



 **SoftDev**

Intelligent Informatics Solutions





Our mission is simple and impactful:

**We aim to improve lives  
through health  
informatics.**



Why?

**We understand the power that exists within our nation's health data. We want to unleash that power so that it can work meaningfully to serve mission goals and better health outcomes.**

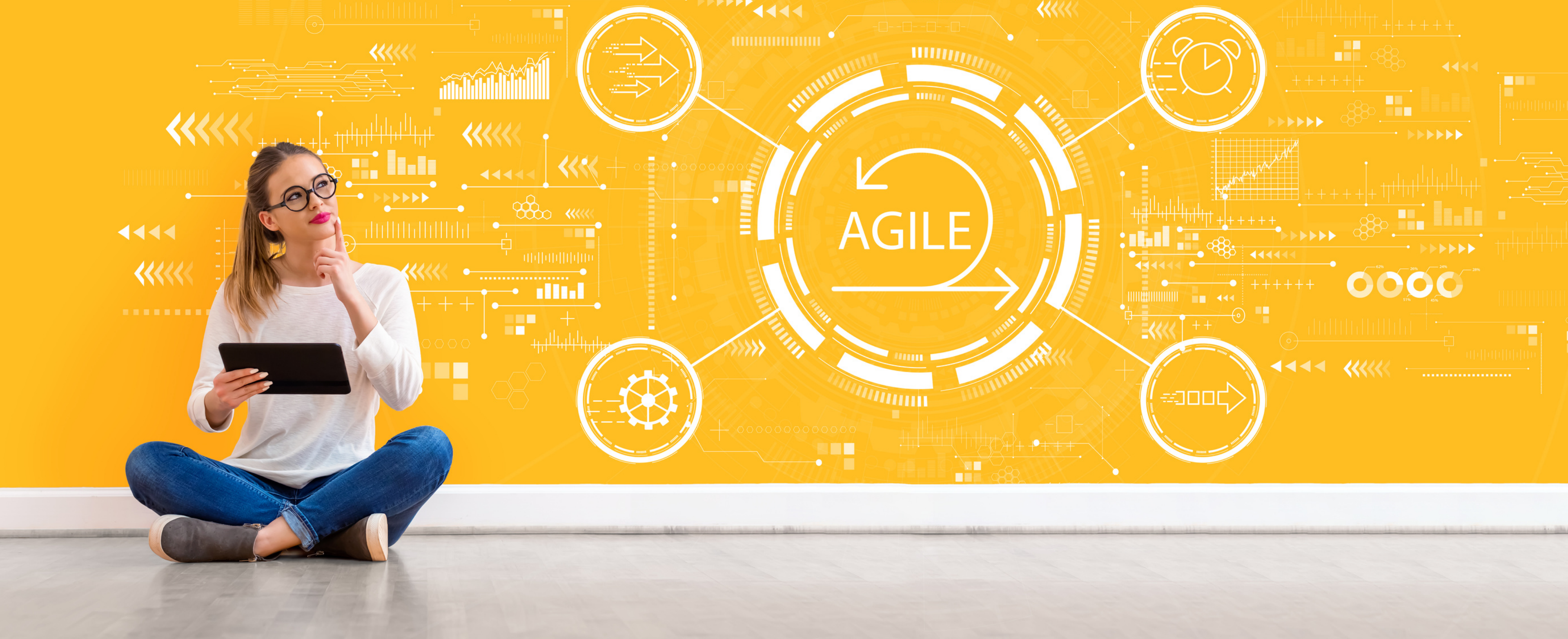


How do we get there?



**By working closely with customers and end users, our solutions are inspired by what matters most and deliver a richer experience for all.**





# Appropriately Agile

We want to lead the way towards authentically agile processes – at all levels of business. The shift to Agile has happened across the federal government. Our corporate processes flex to the right level of Agile, be it SAFe, Scrum, Kanban, Hybrid, or other, for your project while ensuring that the tenets of true Agile empower delivery of high quality, high value services and products at all times.



# What do we solve?

SoftDev solves challenges faced in driving forward clinical prevention, improved health outcomes, and equity through:

- Timeliness, Accuracy, Reliability of Data
- Analysis of trending, correlations, and impacts
- Complex Engagement, Coordination, and Collaboration
- Inter- and Intra-agency knowledge transfer
- Sustainable Solutions Engineered for the Future
- Strategies for Smart Technology Investments





# SoftDev Incorporated

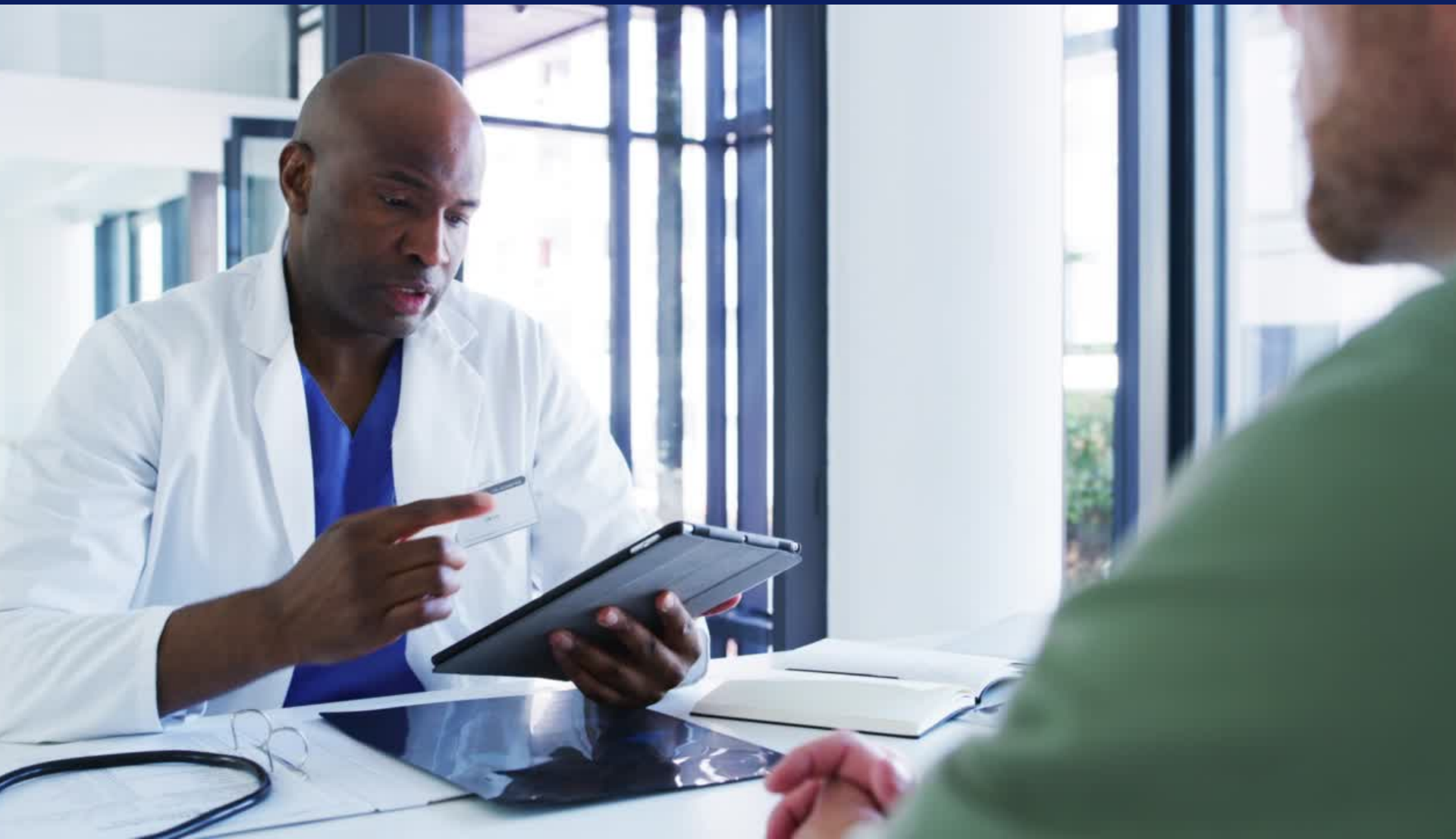
Highlights of our profile include:

