



# Rainmakers will support NCQA with health equity outreach & communications

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Contact: Jen Pearre  
Rainmakers Strategic Solutions LLC  
[Jen.Pearre@rainmakersolutions.com](mailto:Jen.Pearre@rainmakersolutions.com)



## Rainmakers Awarded a Subcontract from NCQA for CMS Health Equity Accelerator

**Washington DC - November 1, 2023** – Rainmakers Strategic Solutions, LLC (Rainmakers), a healthcare strategy and consulting firm, is thrilled to continue its successful partnership with the Centers for Medicare & Medicaid Services (CMS). Rainmakers has been awarded a subcontract with NCQA to support the CMS Office of Minority Health (OMH) Health Equity Accelerator program. This contract will assist CMS OMH with identifying, addressing, and eliminating health disparities using qualitative and quantitative research to generate insights. Results will include the development of new tools, resources, and policy recommendations to increase the understanding and awareness and develop solutions. This contract supports CMS OMH in advancing its health equity vision, priorities, and goals.

Through this award, Rainmakers will support NCQA with outreach and communication such as hosting focus groups and listening sessions to obtain perspectives from participants representing diverse backgrounds, including community members who experience greater burdens of unmet social needs, more frequent health challenges and lower quality of care. This work also entails using plain language to produce policy memos and policy analysis reports on recommendations to improve access to care and reduce disparities.

**“Rainmakers is passionate about partnering with CMS and other agencies within the Department of Health and Human Services (HHS) to promote high-quality, safe, equitable, and accessible care for all,” says Denise Rainey, President and CEO of Rainmakers. “We are energized to partner with NCQA to help CMS OMH in advancing their health equity vision and priorities. We understand this program is of fundamental importance to CMS OMH’s vision where individuals served by CMS’s programs Medicare, Medicaid, the Children’s Health Insurance Program (CHIP), and the Health Insurance Marketplaces can achieve their highest level of health and well-being possible while and eliminating disparities in health, health care access, and health care quality.”**

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## Rainmakers Strategic Solutions

Rainmakers Strategic Solutions LLC (Rainmakers) is a certified 8(a), economically disadvantaged woman-owned small consulting firm, founded in 2007 to provide expertise and highly practical solutions in support of the government and commercial sectors. Rainmakers' principals are respected professionals with demonstrated success for clients facing evolving requirements and constituent needs. We develop, implement, and improve programs by applying insightful methodologies and delivering innovative results that address and simplify complex issues, streamline processes, and reduce costs. We have a genuine focus on achieving and maintaining an impeccable business relationship with our customers and supporting them in their efforts to improve processes. Client satisfaction is our most valuable asset and exceeding our customers' expectations is our primary goal. For more information about our key cornerstones—excellence, passion, diversity, and knowledge—visit [www.rainmakersolutions.com](http://www.rainmakersolutions.com), call (443) 348-8067, or connect with us on our social media channels:



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Baltimore/Washington DC Metro: 443.348.8067 | Phoenix, AZ: 623.759.7320  
[info@RainmakersSolutions.com](mailto:info@RainmakersSolutions.com)