



AUDACIOUS INQUIRY CAPABILITIES STATEMENT

INNOVATIVE MANAGEMENT AND TECHNOLOGY CONSULTING

Audacious Inquiry works within client organizations to maximize positive outcomes and minimize the risks of health information technology initiatives.

Core Competencies



HEALTH INFORMATION SYSTEMS

- Strategy, management, and technology implementation components to engagements
- Personal Health Record (PHR) development experience; certified as a Microsoft HealthVault™ consultant
- Electronic Medical Record (EMR) implementation and integration expertise
- HL7 translation utility ready for deployment
- Contracts with large physician practices, senior care businesses, hospital systems, and government agencies

WEB APPLICATIONS

- Clients in healthcare, financial services, non-profit and government sectors
- Efficient, 24/7 development model
- Communications and design resources complement technical and project management capabilities
- AI content portal solution with social networking features built on open-source platform ready for deployment

ANALYTICAL MARKETING

- Led by Dr. David Bell, Professor at the Wharton School of the University of Pennsylvania
- Customer lifetime value assessment, pricing analysis, and strategy formulation
- Statistical analysis to enhance marketing programs
- Strategy for and analysis of online marketing programs

Differentiators, Contract Vehicles and Certifications

8(a)



- SBA 8(a) through March 2017
- SBA Small Disadvantaged Business (SDB)
- City of Baltimore Minority Business Enterprise (MBE)

- Maryland State (MDOT) MBE
- GSA IT Schedule 70

NAICS Codes

- 541512 Computer Systems Design Services
- 519130 Internet Publishing, Broadcasting and Web Search Portals
- 541430 Graphic Design Services
- 541511 Custom Computer Programming Services
- 541611 Administrative Management and General Management Consulting Services
- 541613 Marketing Consulting Services
- 541614 Process, Physical Distribution, and Logistics Consulting Services
- 541618 Other Management Consulting Services
- 541519 Other Computer Related Services
- 541690 Other Scientific and Technical Consulting Services

Other Pertinent Codes

- DUNS #: 785069597
- CAGE #: 4K5F4

Recognition/Awards

- Greater Baltimore Committee Bridging the Gap Achievement Award (2008)
- Top 100 Minority Owned Business in Maryland, DC and Virginia
- Maryland Health Care Commission (MHCC) Statewide Health Information Exchange Planning Grant Recipient (2008)
- Selected by MHCC to Lead Statewide Physician Survey Initiative (2008)
- Selected by MHCC to Lead an HIE Resource Guide Survey Initiative (2008)
- 2008 Howard County Business Diversity Achievement Award
- 2008 Maryland Incubator Company of the Year Finalist
- Virginia Health Care IT Advisory Council Grant Recipient (2007)
- Erickson Retirement Community/St. Agnes Integration Project - 2007 Maryland Daily Record's Innovator of the Year Award Finalist

Contact Information

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Verifiable Past Performance: Project History

- Health Information Systems
- Web Applications
- Analytical Marketing



Physician EMR Survey (Client: Maryland Health Care Commission; Prime: Dynamed Solutions)

Audacious Inquiry is working alongside Dynamed Solutions and the Maryland Health Care Commission (MHCC) to lead a survey initiative for physicians across the state to analyze the penetration, the utilization, and the particular barriers for adoption of Electronic Medical Records (EMRs). Furthermore, AI is also assessing the information technology capabilities of each physician office in order to determine the specific drivers and deterrents for adopting an EMR system within each hospital in the state.



Resource Guide on Health Information Exchange (Client: Maryland Health Care Commission; Prime: Erickson Retirement Communities)

Audacious Inquiry has teamed with Erickson Retirement Communities to develop a research survey on behalf of the Maryland Health Care Commission (MHCC). The responses gathered will serve as a starting point for a Resource Guide on Health Information Exchange (HIE) in Maryland, which will ultimately help to shape some very important criteria for HIE efforts in the state, including a patient's right to access information, acceptable business practices, technical standards, and secondary data uses. In addition, the Resource Guide will highlight key challenges faced in HIE efforts and create a communications mechanism for community exchanges to share lessons learned.



Renaissance Gardens Rounds (Client: Erickson Retirement Communities)

Renaissance Gardens, a division of Erickson HealthSM is the nation's premier provider of assisted living, physical therapy, and skilled nursing care. After expressing concerns about the efficiency of the monthly rounds process, Erickson engaged Audacious Inquiry to implement an integrated digital solution for streamlining the patient rounds process at the network of long-term care nursing campuses. The new solution efficiently streamlines nursing documentation, creating standards for digitized content, improving communication of clinical information, and enhancing quality of care, resident satisfaction, compliance, and reimbursement.



CRISP RFA Response and Planning (Client: Erickson Health Information Exchange, LLC)

Audacious Inquiry led the development of the CRISP (Chesapeake Regional Information System for our Patients) response to the Maryland Health Care Commission's Request for Application for a statewide health information exchange planning grant. AI worked with Erickson Retirement Communities, Johns Hopkins Medicine, MedStar Health, and University of Maryland Medical System to arrive at a comprehensive approach for secure and private health information exchange. The state of Maryland selected the CRISP response as one of two responses to receive state funding for a 9 month planning phase. Audacious Inquiry is currently working with CRISP as lead project management partner.



FreedomYears Web 2.0 Portal (Client: Retirement Living TV)

FreedomYears ties together AI's experience in online and analytical marketing and its software development/systems integration capability. The site, www.freedomyears.com, is an integrated online portal for healthy aging, including discussions, an article library, memory games, and will include a personal health record in coming months. The project showcases AI's strong experience with marketing and technology solutions for Baby Boomers and seniors—one of the fastest growing demographics in the U.S.. AI undertook the project from strategy to implementation, with the support of Retirement Living TV and Erickson Retirement Communities.



NOVARHIO Project Management (Client: Erickson Retirement Communities)

The Northern Virginia Regional Health Information Organization (NOVARHIO) is designed to improve healthcare through a health information exchange, much like others across the country. NOVARHIO seeks to improve care, reduce errors, increase emergency response capabilities and make the most efficient use of healthcare dollars and resources in a secure environment. AI has teamed with a variety of stakeholders from diverse backgrounds to carefully develop an integrated solution to improve healthcare across the region. The solution won the support of Virginia Gov. Kaine's Healthcare IT Advisory Council, receiving \$150,000 in state funding.



Business Intelligence Requirements (Client: University of Maryland Medical System)

Early in 2007, the University of Maryland Medical System approached Audacious Inquiry about investigating a large-scale business intelligence initiative. The organization's chief information officer believed that leadership at all levels of the enterprise could be empowered to make better decisions if they were delivered timely, mission-critical data in a simple online dashboard. Over the course of one month, members of the AI team interviewed dozens of key personnel at all levels of the organization. During the interview process, AI began to build consensus on the list of top-level key performance indicators (KPIs), identified owners for each KPI, defined components and metrics for each KPI, and determined the update frequency needed for each KPI. As the project continues, a functional dashboard for the organization's flagship location can be built around the designed framework.



Charlestown/St. Agnes Integration (Client: Erickson Retirement Communities)

With such a high volume of patient exchange between Charlestown, the flagship campus in the Erickson Communities network and St. Agnes Hospital, the closest emergency facility, Audacious Inquiry has implemented an innovative, secure solution for electronically sharing patient health information between the two. This project was a finalist for the Maryland Daily Record's Innovator of the Year Award.