[Source: National Center for Veterans Analysis and Statistics]

“Enabling Veterans who are aging or seriously ill to receive care at home is a major shift, and the new model holds great promise. Atlas' contribution is like the model itself – blending different types of expertise and delivering a unified experience for the client.”



SUSANNE LARKINS

Senior Manager
Atlas Research

**ORGANIZATIONAL EXCELLENCE
AND TRANSFORMATION**

Securing the Start for Lifelong Success

Atlas is helping deliver more effective preschool education to at-risk kids

When the U.S. Congress passed the “Every Student Succeeds Act,” it gave the states both an opportunity and a challenge. The 2015 law set up a \$250 million grant program to support early childhood education (ECE) for at-risk children from birth through five years, in all 56 U.S. states and territories. The premise of the program, known as PDG B-5, is simple: kids who arrive at kindergarten behind their peers in educational attainment will struggle to catch up – for years or forever.

But PDG B-5 came with a requirement to spend grant funds collaboratively, in ways that build on existing local, state and federal ECE programs such as Head Start. As a result, the Administration for Children and Families (ACF) within the Department of Health and Human Services (HSS) structured the first year of this four-year award cycle with a focus on completing comprehensive needs assessments and strategic planning.

Atlas, in partnership with MITRE Corp., is now helping states and territories that won PDG B-5 grants to succeed with their first-year efforts, so they can serve children ages birth to five more effectively with direct funding for ECE programs in the following three years. Atlas experts are providing grantees with technical assistance for gathering key information, assessing strengths and weaknesses, sharing best practices with other grantees, and more.



“It’s almost impossible to overstate the benefit of early education for children whose backgrounds could hold them back before they reach kindergarten. That small investment generates immense returns for them, their families and communities, and the country.”



JIM LESKO

TA Task Lead - PDG Birth to Five
Atlas Research



45

States and territories awarded first-year PDG-B5 grants for 2019



39%

Population of young children living with families with income under 200% of federal poverty level

[Source: childtrends.org]



DIGITAL AND TECHNOLOGY

Architecture for Innovation

Designing a future where adjudicators serve Veterans, not just process their claims

What if adjudicators processing service-connected disability claims at the Department of Veterans Affairs (VA) could feel more connected to the Veterans they serve? This is just one of the many outcomes Atlas is working to create in partnership with Amida and VA to modernize disability claim processing by looking for opportunities to increase processing speed, consistency, and transparency with Veterans.

Currently, Veterans with service-connected disabilities are compensated based on their disability according to the VA Schedule for Rating of Disabilities (VASRD). Adjudicators on Veteran disability medical records consult VASRD and determine the compensation for the Veteran's claim. The existing process arose before modern information technology systems and many aspects involve non-computable data (data not in a form that is easily worked with by other information systems). As a result, Veterans commonly wait weeks and months to learn if or how they will be compensated for their disability.

Atlas is employing human-centered design (HCD) to architect a new approach that automates simple claims, allowing adjudicators to spend their time serving Veterans with more complex claims. This innovative approach simplifies the claim-filing process for Veterans and reduces the time from submission to

“When Veterans file disability claims today, they have to do a lot of legwork, the process is slow, and the results are uneven. Atlas is helping relieve the pain of all three by bringing private-sector innovation to a public sector agency with complex legacy systems.



BENJAMIN TAUB

Senior Manager
Atlas Research



1.6 million

Veterans receiving compensation for service-connected disabilities

compensation, while also providing the adjudicator with focused evidentiary materials, which cuts the amount of material the adjudicator must review and speeds the time to award the Veteran's claim.

For example, Veterans who spend 21 days or more in a hospital for their disability qualify for additional compensation. In the new design, this compensation change will happen automatically; without requiring approval from an adjudicator. Furthermore, Atlas is working to expand this capability toward a future where compensation for service-connected disabilities starts on the first day military members leave active service, not months later after discharge and multiple additional medical exams and claim submissions. The next big step is supporting VA adjudicators by improving the tools they use to manage their work queue, find relevant data, and visualize claim evidence data to make rapid and confident decisions.