- 20+ year federal contractor
- Successful delivery of 25+ projects
- Proven performance on 8 projects with DOJ/EOIR relevancy
- 6 Time FedHealthIT Innovation Award Winner
- Exceptional CPARs
- ISO 9001:2015, ISO/IEC 27001:2013, and CMMI-DEV ML3
- HUBZone, WOSB





# Our Key Data and IT Services



Program / Project Management  
Services

---

Data Interoperability and  
Understanding

---

Data Management

---

Data Analytics and Visualization

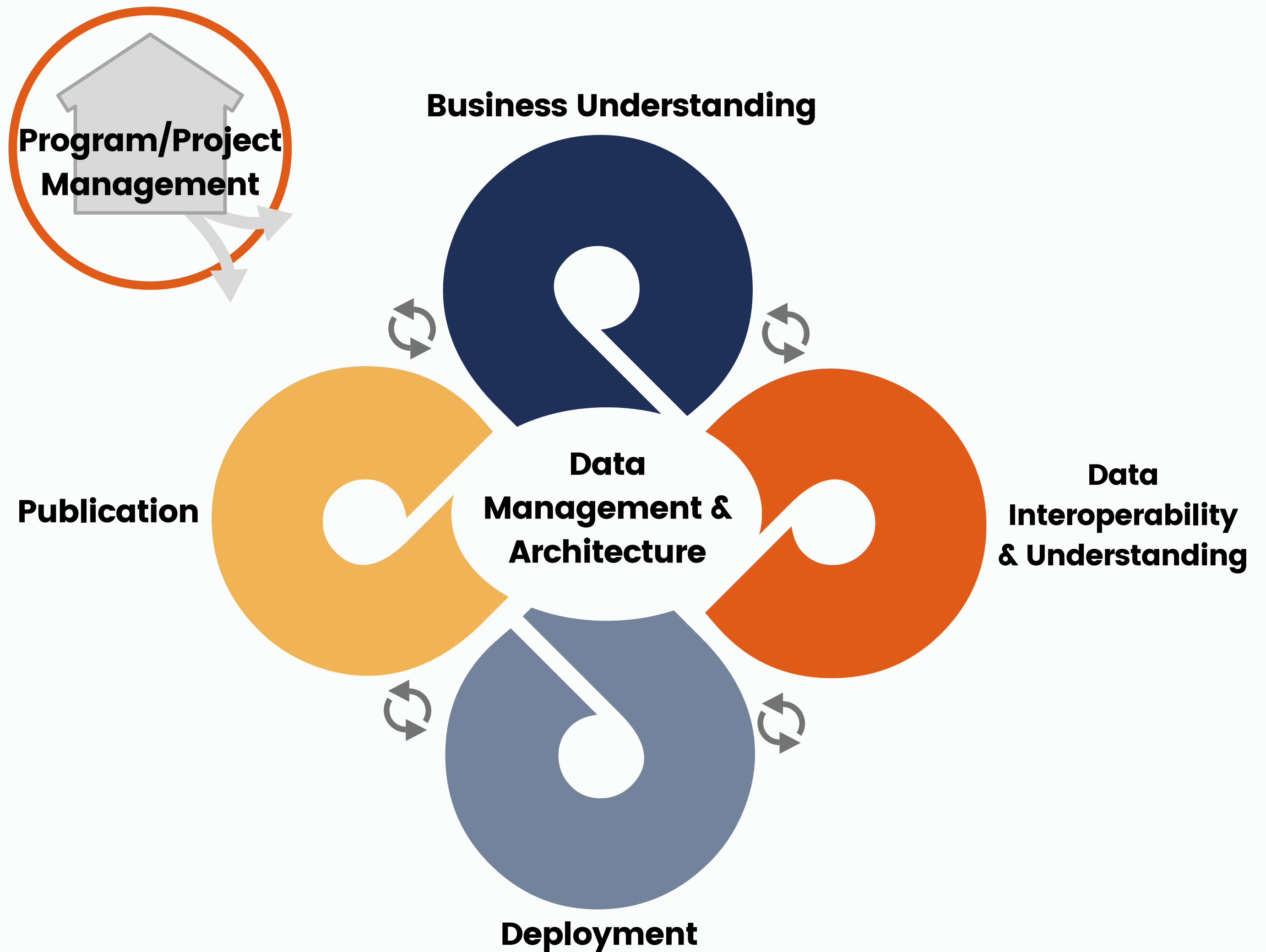
---

Data Publication



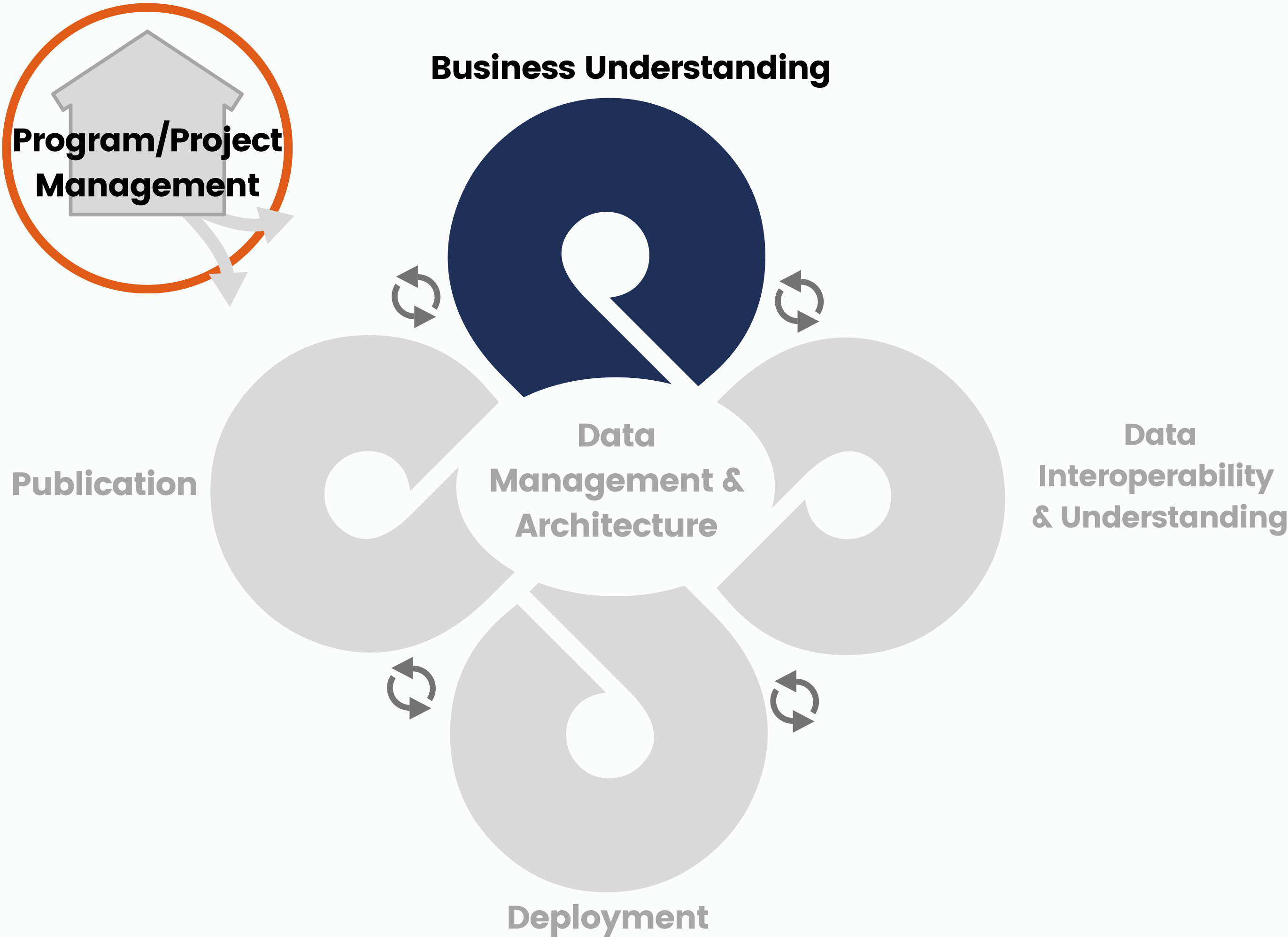
# Data Lifecycle

We are continually enhancing and expanding upon what we do best – data. With cradle to grave data experience, our data solutions focus on securely producing and reporting accurate, accessible, and actionable data that reveals itself in the right way to its consumer.



# Data Lifecycle

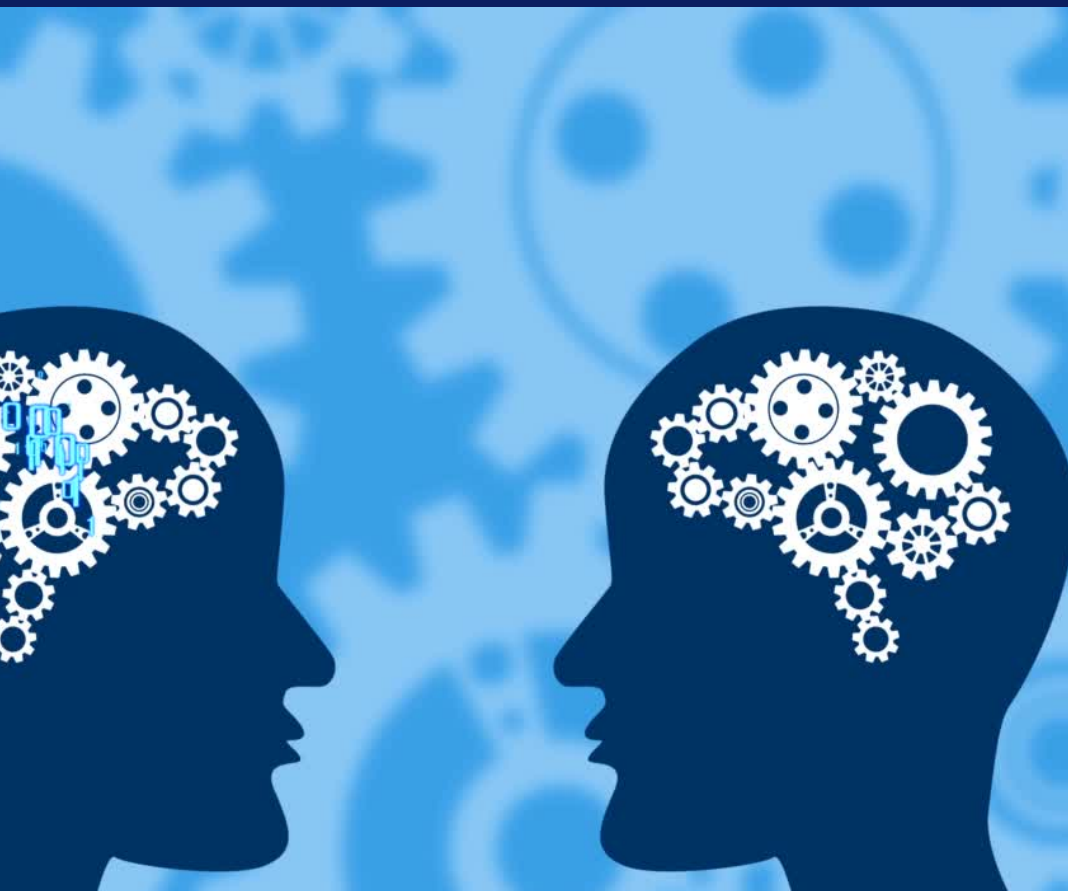
Business understanding is the foundation of the data life cycle and of everything that we do. We begin our services at that root – learning what is the goal and defining the rules to get there.





## Program/Project Management Services

Every project starts and ends with the SoftDev touch – exceptional communication, coordination, and transparency.



### C3 Model

Cooperation, Coordination, and Collaboration empower us to see the bigger picture and go beyond to identify where the real needs lie



### Applying Agile

Working smartly with our eyes on the goals while remaining flexible enough to adjust and pivot to emerging needs, ensures better quality outcomes for all stakeholders



### Using Technology

Leveraging the Atlassian Suite, our custom dashboards, workflow automation, and increased visibility to deliver higher levels of accountability and quality



