



Contact: Mrs. Charlisa Watson, MHSA

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1231 B Good Hope Road, S. E. Washington, DC 20020 (Offices)

## CAPABILITIES STATEMENT

CRW & Associates, LLC (CRW) is an award-winning, full-service consulting firm specializing in designing and implementing customized solutions to meet the needs of our government, nonprofit and corporate clients.

As a **woman owned** and **CVE-verified, service disabled veteran owned** business with Federal **SBA 8(a)** and Maryland state **MDOT MBE/DBE** and Virginia State **SWaM** certifications, CRW is dedicated to providing effective support through goal-directed planning, quality performance, timely submission of deliverables, and effective cost control for our clients.

Whether you are a Federal agency seeking a premier prime contractor or a company looking for an exceptional subcontractor, CRW is your ideal partner.

### CORE CAPABILITIES

Our highly qualified and dedicated staff brings extensive experience in the areas of:

- **Health Management Consulting**
- **Organizational Development**
- **Technical Assistance and Training**
- **Outreach and Education**
- **Information Technology**

#### Health Management Consulting

- Program Planning and Management
- Process Evaluation and Improvement
- Quality Improvement and Compliance Management
- Wellness and Health Promotion Programs
- Health Care Disparity Initiatives
- Staffing Support
- Medicaid and Medicare Expertise

#### Organizational Development

- Organizational Strategy and Action Planning
- Performance and Change Management
- Human Resources Management
- Leadership Development Training

#### Technical Assistance and Training

- Peer Review
- Training Delivery and Materials
- Research and Evaluation
- Facilities and Construction Management

#### Outreach and Education

- Faith and Community Based Initiatives
- Stakeholder Engagement Strategies
- Minority and Population Health Management
- Grassroots Outreach
- Meeting and Events Coordination

#### Information Technology

- Data Collection, Review and Analysis
- Graphic Design, Layout and Production
- Health Informatics
- Website Development
- Systems Design and Implementation
- Software and Hardware
- SharePoint Implementation
- Cloud-based Solutions





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## SAMPLE CLIENTS



## WHAT PEOPLE ARE SAYING

*"Charlisa Watson is one of the finest executives I have ever worked with. She dreams big and executes deep. Her trademark is building relationships, strong relationships that pay off in business growth, sustainability and better service to clients and plan participants. She's a true expert in managed healthcare but is versatile enough to lead any ambitious project."*

- Jeff Smith, formerly of United Healthcare

*"After working side by side with CRW, I can explicitly state that she is a person of strong will and determination. They accomplish tasks on time and produces quality results. CRW's leadership possesses great organizational and communication skills. CRW knows the value of careful planning and purposeful action. Hiring CRW will be a wise step and a value to your executive team."*

- Beverly Glover, Nat'l Association of Health Services Executives

## NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)

- 541611 – Administrative Mgt. and General Mgt. Consulting Services
- 541519 – Other Computer-Related Services
- 541612 – Human Resources Consulting
- 541219 – Other Accounting Services
- 611430 – Professional and Management Development Training
- 611710 – Educational Support Services
- 541511 – Custom Computer Programming Services
- 541512 – Computer Systems Design Services
- 541513 – Computer Facilities Management Services
- 541613 – Marketing Consulting Services
- 541618 – Other Management Consulting Services
- 541720 – Research and Development in the Social Sciences and Humanities
- 561110 – Office Administrative Services
- 621999 – All Other Miscellaneous Ambulatory Health Care Services
- 624190 – Other Individual and Family Services

## GENERAL INFORMATION

D-U-N-S NUMBER: 079237688

CAGE CODE: 71GP8



**A 2014 Top 100 Minority  
Business Enterprise**