HUMAN CAPITAL SOLUTIONS

Small Agency, Mighty Mission

Atlas is helping one of the nation's essential agencies transform its human capital strengths and strategies



Reforming the federal government inevitably means changing the way employees do their work — even for successful agencies such as the Small Business Administration (SBA) with its small staff and impressive record of service to millions of entrepreneurs. When the Office of Management and Budget (OMB) issued Memorandum 17-22 in 2017, calling on all agencies to “develop a plan to maximize employee



89,000

New jobs created by small businesses in December 2018

[Source: ADP Research Institute]



2155

SBA employees that month

[Source: SBA]

performance,” SBA turned to Atlas for an expert perspective on its workforce, its reform plan, and opportunities to become even more efficient.

The result is a multi-year Human Capital and Training Services (HCaTS) contract from SBA's Office of Human Resource Solutions (OHRS) – a first for Atlas' fast-growing human capital business.

SBA's mission depends on specialists across a wide range of disciplines — lending, contracting, legal, and business advisory services among others. As a result, in 2018 Atlas experts focused on identifying SBA's mission-critical occupations, defining the required competencies for each one, and determining the underlying root causes for retention and recruitment challenges in those key positions.

With its integrated expertise in human capital, change management and organizational transformation, Atlas developed this essential intelligence quickly to support SBA's reform plan. Atlas is now helping the agency implement the plan, while providing both insights and strategies for keeping and hiring the right people to ensure the agency's continued success.

“When successful service organizations like SBA step back and assess their human capital challenges, Atlas can make a major difference. We have the outside expertise the client needs, and we deliver it with an inside understanding of the people involved.



NIKKIA GRANT

Manager
Atlas Research



HUMAN CAPITAL SOLUTIONS

Preparation Speeds Prevention

Atlas is helping health care providers adopt an innovative defense against HIV

It's hard to find an adult who doesn't know that HIV is a dangerous virus. It's surprisingly easy to find health clinics that don't yet offer one of the best defenses; a medication known as pre-exposure prophylaxis (PrEP), which keeps people who are HIV negative from becoming infected. Atlas Research has previously helped public health authorities understand the reasons for this slow adoption, and in 2018 Atlas began working to reverse the trend.

“Offering PrEP is a significant step for many clinics. They need tailored guidance and tools for everyone from the front desk to the exam room. Atlas combines health care and change management expertise to deliver these results quickly and successfully.”



NIKITA MALCOLM
Manager
Atlas Research



The Centers for Disease Control and Prevention (CDC) report that women make up roughly 20% of new HIV diagnoses in the U.S., yet they are not receiving a proportional share of PrEP prescriptions. Title X-funded family planning clinics already offer frontline care to 3.6 million women across the country, so the Office of Population Affairs (OPA) within the Department of Health and Human Services (HHS) commissioned Atlas to develop, pilot, and disseminate a strategy for speeding the clinics' adoption of PrEP.

Atlas first created a decision-making guide that provides a clear rationale and roadmap for offering PrEP in family planning settings and then tested it with nine diverse Title X clinics around the country. After using the decision-making guide, all nine clinics either offered PrEP or were on their way. A national rollout of the decision-making guide is now underway for more than 4,000 clinics nationwide.



38,739

New HIV diagnoses in the U.S.
[2017; Source: CDC]



19%

Percentage of women
receiving new diagnoses
[Source: CDC]



176,670

U.S. woman who are candidates
for HIV prevention with PrEP
[Source: CDC]



“The federal government is demanding much more of its acquisition personnel. Atlas responded with a webinar that gives them essential intelligence for higher performance. We had to clear a high bar at high speed, because there are so many people to reach and so much is riding on their performance.”



RENÉE O'BRIEN
Director, Learning and Performance
Atlas Research

HUMAN CAPITAL SOLUTIONS

The Workforce Behind the Workplace

Atlas is helping VA develop a best-in-class workforce for a quietly critical mission: facilities management

When the Veterans Affairs Acquisition Academy (VAAA) needed successful training for a mass audience on a wide-ranging topic, it came to Atlas. VAAA's mission is to increase the competency of the acquisition workforce of the U.S. Department of Veterans Affairs (VA), one of the largest agencies in the U.S. federal government. These acquisition professionals manage a significant portion of VA's nearly \$200 billion annual budget.

