



OUR CAPABILITIES



ATRÓMITOS
CONSULTING DONE FEARLESSLY

Let's get started, shall we?

Atrómitos is an SBA-certified woman-owned boutique consulting firm committed to helping our clients do big things.

While we partner with a variety of organizations, our work reflects a singular common mission: **Creating healthier, more resilient, and more equitable communities.**

We believe (fervently) in “better” and in our ability to effect this change. Through our work with our clients, we support and create systems that allow for the more rational and equitable administration of resources and more efficient, ethical, and sustainable business practices.

Atrómitos has team members with reach and relationships nationwide and the world.





Why We're Atrómitos

noun | A·tróm·i·tos | \uh-drama-tuhs/
[from the Greek *Ατρόμητος* meaning "fearless"]

Founded in 2016 by Michealle Gady, JD, as a boutique consulting firm with the intent to do more and help organizations be "better" stewards of and for their communities, we are committed to helping our clients through honest talk and hard work.

Our goal is to offer "fearless" strategic counsel and direction. To be outstanding and unique, one must be fearless. Through a passionate and fearless dedication to assisting our clients in working smarter, dreaming bigger, and realizing their full potential, we believe in the power to do better as a firm.



We Refuse To Compromise On Our Principles

BIG IDEAS

A solution is no more effective than building upon the (big) ideas. We are strategic thinkers with a propensity toward creativity. We believe in “better” and in our power to develop solutions that are both innovative and sustainable.

AUTHENTICITY

Someone once told us, above all else, “be fearlessly authentic.” To us, fearless authenticity is an exercise of integrity, infusing our values into what we do, how we do it, and ensuring who we work with reflects our values. The energy we bring to our projects and the genuine love of what we do makes a difference in our client’s success, and we bring this authenticity to every engagement.

EMPOWERMENT

Our most significant contribution to our clients is our ability to identify and remove roadblocks. We measure our success by our client’s ability to operate and grow independently of us. To that end, we work to establish trust with and among your team members and share our knowledge to build confidence and support you in doing your big things.

COLLABORATION

We believe in the power of people to change the world and the way that the world does business. Building relationships with your team is at the center of everything we do. We are committed to thoroughly understanding your team and organization’s unique triumphs and challenges. That means knowing where you’ve been, where you are today, and where you’re going.

PERSEVERANCE

The difference between success and failure frequently comes down to a single factor: perseverance. We are unwavering in our commitment to our clients to get the job done, no matter the circumstances. If it's hard, we'll work that much harder. And we never give up.

We do big things. Really big things.

We passionately solve big problems for our clients because they unravel some of the world's biggest problems. We love the work, which means you'll love our results.



WE SPECIALIZE IN



STRATEGY, INNOVATION,
& CHANGE MANAGEMENT



OPERATIONS,
CONTRACTING, &
COMPLIANCE



POLICY &
RESEARCH



DIGITAL
STRATEGY

Strategy, Innovation, & Change Management

Every organization shares a common challenge: Staying relevant, effective, and viable in a rapidly evolving landscape.