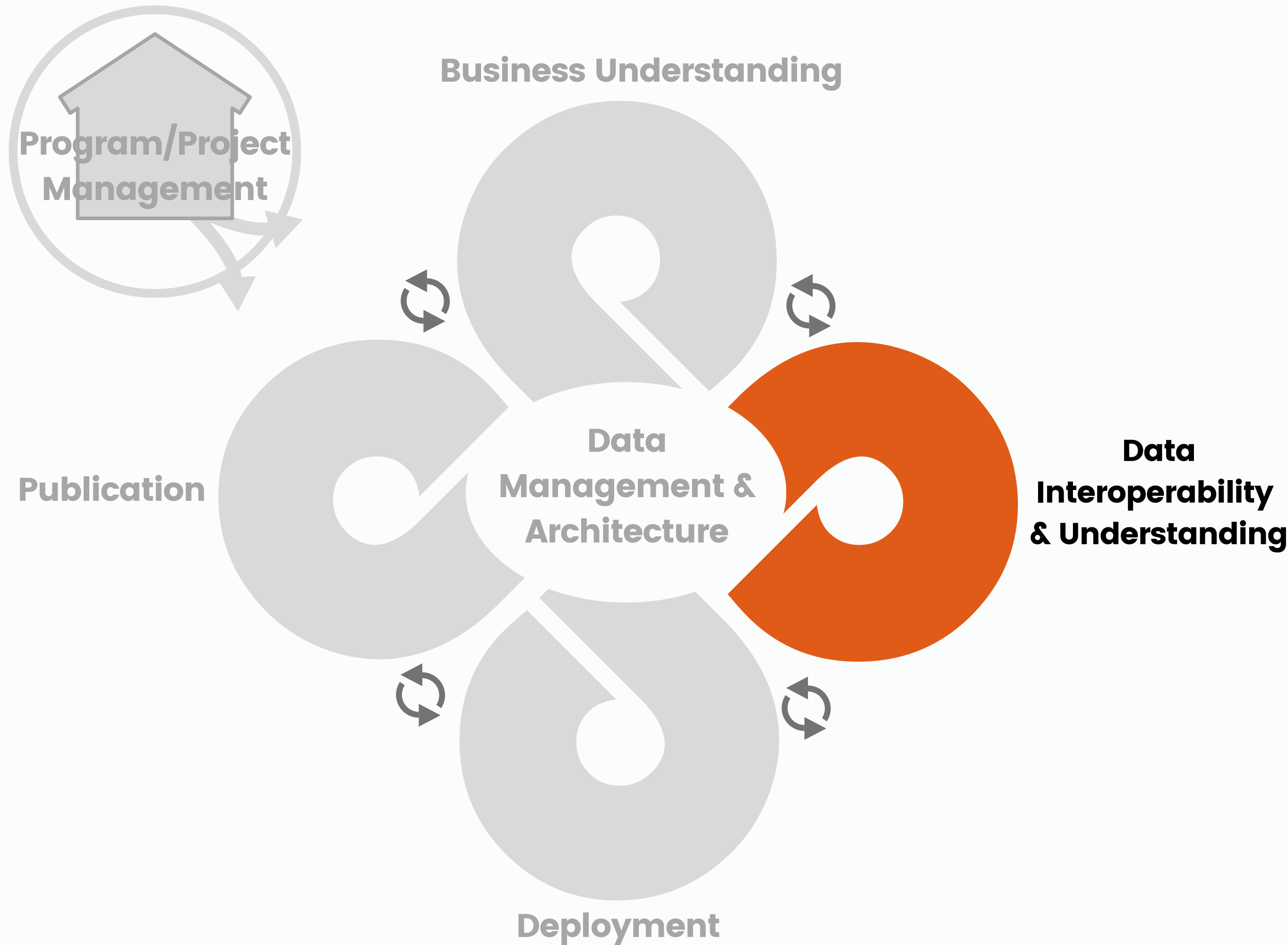
### Past Performance

CMS / Portfolio, Program and Project Management Services (PM3)  
CMS / Alignment of Public and Quality Reporting Programs and Websites (AQPRPW)



# Data Lifecycle

Data interoperability is the first step to finding correlations. SoftDev builds engines to ingest and exchange data so that meaningful discoveries can be made.







## Data Interoperability and Understanding Services

SoftDev provides solutions and support for acquiring the needed data for decisions.



### Cognitive Services

Leveraging the power of AI, ML, NLP, and Computer Vision to capture structured and unstructured data to build researchable data repositories



### Technical Assistance

Working with data submitters to ensure that data is accurate and complete from the point of entry, ensuring a more robust and trusted data set



### Advisory Services

Leveraging knowledge of data sets and data elements to help customers target the right data for ingestion to support their business



### Past Performance

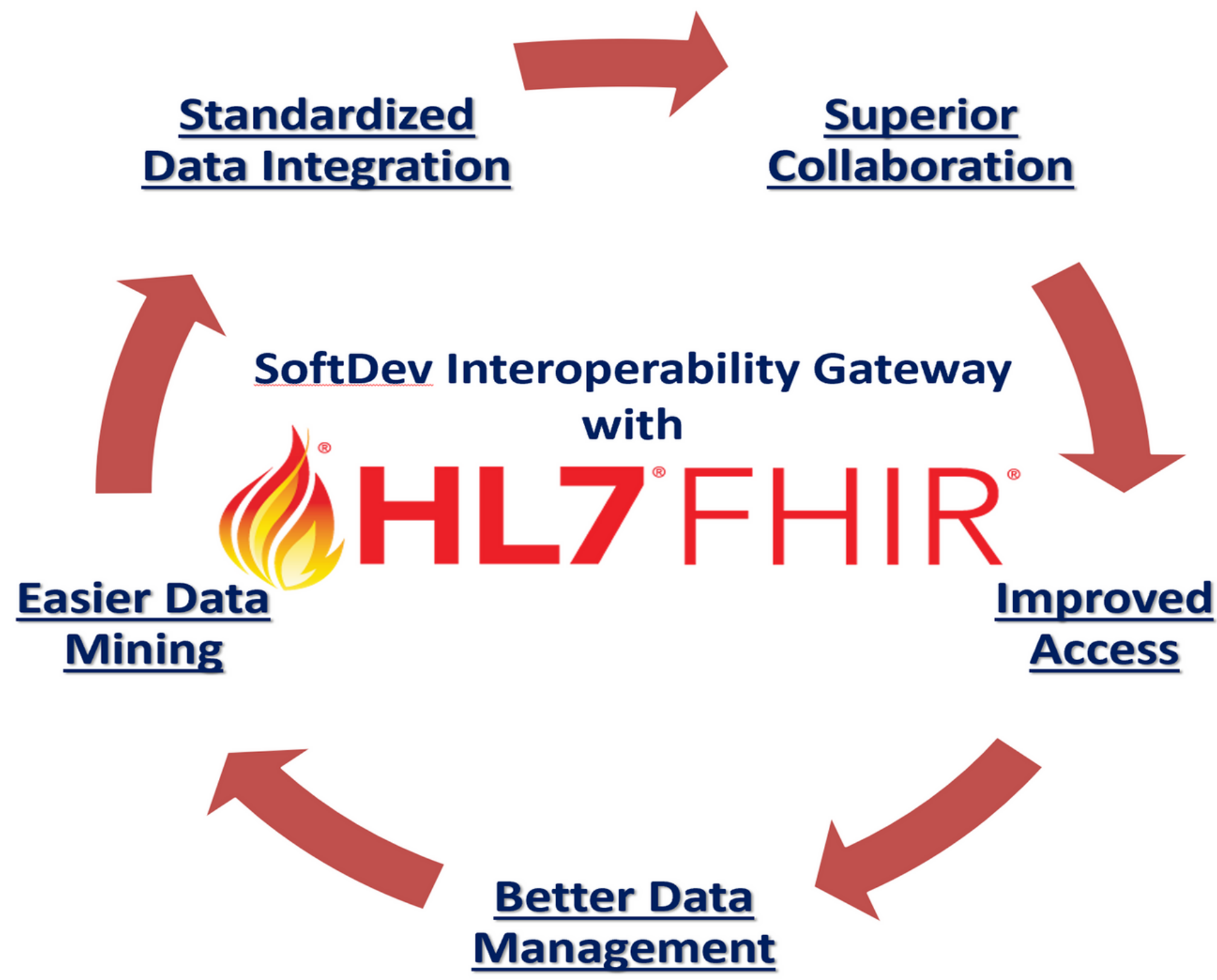
CMS / 12th Quality Innovation Network – Quality Improvement Organization (QIN-QIO)

