



TEQUITY

Advancing Equity Through Technology and Information

CAPABILITY STATEMENT

TEQuity is a management consulting firm specializing in advancing equity through the application of technology and information.

Our consultants are experts in designing solutions for three primary industries: health, education, and economic development.

Our core competencies include the following:

RESEARCH AND ANALYSIS

- Predictive Modeling
- Big Data Analytics
- Decision Support Systems
- Data Visualization
- Data Management
- Business Intelligence
- Performance Indicators
- Analytical Reports
- Surveys & Polling
- Research Reports

PROGRAM & PROJECT MANAGEMENT

- PMI-Aligned Project and Program Management
- Project Planning, Tracking and Monitoring
- Program Design
- Project Management Infrastructure
- Software Development Methodologies
- Performance Management
- Issues and Risk Management
- Scheduling and Estimating

STRATEGIC PLANNING

- Strategy Development & Facilitation
- Focus Group Planning & Facilitation
- Group Systems Planning Support
- Brainstorming capture
- Dimensional analysis (i.e. Cost, Difficulty to Implement, Importance, etc.)
- Prioritization & Rankings

OUTREACH MARKETING & COMMUNICATIONS

- Market Research & Analysis
- Marketing Strategy Development
- Campaign Management
- Graphics Design
- Social Media Strategy & Implementation
- Messaging
- Media Buys
- Campaign Analytics

INFORMATION SYSTEMS

- Requirements Analysis and Management
- Systems Research, Design, & Development
- Customizations
- Software-as-a-Service Applications
- Population Health Systems
- Mobile Applications
- Systems Integration
- Online Training Modules

CONFERENCE PLANNING, DESIGN, & MANAGEMENT

- Conference Project Management
- Conference Design
- Online Registration Support
- Conference Collateral Development
- Conference Promotion
- Training Design and Delivery

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TEQuity is a certified minority and woman-owned business



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Why We Focus on Equity Versus Equality

Some believe equality and equity are the same. They are not. Equality distributes resources evenly across all populations. However, equal levels of resources are not designed to help populations more disadvantaged than others. Equity, on the other hand, accounts for inequality by customizing the level and types of resources so that individual needs are met. A focus on equity when designing solutions involves a close examination of what is needed in order for a person to achieve success.

TEQuity seeks to advance equity in key practice areas including the following:

PRACTICE AREAS



HEALTH EQUITY

- Consumer-Focused Technologies
- Product and Services Design Focus Groups
- Clinical Research/Trial Patient Recruitment
- Population Health
- Analytics
- Conference Management
- Data Mining Platforms
- Electronic Health Record Systems
- Caregiver Technology Support
- Telehealth Platforms
- Advocacy for Diversity in Healthcare
- Outreach and Messaging

EDUCATION EQUITY

- Internet access
- Remedial technologies and services
- Longitudinal studies
- P-20 data sharing
- Analytics
- Parental engagement
- Focus group strategy sessions
- Virtual mentors and tutors
- Educational modules
- Strategic planning
- Retention planning
- STEM Camps and Workshops

ECONOMIC EQUITY

- Economic Studies
- Disparity Studies
- Outreach
- Capacity Development
- Workforce Development
- Business Development Tracking Systems
- Business Accelerator Programs
- Minority Business Procurement Program Support
- Advocacy for Small Business and Workforce Diversity
- Analytics
- Reports and Proposals
- Online Training Modules
- Conference Management

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