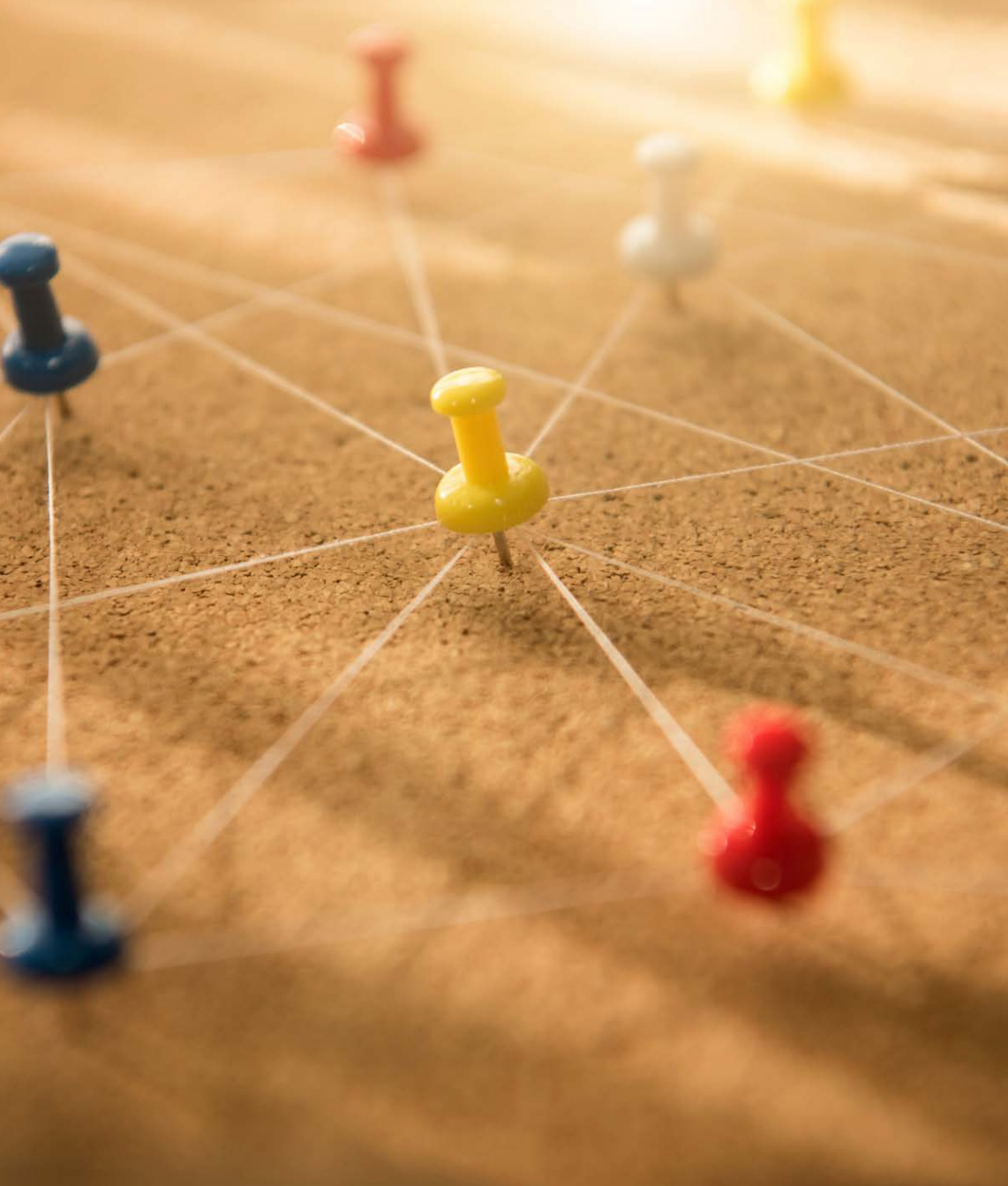
Today's competitive environment requires that one be willing to adjust, adapt, and iterate rapidly to minimize disruption and take advantage of opportunities as they arise.

This requires agility and the ability to plan for and integrate change across an organization. It is for this reason that Atrómitos' Strategy service offering explicitly integrates Innovations and Change Management as core components.

WE SPECIALIZE IN:

- Strategic Planning
- Business Planning & Development
- Organizational Governance & Structure
- Market Analysis
- Delivery System Innovation





Operations, Compliance, & Contracting

Our Operational Support services center on providing a client access to the expertise and resources to build and sustain the thriving infrastructure and culture necessary to meet their mission in a rapidly changing environment.

WE SPECIALIZE IN:

- Organizational & Readiness Assessment
- Capacity Building
- Process Improvement & Performance Management
- Contract Review, Strategy, & Negotiation
- Compliance: Program Evaluation & Risk Management
- Compliance: Internal Policies & Procedures
- Training
- Grant & Fund Management

Policy & Research

As policy professionals with experience at the federal, state, and administrative levels of government, we have the expertise necessary to assess and advise organizations about the impact evolving state and federal policies have on their operations, programming, and funding.

