SIGNATURE CONSULTING GROUP

EDUCATION, TRAINING, & OUTREACH (ETO) CORE COMPETENCIES
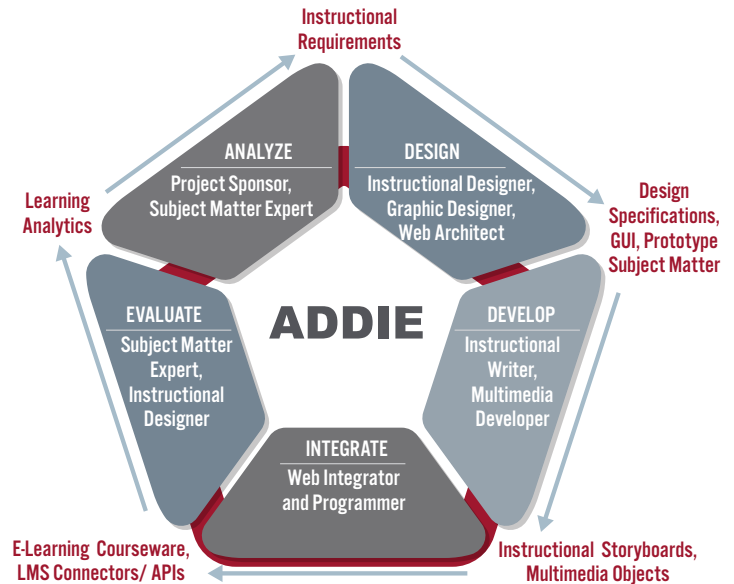
Signature Consulting Group (SCG) is a Health focused IT and business consulting company, woman-owned small business (WOSB) and CMMI Level 3 certified in quality delivery. SCG healthcare services drive innovative, flexible, and scalable health IT solutions and optimizes health operations through data, training and quality assurance for Federal and commercial clients.

Education & Training

- Digital training innovations: self service, self paced, E-Learning, learning on-demand videos, webinar hosting, distance learning, mobile, adaptive learning.
- Analysis, Design, Development, Implementation, and Evaluation (ADDIE) Instructional Design Model
- Learning Management Systems (LMS) and Content Management (CM) Integration and Transitions.
- Quality - best practices, effectiveness measuring, surveys & focus groups, and continuous improvement.
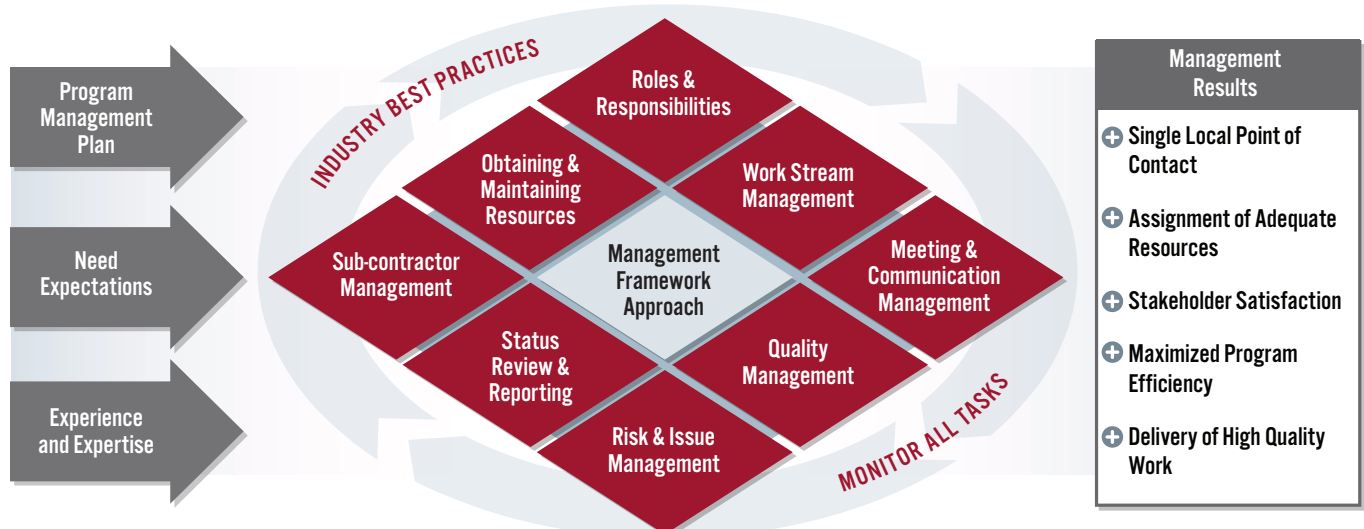
Outreach and Communications

- Integrated outreach strategy and roadmap
- Outreach cross-channel integration execution
- Targeted customized outreach: social media marketing (SMM); personalization strategy; geolocation and device driven campaigns.
- Leverage email blasts, conference calls, website updates, bulletins/newsletters, direct mailings, and surveys.

