



## Mission Statement

People are at the heart of every data challenge. We work on data programs that make the world a better place to live for our families, friends, and neighbors.

We approach data holistically— starting with understanding users and use cases before writing a single line of code.

## Understanding People

**Product • Strategy • Service Design**

We design for people, with people, and by people.

We uncover people's barriers when interacting with technology and translate those needs into iterative product roadmaps. Successful products start and end with people.

## Building For People

**DevOps • Data Engineering**

We build applications using emerging technology trends while promoting practical approaches.

We balance cutting-edge technology and architecture with the ability to deliver value within real-world constraints.

## Discovering People

**Data Analytics • Policy & Program Insight**

We build models, visualizations, and algorithms to search for insights hidden within large datasets.

Using those insights, we put data in the context of real people to identify how to improve the well-being of communities.

**UEI:** H75YNK4L3C68 **CAGE:** 8MF03

**NAICS Codes:** 541511, 541512, 541519

**GSA MAS:** 47QTCA23D007S

## Socio-Economic Status:

Small Disadvantaged Business,  
Women-Owned Small Business,  
8(a) Program

## Contact Information:

Johanna Yi

[johanna@forpeople.us](mailto:johanna@forpeople.us) • 415-347-0315

1101 Wilson Blvd, Ste 600, Arlington, VA 22209

## Selected Past Performance

DataConnect is Medicaid's data warehouse and analytics platform at the Centers for Medicare & Medicaid Services. It's a trusted one-stop shop for Medicaid, CHIP, and ancillary data for states, federal stakeholders, policy-makers, and data analysts. We enable users to make data-driven decisions to improve the lives of 90+ million beneficiaries.

Among many other initiatives, For People is actively automating the data ingestion process, improving monitoring and oversight, driving data literacy, and making data access more user friendly.

