

# Capabilities Statement



**CommunicateHealth, Inc.** is a small business with a big mission: to design better health information. We're national leaders in health literacy, focused on creating health information that people can understand and use in their everyday lives.

## Core Competencies

### Audience Research

- Focus groups, interviews, and surveys
- Usability testing, particularly with people with limited health literacy skills
- Design thinking workshops with partners
- Research-based personas and journey maps

### Content Strategy & Plain Language

- Plain language content for digital and print
- Culturally appropriate messaging in English and Spanish
- Digital content strategy, information architecture, and search engine optimization (SEO)
- Content delivery and maintenance planning

### Visual & User Experience (UX) Design

- Award-winning website, app, and interactive tool design
- Branding and concept development
- Design for usability and accessibility
- Video and motion graphic design

### Health Communication Campaigns

- Theory-based behavior change campaigns
- Partner engagement
- Social media strategy and delivery
- Campaign execution and evaluation

### Health Literacy Consulting

- Professional training and technical assistance
- Health literacy assessment tools and guidelines

## Company Information

**GSA Schedule Holder:** GS-07F-0517Y

### NAICS Codes:

- 541990: All Other Professional, Scientific, and Technical Services
- 541810: Advertising Agencies
- 541820: Public Relations Agencies
- 541910: Marketing Research and Public Opinion Polling
- 541613: Marketing Consulting Services
- 518210: Data Processing, Hosting, and Related Services
- 541511: Custom Computer Programming Services

### Contract Vehicles:

- SAMHSA IDIQ, Domain IV
- CDC Health Marketing BPA
- CMS Consumer Research and Communications IDIQ

### Certifications

- Woman-owned small business
- LGBT Business Enterprise

### Contact Us

Rachel Pryzby, Vice President,  
Business Development

[rachel@communicatehealth.com](mailto:rachel@communicatehealth.com)

## Awards and Differentiators

- Approach guided by our signature Equity-Centered Health Communication Framework
- 30+ ClearMark awards from the Center for Plain Language
- 75% of staff have formal training in public health or communication



# Past Performance



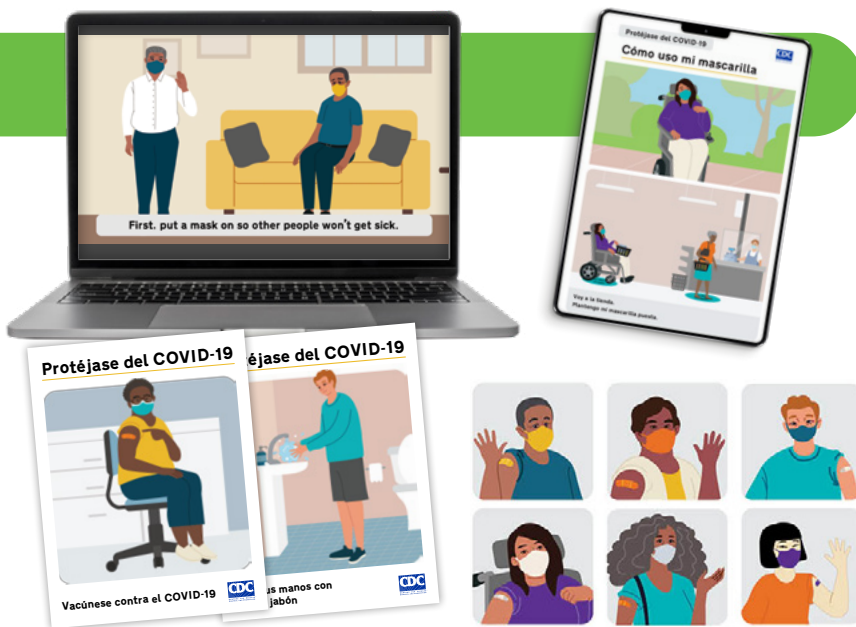
Department of Health and Human Services (HHS),  
Office of Disease Prevention and Health Promotion (ODPHP)



Office of  
Disease Prevention  
and Health Promotion

CommunicateHealth partnered with ODPHP to develop, implement, and evaluate Move Your Way®, a **national behavior change campaign** to encourage physical activity. Since the campaign's launch, we've created more than 140 communication products and piloted the campaign across 10 U.S. cities.

Centers for Disease Control and Prevention (CDC)



With CDC, CommunicateHealth developed accessible COVID-19 prevention resources tailored for people with **intellectual disabilities and extreme low literacy** and their caregivers. The materials included social stories, interactive materials, posters, tip sheets, and animated videos.

## A few of our other satisfied clients



U.S. Department  
of Veterans Affairs



National Eye Institute

American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

The Office of the National Coordinator for  
Health Information Technology