AHRQ / MEPS-HC HPB Abstraction

CMS / EQRS PRP&A

CMS / ESRD Help Desk





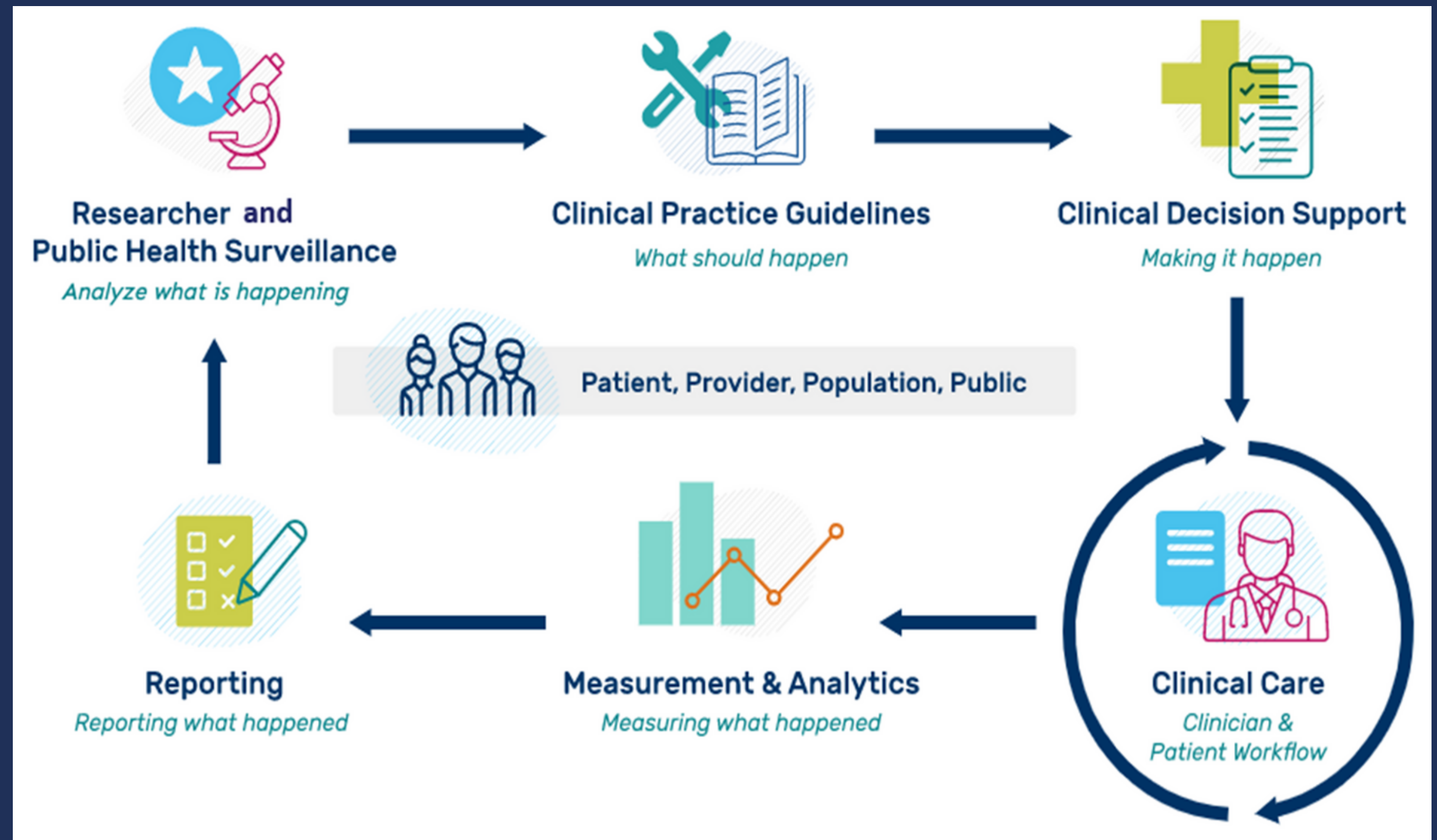
# Making Data Exchange Easy and Standard

SoftDev is committed to helping CMS meet its critical goal of transitioning to digital quality measurement. With expertise leveraging FHIR API technology in conjunction with our business and data knowledge relevant to CCSQ lines of business, SoftDev stands ready to serve CMS' DQM Roadmap four domains of improving data quality, advancing technology, optimizing data aggregation, and enabling measure alignment to improve patient care.



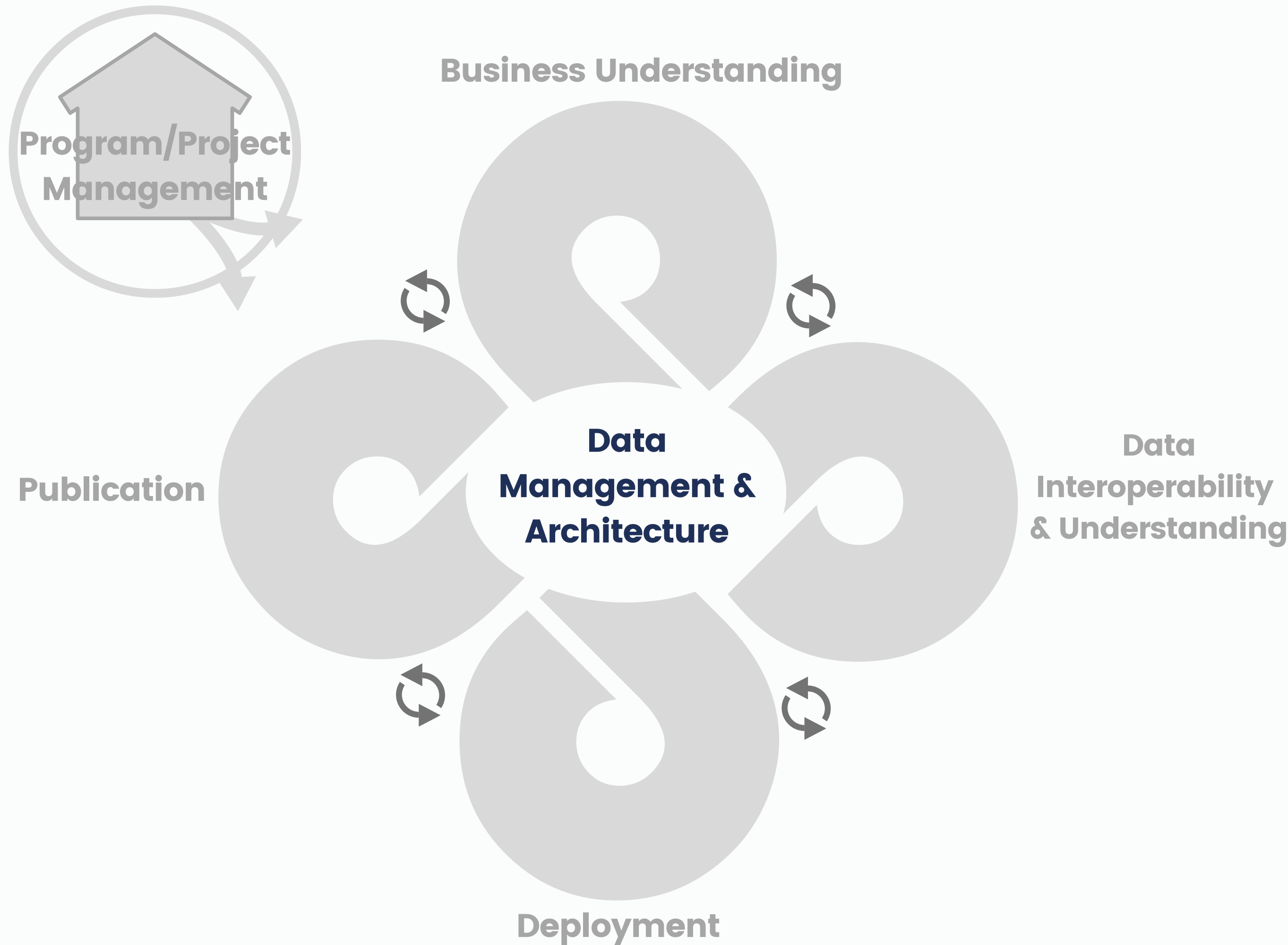
# Developing Quality Improvement Ecosystems

