



## Measure what matters. Improve what works.

A Nevada-based research and evaluation firm helping agencies, nonprofits, and health systems quantify outcomes, design rigorous evaluations, and make evidence-based decisions.

### CORE SERVICES

#### Seven service lines

- Program Evaluation**  
Full evaluation cycles for public health outcomes.
- Outcomes Measurement**  
Pre/post analysis, KPIs, and impact metrics.
- Logic Models**  
Theory of change and evaluation frameworks.
- Data Analysis**  
Epi analysis, trends, dashboards (R / Python / Tableau).
- Community Health Assessments**  
CHNAs, ZIP-code profiles, prioritized findings.
- Grant Evaluation Plans**  
CDC / HRSA / SAMHSA-aligned evaluation plans.
- Health Equity Evaluation**  
Disparities, SDOH, ACEs, and access analysis.

### WHY PHM

- Funder-aligned reporting (CDC, HRSA, SAMHSA, state).
- Equity-centered indicators and SDOH integration by default.
- Interactive dashboards — not static PDFs.
- Mixed-methods rigor with rapid-cycle insights.

### SECTOR BENCHMARKS • REAL PUBLISHED OUTCOMES

#### The scale of impact our methods deliver

- 400+** Public health actions accepted by CDC's Environmental Health Tracking Program (2005–2016); ~70% met CDC criteria.  
*Source: CDC / PMC 5672914*
- Multi-site** Measurable disparity reductions across diabetes, depression, and CVD via CHWs and culturally-tailored care.  
*Source: RWJF — Finding Answers*
- 6 Areas** Nevada Health Equity Action Plan: data, capacity, partnerships, language access, policy, preparedness.  
*Source: Nevada DHHS — OMHE*
- \$5.4B** Projected GDP loss + 42K jobs + \$240M tax revenue at risk from CDC budget cuts — why rigorous evaluation defends funding.  
*Source: TFAH 2024 / GWU SPH*

### ENGAGEMENT & PRICING

- Free Virtual Consultation** 30 min • No cost
- Paid In-Person Consultation** 60 min • \$250
- Logic Model Workshop** Half-day • \$1,500
- Outcomes Measurement Starter** KPI framework + dashboard • \$3,500
- Grant Evaluation Plan** Funder-ready • \$4,500
- Community Health Assessment** Full CHNA • from \$12,000
- Custom Engagements** Milestone-billed proposals on request

### FEDERAL PROCUREMENT PROFILE

#### Codes, Identifiers & Designations

##### NAICS CODES

- 541720** | PRIMARY  
Research & Development in the Social Sciences & Humanities
- 541910**  
Marketing Research & Public Opinion Polling
- 541715**  
R&D in the Physical, Engineering & Life Sciences (except Nanotech & Biotech)

##### IDENTIFIERS

- UEI (SAM.GOV)  
**YZHRNL9GNGZ1**
- SAM.GOV STATUS  
**Pending Registration**
- EIN  
**42-2774413**
- NV BUSINESS LICENSE  
**NV0000581017**

##### DESIGNATIONS & CAPACITY

- BUSINESS SIZE  
**Small Business**
- OWNERSHIP  
**Privately Held LLC**
- PRINCIPAL  
**George Menzor, B.S., MPH**
- GEOGRAPHIC CAPABILITY  
**Nationwide • HQ: Las Vegas, NV**