One of VAAA's focus areas is facilities management, because VA operates over 8,200 facilities around the country. The challenge in training VA employees and contractors involved in facilities management is that they range from housekeepers to engineers, and facilities management includes everything from washing sheets to optimizing data security.



156.7 million
Total square footage of
VA facilities



140,000
People involved in VA
facilities management
Affairs

Atlas experts addressed the challenge of educating and inspiring this complex audience with agile development of an eight-hour webinar called “Facilities Management 101.” Within weeks of starting the project in the summer of 2018, the Atlas Team readied a prototype that blended human presenters, video, interactive graphics, and gamification. The Atlas Team's knowledge of the subject matter and existing VAAA assets enabled this rapid design and development. The pilot earned high marks from the participants, and the Facilities Management 101 webinar was ready for roll-out by December 2018.

MARKETING INSIGHTS AND
DIGITAL MEDIA STRATEGIES

Timeless Benefits for Veterans and their Families

Atlas is helping deliver on a sweeping mandate to expand and update the historic GI Bill



The Harry W. Colmery Veterans Education Assistance Act of 2017 is popularly known as the “Forever GI Bill” because it indefinitely extends certain Veterans’ benefits. Congress wanted the Act’s 34 provisions implemented promptly to show national support for younger Veterans and their families. Atlas advised the Department of Veterans Affairs (VA) on risk, change management, strategic communications, and program management strategies throughout implementation.

“The Forever GI Bill is sweeping legislation that affected a mass of existing law and policy. Atlas leveraged its expertise in information technology, policy and governance, strategic communications, and operations and training to align stakeholders and move into implementation quickly.”



MELISSA FERGUSON
Senior Technical Advisor
Atlas Research

Atlas’ first major contribution was helping translate the Act’s mandates into actionable policy. This effort included expert analysis to target existing laws and regulations for updates, drafting language for the changes, and tracking them through the review process. Atlas was able to deliver results rapidly with its deep competency in Veteran’s law and policy combined with rigorous and agile methodologies for research, evaluation, and project management.

Atlas also helped speed up implementation of key provisions, including an innovative program to provide financial aid for high-tech training. “VET TEC” supports Veterans who take classes in IT and media, so they can bring high-demand skills to the government and private industry. Atlas also helped launch the Edith Nourse Rogers STEM Scholarship. With this new scholarship, Veterans will be able to receive additional benefits to pursue teaching certificates or bachelor’s degrees in science, technology, engineering, and math.



350,000

Veterans who have earned postsecondary certificates and degrees through the GI Bill since 2009

[source: VBA]



557,000

New IT jobs in the U.S.,
2016 – 2026

[source: Bureau of Labor Statistics]



MARKETING INSIGHTS AND DIGITAL MEDIA STRATEGIES

Natural Disasters are Public Health Disasters

Atlas is helping the U.S. Virgin Islands prepare its people for the health emergencies that accompany epic storms

When Hurricanes Irma and Maria devastated the U.S. Virgin Islands (USVI) in September of 2017, they didn't just destroy an estimated 18,500 homes and businesses owned by the territory's 100,000 residents. They also wrecked two major hospitals and the offices of the Department of Health. Working in temporary quarters, the physicians overseeing the islands' healthcare system struggled to address the disaster that had just happened. Public health practitioners, health care providers, and communicators had almost no capacity to prepare their population for the next one.

In 2018 Atlas Research took on a role to provide supervisory and technical assistance support to a team of health education and communication professionals located across the territory, partnering with Powell Strategies for a project funded by the Centers for Disease Control (CDC). Atlas quickly recruited a team from local experts familiar with the islands' trilingual culture, trained them, and sent them out into the community to build the Department of Health's

“Disaster preparedness is mental as well as physical, particularly regarding disease prevention; and people need clear communication about how to stay ready. Atlas took on that role so that medical authorities could focus on other urgent priorities.”



SAMI COUTURE
Manager
Atlas Research



75%

Percentage of U.S. Virgin Islands dwellings sustaining damage from Hurricanes Irma and Maria

[source: Virgin Islands Housing Finance Authority]

capacity and work to educate and inform about health and disease prevention practices that will matter most when the next hurricane hits.