SoftDev is committed to improving patient outcomes, access, and equity. By developing ecosystems in concert with HL7 standardized specifications, we advance CMS' readiness for a future of continued improvements in patient lives.



# Data Lifecycle

Data Management and Architecture sits at the heart of the data life cycle. SoftDev prioritizes security, governance, and the reliability of our infrastructure so that the daily work can move seamlessly forward.





## Data Management Services

SoftDev specializes in understanding and meeting data needs.

### → **Quality and Governance**

Applying DMBOK best practices in alignment with knowledge of business rules, testing automation, and lean processes to produce trusted data sets

### → **Architecture**

Choosing the right tools and models to minimize technical debt, eliminate data silos, account for different data structures and formats, and build for the future.

### → **Technical Assistance / Help Desk**

Working with critical stakeholders and end users to find and resolve the issues

### → **Past Performance**

CMS / CDDS

AHRQ / MEPS-HC HPB Abstraction

CMS / EQRS PRP&A

CMS / ESRD Help Desk





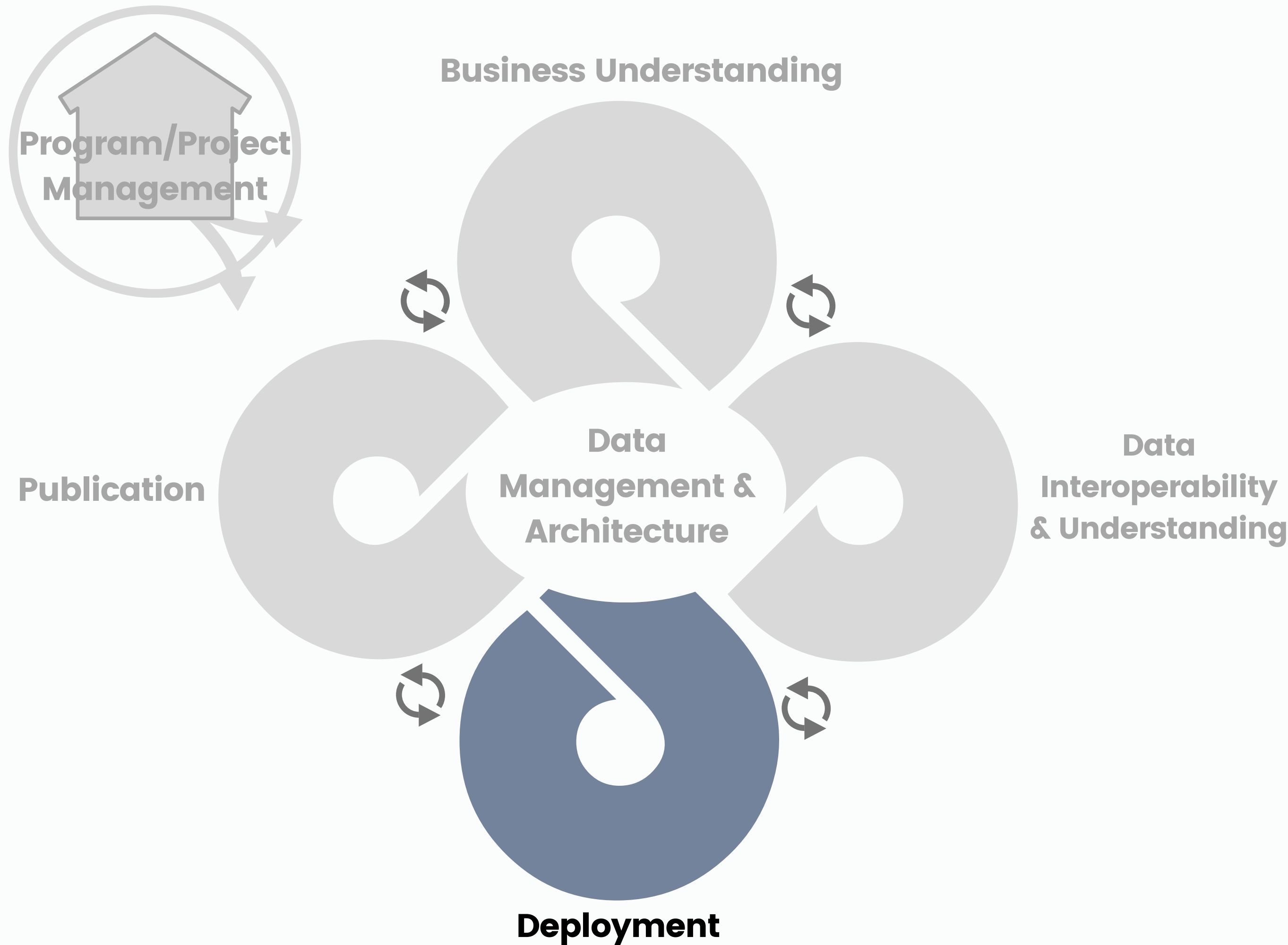
# Data Quality

SoftDev is known for our data quality efforts. For example, on our current CMS / End Stage Renal Disease Quality Reporting System (EQRS) Patient Registry Portal and Analytics contract, SoftDev leads the data validation activities for the nation's ESRD Program. Since contract award in February 2021, SoftDev staff have cleaned up over one million patient registry records, completed over 70 data extracts, and resolved over 12,000 help desk tickets. We continue to ensure accuracy in the registry going forward.



# Data Lifecycle

Deployment represents where data moves into action. With analytics and visualizations, SoftDev brings data to life in the deployment phase of the data lifecycle.





## Data Analytics and Visualization

SoftDev makes big data work for you.

