

## National Leader and Partner in Public Health Consulting Services

Public health efforts can not only prevent disease and injury, but also promote overall wellbeing.



For more than 35 years, Public Consulting Group (PCG) has partnered with governmental public health organizations to support a wide range of small- and large-scale programs, projects, and initiatives that promote and protect the health of people and communities. We stand at pivotal precipice to harness the wisdom and knowledge of the past and build a better and brighter future, creating the healthiest nation.

PCG leverages a range of services and tools for navigating and executing solutions that matter for our clients and the populations they serve, in the following ways:



### Assessment and Surveillance

Our team of experts collect and analyze data, crossing disciplines to

build holistic understandings of health issues impacting communities, such as opioid use, problem gambling, and behavioral health needs. We distill large amounts of qualitative and quantitative data into digestible and actionable materials. Examples of data-centered deliverables include:

- Robust web-based data dashboards for monitoring disparities
- Technical assistance on data interpretation and evidence-based strategies
- Deep analysis and reporting on unstructured data to identify opportunities for change and emerging trends
- Recommendations for improving reporting processes and performance measurement



### Achieving Equity

Similar to many of our clients, PCG is invested in supporting social and organizational changes to

advance and hardwire equity in our society. We consider equity to be the ability for each person to have what they need to fulfill their potential, regardless of circumstance. PCG has supported authentic community engagement and worked with states and counties to provide solutions that help them build healthy, equitable communities, such as:

- Leadership development programs for managers of color
- Equity-based frameworks for community engagement during an emergency response
- Strategic planning materials embedding team equity commitments



### Applied Research and Evaluation

We support clients in identifying their desired evaluation goals and

outcomes to clearly define "success." PCG reviews multiple data sources through statistical and analytical methods to identify elements of success and growth areas. We rely on national standards and evidence-based techniques to ground our approach in research and science. Our work involves activities like:

- Landscape and systems reviews across the continuum of care
- Mixed-methods process, outcome, and cost evaluations across a range of programs
- Embedding principles related to diversity and equity, universal design, Culturally and Linguistically Appropriate Services (CLAS), and trauma-informed approaches

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## Public Health Informatics

Public Health Informatics—Reviewing and leveraging data systems, data, and technology is essential

to advance, improve, and predict population health. PCG understands the complexity and interactions across systems and works to improve data and efficiency at all organizational levels. Examples of public health informatics deliverables include:

- Collect, validate, and report on structured and unstructured data from agencies and stakeholders to improve data collection and reporting systems
- Design and implement mechanisms for cross-agency and sector data collaboration
- Develop interactive dashboards for data users and decision makers



## Organizational Effectiveness

PCG is equipped to effect change by building up public health's ability

to be efficient and impactful. We support organizations to create the conditions and environment that facilitate a smooth and meaningful change management process. We are skilled in leading executive agents to consensus and action and managing multi-layered organizational change processes from the bottom to the top. PCG envisions forward-thinking systems and promotes creativity in our approaches to maximize resources. Our team has employed change management efforts in the following ways:

- Developing a roadmap for the merger of public health and human service agencies
- Strategizing the separation of one state human services agency into multiple agencies
- Implementing whole person care practices across multiple health and social service sectors




## Workforce Analysis and Development

We help agencies analyze workforce expansion through the lenses of

business unit structure, job quality, demographics, equity, environment, and the future. PCG examines the capabilities and resources of the current workforce and analyzes future trends to determine strategies to build a resilient workforce that is prepared for upturns and downturns. We assist public health agencies to assess the capabilities of their workforce as they align with foundational public health capabilities. Our team members are well-versed in staff recruitment, onboarding, retention, and succession planning, training, and performance review. Examples of our workforce development services include:

- Labor market analysis
- Workload and capacity assessment
- Support accreditation with Public Health Accreditation Board (PHAB) as it pertains to workforce

**To learn how PCG can  
help your organization,  
contact us today!**

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