We present and support our analyses through briefs, white papers, and other collateral that clients can leverage internally and share with policymakers to affect policy change.

WE SPECIALIZE IN:

- Legislative & Regulatory Analysis
- Strategic Regulatory Reform
- Brief & Whitepaper Development





Digital Strategy

It is difficult to overstate the role and interdependence of technology within healthcare. Fundamentally, the quality, and availability of healthcare services are dependent upon technology. The effective use, security, and resiliency of a health information technology system is, therefore a mission-critical function.

WE SPECIALIZE IN:

- Technology Evaluation, Contracting, and Implementation Support
- Market Viability Assessment
- Security & Privacy

A stylized, geometric outline of a tiger's head is centered on the page. The head is composed of various polygons, with the most prominent being a large pentagon forming the snout and a smaller pentagon forming the forehead. The ears are also represented by simple geometric shapes. This central logo is surrounded by three concentric circles of varying shades of teal, creating a circular frame effect. The background of the entire image is a solid, dark teal color.

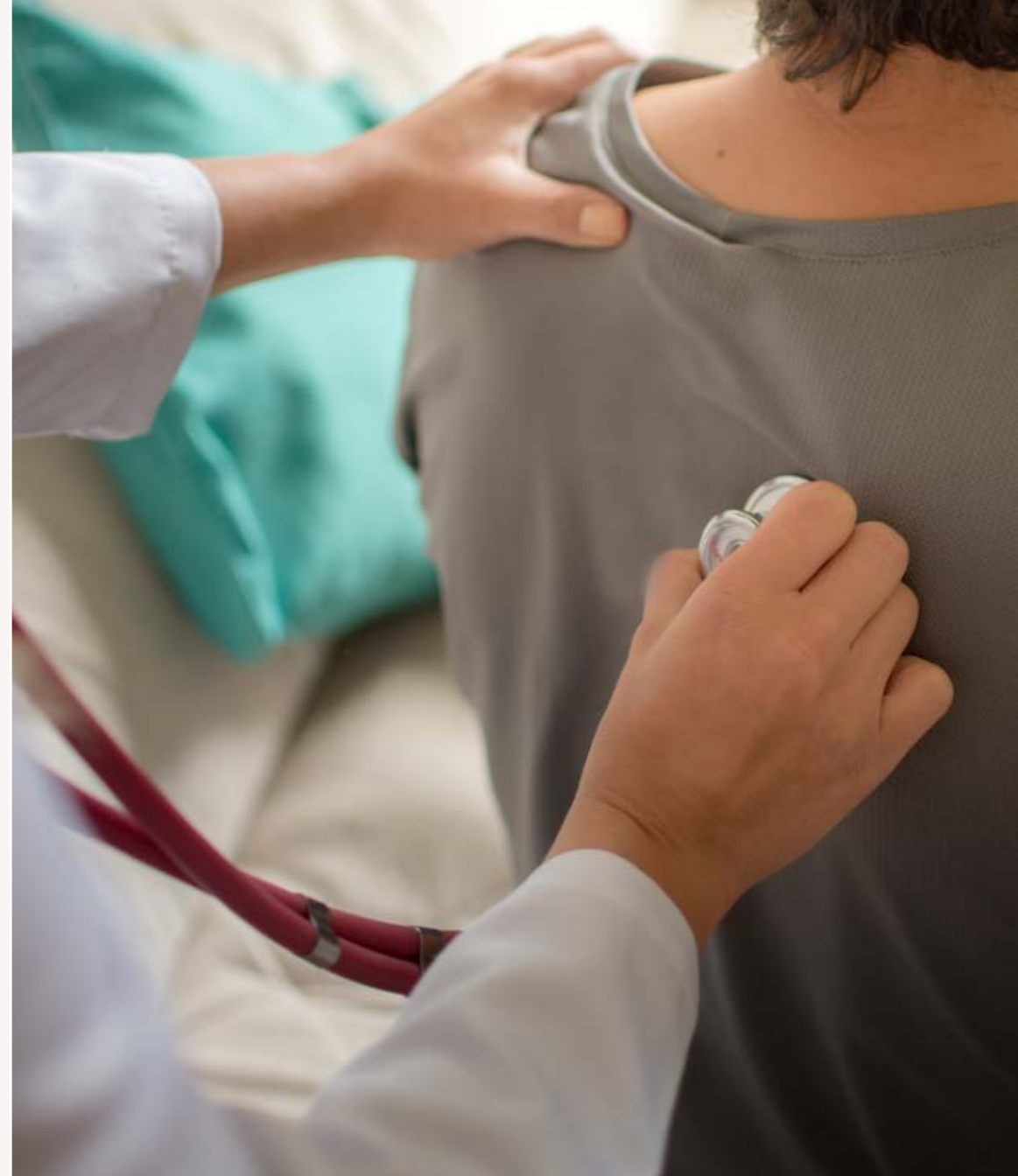
WHO WE SERVE

Healthcare Providers

We help healthcare providers navigate a rapidly evolving landscape. We work with health providers, including community health centers, public health departments, and community-based independent practices.

We also engage with entities that provide support and resources to providers, including:

- Clinically Integrated Networks,
- Independent Physician Associations
- Managed Services Organizations
- Population Health Management Companies
- Accountable Care Organizations





Local, State, & Federal Government Agencies

Government agencies are under considerable pressure to efficiently and effectively deploy tax dollars to meet the needs of their citizens. These pressures create opportunities for pilots and other innovations.

As former government employees with national experience, Atrómitos has the technical expertise and practical experience to meet this challenge with innovative insights informed by practical operational guidance.

Community-Based Organizations (CBOs), Foundations, & Advocacy Organizations

Creating and maintaining environments that support health requires the input of more than just providers and health payers. Whether providing direct services (e.g., free healthy meals, adult literacy and education, affordable housing), or the funding or policy advocacy to support these activities,