### → **Business Intelligence**

Applying business understanding to provide meaningful analytics that ask the right questions

### → **Cognitive Services**

Leveraging Artificial Intelligence, Machine Learning, Natural Language Processing and other emerging technologies to empower customers to make mission critical decisions on their raw data

### → **Data Visualizations**

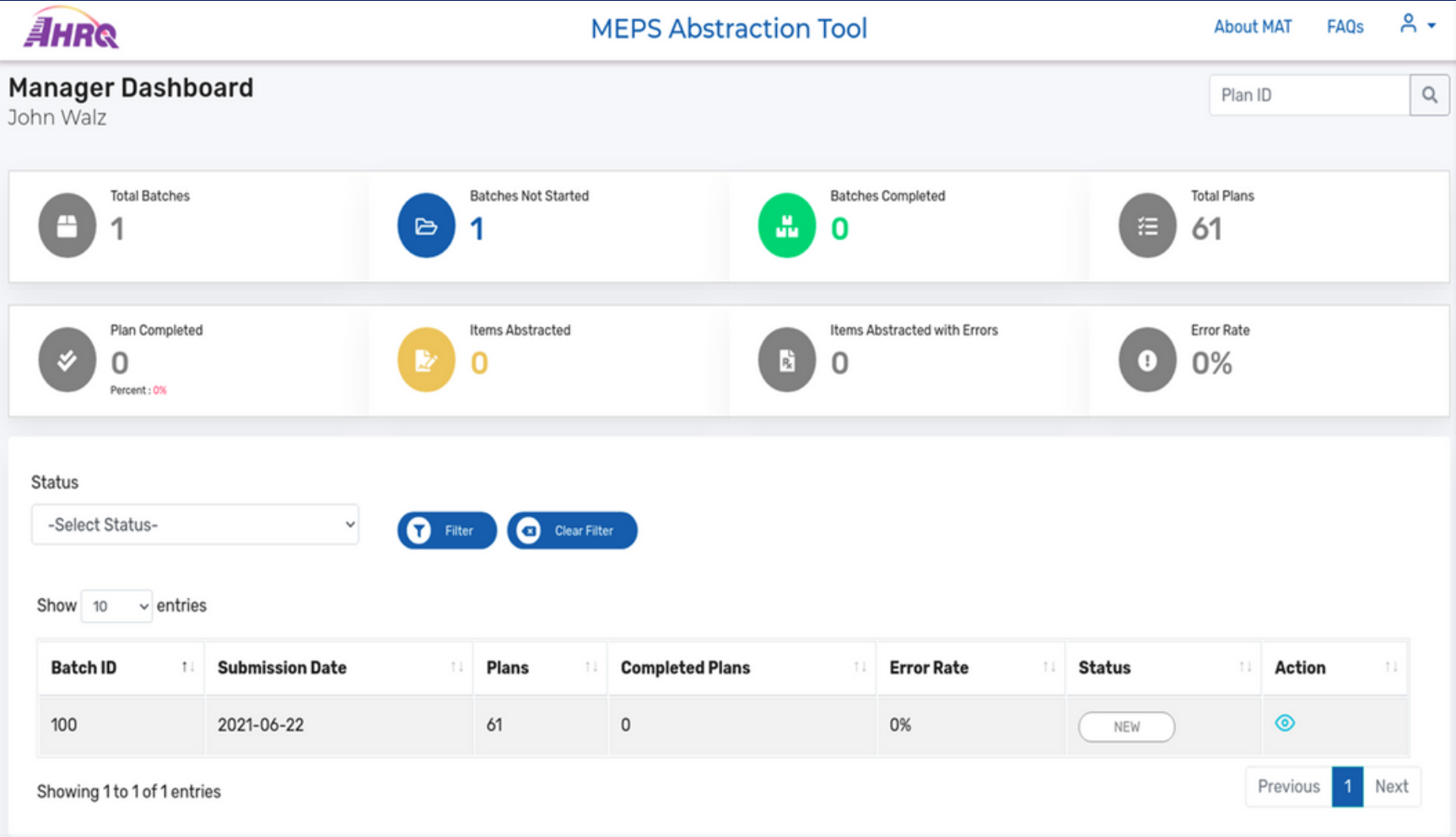
Developing, optimizing, and delivering dashboards and reports that present data in a clear and consumable manner to ease interpretation and decision making

### → **Past Performance**

AHRQ / MEPS-HC HPB Abstraction  
CMS / EQRS PRP&A  
CMS / ESRD Help Desk



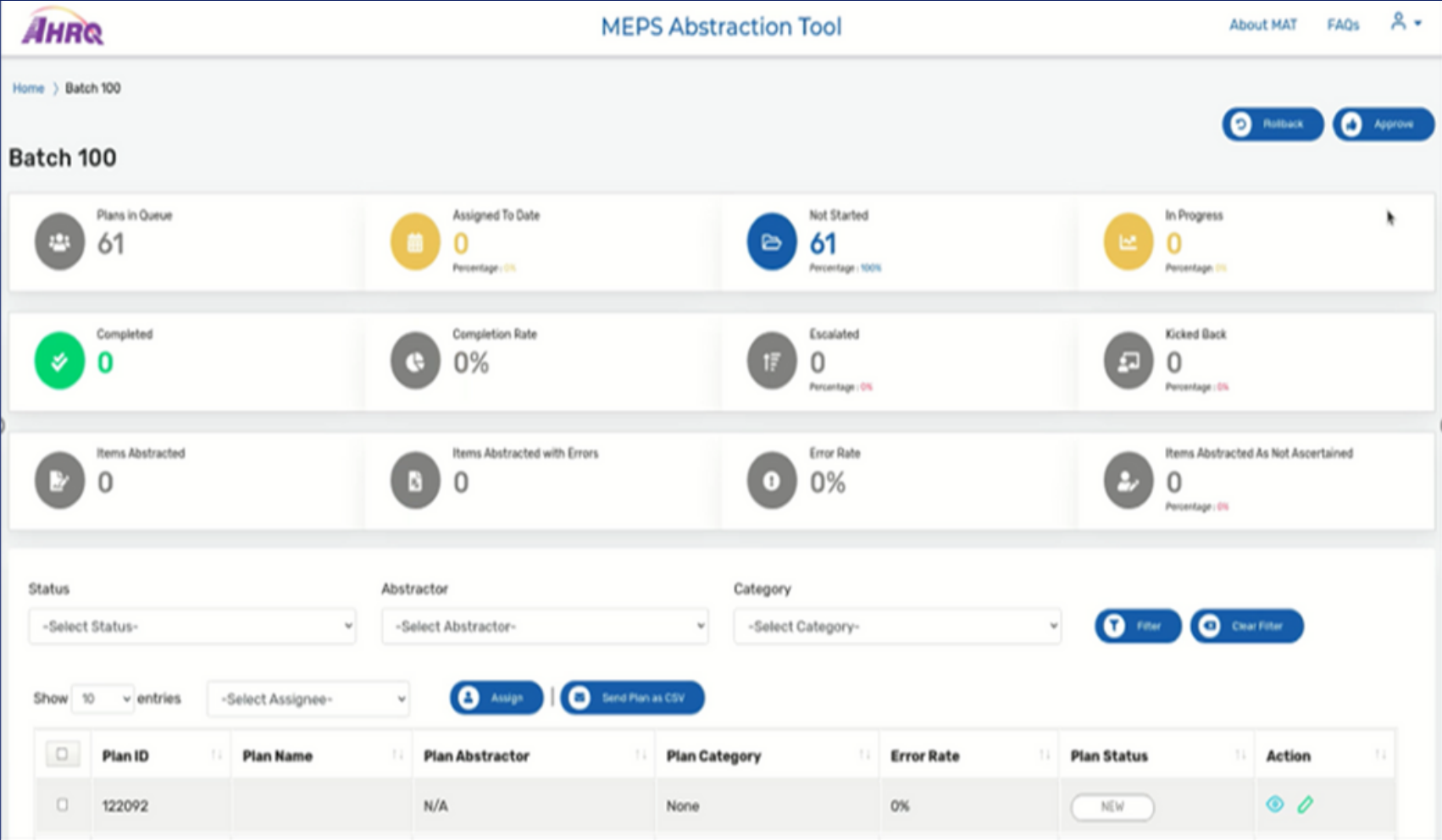
# Business Intelligence and Data Visualizations