The team is also providing technical assistance to the Department of Health with communication strategy, planning, and messaging. And when that next major storm arrives, the team on USVI will immediately swing into response mode to help residents avert the public health disaster that often follows a natural one.



FACILITIES ACTIVATION AND ADVISORY SERVICES

Endless Challenge, Innovative Solution

Atlas is helping VHA make on-time, on-budget completion of major medical centers the new normal

Activation for a major medical center requires thousands of interdependent actions for planning, purchasing, delivering, and installing furnishings, equipment, and medical systems; it also requires hiring and training staff and developing concept of operations (CONOPS) and policies for how everything and everyone works.

With its expert capabilities in health care, project management, and information architecture, Atlas has helped the Veterans Health Administration (VHA) activate regional medical centers in Louisiana and Colorado and is now working on major facilities in

Activation of Eastern Colorado Health Care System (VHA)



150,000

Pieces of equipment and furnishings purchased, delivered and installed



40,000

Person-hours of staff training coordinated and tracked

“Activating a major facility is like a long-distance race with a dozen teams that must finish in exactly the right order, at exactly the right times. AFACTS™ helps keep everything in synch, with full transparency for the client, which greatly increases the ability to complete a project on time and on budget.”



CONNIE HEYER

Senior Director, Facility Activations
Atlas Research

Nebraska and Florida. Atlas has not only brought industry best practices to these large-scale, mission-critical projects. It has also delivered a new practice that dramatically advances the field.

The Atlas Facility Activation System (AFACTS™) is an information management system that organizes the timing and milestones for all activation tasks and processes while providing VHA's project leaders with dynamic reporting that empowers agile decision-making. This trademarked system enables early identification of any risks to the critical path, which can then be mitigated to keep the activation on schedule and on budget.

AFACTS™ is the first client-focused tool that Atlas has designed, developed, vetted, and launched. Not only that, VA has approved hosting AFACTS™ on its own web domain and launching it on day one of any activation project that Atlas works on.

Atlas Leadership

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ROBIN L. PORTMAN, MS
President and Chief Executive Officer

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ROBIN PORTMAN, MS
President and Chief Executive Officer

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Vice President and Corporate Secretary

YOUNG BANG, MENG
Executive Vice President

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Community Engagement

Community engagement is fundamental to Atlas Research. It is part of our passion. From helping those facing health disparities to supporting Veterans, we are committed to advancing the health and well-being of all people. In 2018, Atlas worked in the community in the following areas.

Association of the United States Army (AUSA) and US Army's Soldier For Life Transition Assistance Program (SFL-TAP)

Reviewed the resumes of active duty service members and their families in preparation for the AUSA-sponsored job fair.

Easter Seals for the District of Columbia, Maryland, and Virginia

Supported Easter Seals serving D.C., MD and VA, which focuses on Veteran and Wounded Warrior employment and community reintegration (in addition to providing services to individuals with disabilities).

Elizabeth Dole Foundation

Sponsored the organization, which honors military caregivers – the spouses, parents, family members

and friends who care for our nation's wounded, ill or injured Veterans.

Erin Leigh Boyle Fellowship Award Celebration

Supported the Erin Leigh Boyle (ELB) Foundation, which provides an annual postgraduate fellowship award to a Georgetown University School of Nursing & Health Studies student committed to supporting underserved populations and their access to high-quality health care.

Fisher House Foundation Pancake Breakfast

Hosted our third Pancake Breakfast for the Fisher House residents at Walter Reed Medical Center in Bethesda. As their first corporate partner, Atlas served military and Veterans' families during a time of need and support.

Light The Night Walk

Participated in the walk and raised \$10,846.56 to support the research of blood cancer treatments that save lives.

Martha's Table

Provided donations and delivered meals to senior residents of Paul Laurence Dunbar Apartments.

MS Walk on the National Mall

Raised more than \$8,000 for the National MS Society through team Don't MS with Charity for the MS Walk DC on the National Mall.

National Disabled Veterans Winter Sports Clinic

Sponsored the event, which provides nearly 400 profoundly disabled Veterans with training and rehabilitation every year.

Transition Assistance Program for Survivors (TAPS)

Supported the organization, which provides care and support to families and friends grieving the loss of a member of the armed forces.

