INTELLIGENCE.
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HCD INTERNATIONAL.

IMPACT COMMUNITIES. INFLUENCE BEHAVIOR. IMPROVED OUTCOMES.

INGENUITY AT WORK.
www.hcdi.com
HCD International (Health Care Dynamics International) is an award-winning, health care, management and technology consulting firm committed to providing outstanding professional services to both public and private sector clients. Committed to exceeding the expectations of each customer, HCDI promises to transcend the customary boundaries of service and provide exceptional, health related, technology enabled and customized solutions to every client.

**Specialized Capabilities**

- Health Care Public Policy
  - Program Policy Analysis
  - Translational Research

- Organizational Development and Training
  - Strategic Planning/Facilitation
  - Human Capital Management

- Technical Writing and Research
  - Regulations Writing and Development
  - Content Analysis and Management

- Data Analytics and Informatics
  - Qualitative and Quantitative Methods
  - Evaluation

- Social Marketing and Strategic Communications
  - Stakeholder Outreach and Management
  - Public Awareness Campaigns

- Graphic/Web Design and Development and Integrated Information Systems Solutions
  - Branding and Brand Management
  - Web Design and Development
  - Publication and Collateral Design
  - User Interface/User Experience (UI/UX)
The Parachute is representative of a cadre of strategically applied, multi-disciplinary and integrated tactics to impact health care consumer behaviors of at-risk communities. Initially, it begins with a ‘high-level’ specific data driven goal that identifies a targeted population within a geographic location characterized by adverse health outcomes and associated high costs. As the parachute descends, great attention is given to identify community assets that serve as trusted sources and support systems for the targeted audience. As the parachute touches ground, the strategy evolves into a set of results driven consumer engagement activities. The canopy, covering the ground, symbolizes inclusiveness, and a personalized touch designed to cover the consumer and their community. The Parachute Model takes into account a broad macro-level strategy, yet focuses on a specific patient population to improve health outcomes and lower cost. Implementing ‘The Parachute’ requires an interdisciplinary approach comprised of a set of methodical steps focused on improving health care outcomes within a targeted community. Our methodology includes the following components:

**ENROLLMENT + NAVIGATION + ADHERENCE**

**CONDUCTING RESEARCH & ANALYSIS**
- Data Analysis
- Environmental Scans and Assessments
- Best Practices and Model Replication
- Program Evaluation

**IMPLEMENTING TARGETED OUTREACH AND COMMUNICATIONS**
- Multi-Layered Communication Plans
- Branding and Collateral Development
- Media and Social Media Messaging
- Ground Campaigns
- Culturally and Linguistically Appropriate Standard (CLAS)
- Ground Campaigns (i.e. Fact Mob)

**ENHANCING COMMUNITY RELATIONS**
- Engage Family and Primary Caregivers
- Employ Community Members in Key Staff and Management Positions
- Engage Primary Care Physicians and Community Health Workers
- Empower Communities and Build Capacity

**BUILDING STRATEGIC ALLIANCES**
- Trusted Community Sources and Organizations
- Sustained Partnerships
- Government Alliances
- Faith Based Organizations
- Health Care Providers
Our List of Prestigious Clients

HCDI is very proud of its prestigious client list. We have demonstrated our ability to provide the highest quality products and services at minimal cost. Moreover, HCDI has developed the capacity to deliver services in an expeditious manner. HCDI takes great pride in the diversity of its client base including service to:

► Private sector organizations
► Faith-based organizations
► Colleges and universities
► Federal, state and local governments
► Community-based organizations
► Special interest groups
► Healthcare institutions
► Professional associations and organizations

► Government
► US Department of Health and Human Services
► Centers for Medicare & Medicaid Services
► US Department of Housing and Urban Development
► US Department of Transportation
► US Environmental Protection Agency
► US Executive Office of the President
► US General Services Administration
► US Department of Commerce
► US Department of Energy
► Baltimore City/Department of Social Services
► CW Government Travel
► District of Columbia Health Department
► District of Columbia Housing Authority
► District of Columbia/Office of Chief Medical Examiner
► Federal Transit Administration
► Housing Authority of Baltimore City
► Internal Revenue Service
► MD/DC Minority Development Supplier Council
► MD Department of General Services
► MD Department of Health & Mental Hygiene
► MD Department of Human Resources
► MD Insurance Administration
► NASA Goddard Space Center
► National Heart, Lung, and Blood Institute
► National Highway Traffic Safety Administration
► Office of Employment Development
► Prince George’s County Government
► Walter Reed Hospital

► Commercial
► Baltimore Gas & Electric
► Deloitte
► Doctors Community Hospital
► Howard University
► Johns Hopkins Medicine
► LECG
► Lewis W. Marshall, MD & Associates
► MCI/WorldCom
► Morgan State University
► Pace & Leatherwood
► Prince George’s Hospital Center
► RCI Consulting
► Suburban Hospital
► Verizon
► Washington Hospital Center

► Non-Profit
► Baltimore Urban League
► Greater Washington Urban League
► Mary’s Center for Maternal and Child Care
► National Association of Workforce Boards
► Nonprofit Planning & Community Leadership
► Young Fathers, Responsible Fathers

► Partners
► Georgetown University Law Center
► Deloitte Consulting LLP
► Burson-Marsteller
► University of Texas
► University of Maryland
► Johns Hopkins University
► Lockheed Martin
► Mitre

► GSA MOBIS Schedule Number
► GS-10F-0412M

► Woman-Owned Small Business