Manager Dashboard with Drilldown Capability



Drilldown



Batch View with Drilldown Capability

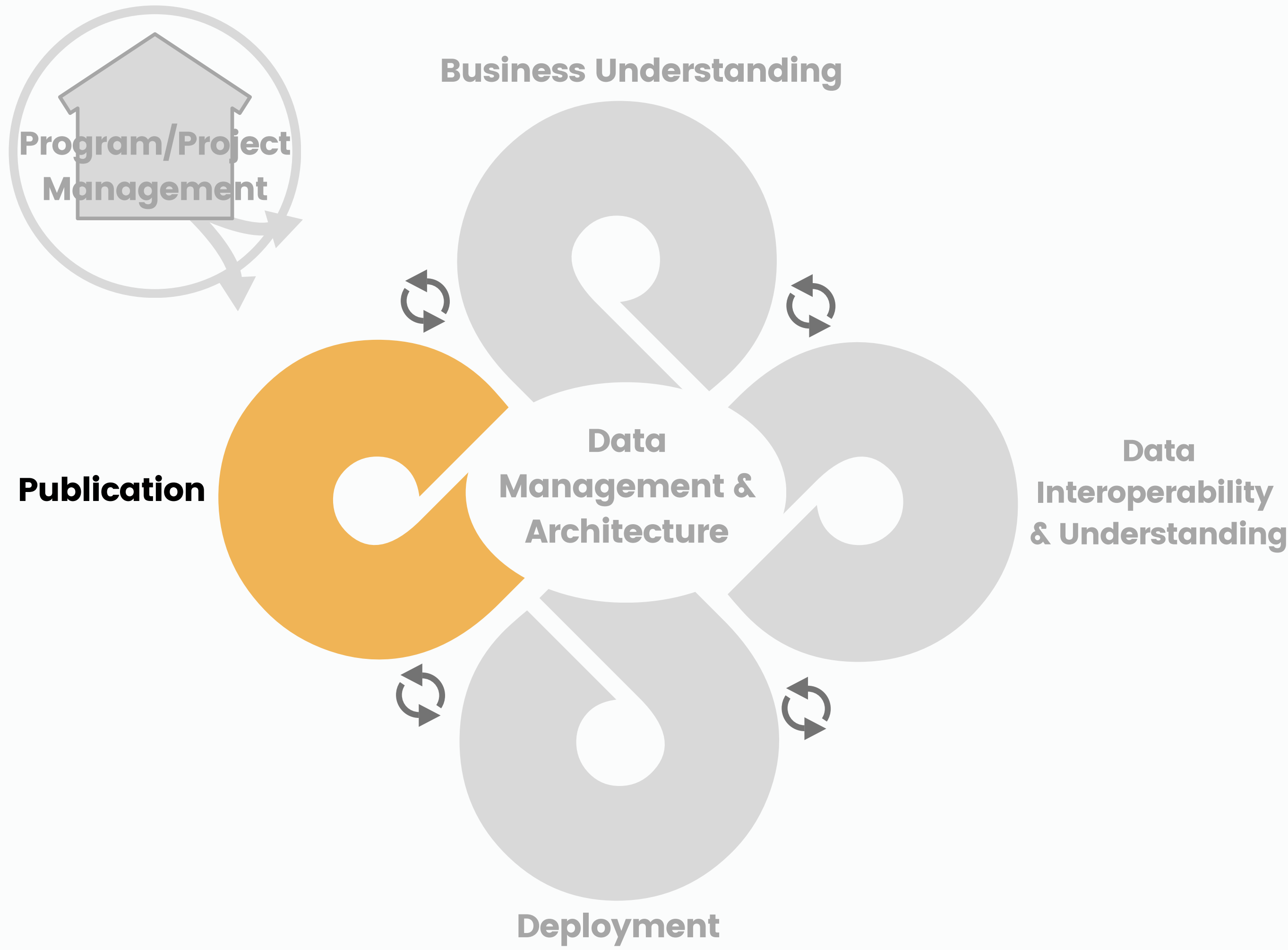


databricks



# Data Lifecycle

Data meets the end user in Publication. Whether Publication is in the form of public reporting, dashboarding, or raw extracts, SoftDev ensures that our published data is accessible to its end user.







## Data Publication

SoftDev makes data accessible and available.

### → **User Intelligence**

Applying end user understanding to organize and deliver data in a form that is both easily accessible and consumable in the audience-preferred format

### → **Human Centered Design**

Leveraging understanding of human centered design to create user interfaces that deliver data in alignment user's balance of technical skills and business acumen

### → **Reporting**

Delivering reporting, including literature reviews, environmental scans, and recommendations, in a publications-ready 508 compliant format that prioritizes the right information in the right manner for ease of use and interpretation

### → **Past Performance**

CMS / AQPRPW

AHRQ / MEPS-HC HPB Abstraction



# Current Contract Vehicles

## PRIME CONTRACT AWARDS

GSA MAS Contract #: GS-35F-377GA

NIH / NITAAC CIO-SP3 SB / HUBZone Contract #: HHSN316201800056W

NIH / NITAAC CIO-SP3 SB Contract # 75N98118D00056

CMS / SPARC (HUBZone, WOSB) Contract #: HHSM-500-2016-00055I

CMS / NQIIC Contract #: 75FCMC19D0056

CMS / MIDS Contract #: 73FCMC18D0038



---

## SUBCONTRACTOR VEHICLE AWARDS

AHRQ ACTION IV; Army HR Solutions PLS IDIQ; Army ITES 3S; CMS ADELE; CMS RMADA; DIA SITES II; DISA ENCORE III; DLA JETS IDIQ; GSA OASIS SB; GSA VETS 2 GWAC; SAMHSA IDIQ; VA T4NG IDIQ; VA VHA HIT IDIQ

## NAICS

541511, 541512, 541519, 541611, 541990, 518210, 541618, 541690



# Contact Information

## **Robin Major**

President and CEO  
robin.major@softdevinc.com  
919.246.4380

---

## **Dorothy Callahan**

Strategic Partnership Advisor  
dorothy.callahan@softdevinc.com  
240.460.0113

---

## **Michael Kennedy, PhD**

Chief Data Officer / ESRD Program Director  
michael.kennedy@softdevinc.com  
601.316.0627

# Let's Talk!