ADDIE diagram:

- **ANALYZE** — Project Sponsor, Subject Matter Expert → Instructional Requirements
- **DESIGN** — Instructional Designer, Graphic Designer, Web Architect → Design Specifications, GUI, Prototype Subject Matter
- **DEVELOP** — Instructional Writer, Multimedia Developer → Instructional Storyboards, Multimedia Objects
- **INTEGRATE** — Web Integrator and Programmer → E-Learning Courseware, LMS Connectors/ APIs
- **EVALUATE** — Subject Matter Expert, Instructional Designer → Learning Analytics

Supporting Services to Education, Training and Outreach (ETO)

SOCIAL MEDIA & CONTENT

- Manual & Guidance Development
- Social Media Strategy
- Content Development
- Technical & Scientific Writing
- Standard Operating Procedures (SOP)
- AV Live Video Streaming
- 508 Compliance

iSSUE & HELP SUPPORT

- Communications & Stakeholder Management
- Call Center, Help Desk Scripts & Support
- Issue, Inquiry, and Ad hoc Tracking & Management
- Call Center Surveillance Monitoring and Sampling

DOMAIN EXPERTISE

- Program Integrity
- Medicare
- Medicaid
- Health Insurance Marketplace
- Contact Center Training & Content
- Human Capital
- Clinical Standards & Quality

SCG projects are managed and controlled through PM framework and Quality Assurance Control (QAC) processes.

Inputs: Program Management Plan; Need Expectations; Experience and Expertise

INDUSTRY BEST PRACTICES / MONITOR ALL TASKS — Management Framework Approach:
- Roles & Responsibilities
- Obtaining & Maintaining Resources
- Work Stream Management
- Sub-contractor Management
- Meeting & Communication Management
- Status Review & Reporting
- Quality Management
- Risk & Issue Management

Management Results
- Single Local Point of Contact
- Assignment of Adequate Resources
- Stakeholder Satisfaction
- Maximized Program Efficiency
- Delivery of High Quality Work

Capability Services	FEDERAL PROJECTS											COMMERCIAL PROJECTS				
	NIH Toxicology Systems	Quality Payment Program	Education Portal HHS	Medicaid/ Visualiation	Human Capital Systems	Training Quality and Content	A/V Training Support	OnePI Program Integrity	National Surveyor Training	Claims Summary Information	Quality Model System	Member Services Call Support	Horizon Blue Cross Blue Shield	Healthfirst	Care.com	RadNet
Digital Training, distance E-Learning, Website	✓	✓	✓	✓		✓			✓		✓	✓	✓		✓	✓
Community & Education Portals			✓			✓						✓			✓	
Learning On-demand videos, self paced			✓	✓		✓						✓	✓	✓	✓	
Learning Management Systems (LMS)			✓			✓			✓			✓	✓	✓	✓	
Visualizations & Infographs	✓		✓	✓		✓				✓	✓		✓	✓		
Classroom Training			✓			✓	✓	✓	✓			✓	✓	✓	✓	✓
Surveys/Interviews/Focus Groups		✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
QA - Educational Effectiveness & Improvement			✓			✓	✓	✓	✓		✓	✓	✓	✓		
QA - Program Evaluation	✓	✓	✓			✓			✓	✓		✓		✓		✓
Content Development & Publishing	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Content Systems Operations & Integration	✓		✓	✓		✓			✓		✓	✓		✓		✓
Issue, Inquiry, Ad hoc Tracking & Management	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
Direct Mailings & email Campaigns		✓						✓			✓				✓	
Bulletins/Newsletters, eblasts	✓		✓			✓			✓		✓	✓	✓	✓	✓	
Integrated Outreach Strategy		✓	✓						✓		✓					
Social Media Marketing (SMM) & Production	✓	✓	✓	✓					✓		✓	✓	✓	✓	✓	
Outreach Cross-channel Integration		✓	✓			✓						✓		✓	✓	
Omni Channel Customer Digital Assist			✓	✓		✓							✓	✓		
Communications & Stakeholder Management	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Call Center, Help Desk Scripts & Support	✓	✓	✓	✓		✓				✓		✓	✓	✓	✓	
Audio Visual (AV) Live Video Streaming		✓					✓	✓	✓		✓		✓		✓	✓
Manual & Guidance Development	✓	✓				✓		✓		✓	✓		✓	✓	✓	✓
Scientific and Technical Writing	✓							✓					✓	✓		
Standard Operating Procedures (SOP)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
508 Assessment, Remediation, & Compliance	✓	✓	✓	✓	✓	✓		✓	✓		✓					

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Domain

Project