Veterans Moving Forward

Sponsored their annual fundraising event. Veterans Moving Forward (VMF) raises and provides service dogs for veterans with physical and/or mental health challenges.

Vietnam Veterans Memorial

Fulfilled name etching requests by friends, family members, and fellow Veterans throughout the country who were unable to visit the Wall in person.

Winterhaven Veterans Stand Down

Volunteered, for the eighth year in a row, at the Stand Down — a full day of services for homeless and at-risk Veterans in the DC Metro area.

Atlas Services



Digital and Technology Services

We focus on modernizing IT ecosystems for federal health clients. We are experts in digital strategy, human centered design, data analytics, modern software development, and cloud services. We combine research and health care experience with technical expertise to provide clients with leading edge solutions that deliver tangible benefits for themselves and their citizen customers.



Human Capital Solutions

We offer clients expert solutions for organizational assessment and design, workforce planning, and evaluation of human capital programs. We maximize learning and performance programs and leverage deep experience to help clients with strategic planning, policy analysis, and performance metrics.



Innovation and Modernization

We apply our public/private sector experience and insights to every engagement to create powerful solutions. We use a data-driven, science-led approach to solve complex business problems and drive outcomes. We harness the power of analytics tools to enable smarter, more actionable decision-making.



Marketing Insights and Digital Media Strategies

We create strategic communications that energize our clients' vision, strategy, growth, and confidence. We act as trusted advisors in strengthening relationships and mobilizing support. We help drive action, move opinion, lead change, achieve objectives, and anticipate and respond to what's next.



Organizational Excellence and Transformation

We use Lean Six Sigma and Continuous Process Improvement principles to help clients evaluate performance, develop solutions, and accomplish organizational transformation. We develop strategies for excellence and provide training and technical assistance to support full implementation and adoption.



Research and Evaluation

We have unparalleled expertise in public health and health care research and evaluation across multiple federal agencies. We specialize in engaging underserved and hard-to-reach populations and develop tailored reports and presentations to get evidence-based solutions to the right audiences.



Contract Vehicles

Indefinite Delivery/Indefinite Quantity (IDIQ) Contracts and Blanket Purchase Agreements (BPAs)

Government-Wide

GSA - Human Capital and Training Solutions Small Business (HCaTS SB) Pools 1 and 2

GSA - Human Capital and Training Solutions Unrestricted (HCaTS-U) Pools 1 and 2

GSA - IT70 Schedule, Health IT and IT Professional Services, (132-51, 132-56, 70-500)

GSA - Professional Services Schedule (GSA PSS) (SINS 541-2, 541-4A, 541-4F, 541-5, 874-1, 874-4, and 874-7)

Department of Veterans Affairs

BPA under GSA PSS: VA National Center for PTSD Education Products

BPA under GSA PSS: VA Program Management Lean Six Sigma (PMLSS) Subject Matter Experts

VA Transformation Twenty-One Total Technology Next Generation (T4NG)

Department of Health and Human Services

Agency for Healthcare Research and Quality Planning, Evaluation, and Analysis Task Order Contract (PEATOC)

AHRQ - Evidence-Based Practice Center V

BPA under GSA PSS: FDA Integration Services

CDC - Rapid Communications Services and



Support for Sudden and Ongoing Environmental Health Urgent and Emerging Issues

HHS - Program Support Center (PSC)

SAMHSA Abuse and Mental Health Services IDIQ, Domain 5S

CMS - Research, Measurement, Assessment, Design, and Analysis (RMADA)

Other

NeighborWorks America – Education, Health and Workforce Development Sector Subject Matter Expertise

Client Portfolio

Federal

U.S. Department of Veterans Affairs

U.S. Department of Health and Human Services

U.S. Department of Defense

U.S. Department of Labor

U.S. Small Business Administration

U.S. Department of Treasury

National Science Foundation

Commercial/Non-Profit

Commission on Accreditation of Health care Management Education

Deloitte Center for Health Solutions

District of Columbia, Department of Health Care Finance

Georgetown University

National Association of Community Health Centers

Precision for Medicine

The Commonwealth Fund

United Service Organizations

University of Michigan Health System

West Virginia State Legislature

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