CBOs and other organizations serve millions of people. Atrómitos works with CBOs, foundations, and advocacy organizations to ensure they have the resources, capabilities, and partnerships necessary to achieve their mission.





Digital Health Companies

We equip digital health companies to realize their potential in the health ecosystem—seize opportunities and avoid obstacles—moving from “there’s an app for that” to market application, by helping them understand the vagaries of the health and social services industries, their regulations, obstacles, and points of penetration, and ensuring that the appropriate privacy and security standards are met and maintained.

Health Plans

We work with nonprofit or provider-led health plans that provide coverage in public insurance programs such as Medicaid, Medicare, the Marketplace/Exchange, and the Public Option.



A stylized, geometric line-art representation of a tiger's head is centered on the page. The tiger's features, including its ears, eyes, and whiskers, are defined by simple, interconnected lines. This central logo is surrounded by three concentric circles of varying shades of teal, creating a circular frame. The background of the entire image is a solid, dark teal color.

OUR FEARLESS TEAM



Michealle Gady, JD
FOUNDER, PRESIDENT & CEO

Michealle takes nearly 20 years of experience in health law and policy, program design and implementation, value-based care, and change management and puts it to work for Atrómitos' clients who are trying to succeed during this time of dramatic transformation within the US healthcare system. The words used most often to describe her are, "She gets things done."



Liz Church
MARKETING DIRECTOR

Liz is a creative force with over a decade of experience in graphic design, branding, and web development, currently serving as Marketing Director at Atrómitos. She is the guardian of the brand across all platforms, leading initiatives like The Atrómitos Way podcast and increasing the firm's visibility and credibility.



Kate McNulty, MA, CHC
PRINCIPAL

Kate has over a decade of experience helping nonprofit organizations navigate the federal funding process, with a strong background in grant writing and identifying growth opportunities. She has led clinical and educational programs across diverse healthcare systems, specializing in corporate and healthcare research compliance.



Alaina Kennedy
PRINCIPAL

Alaina is a seasoned health equity professional with expertise in strategic problem-solving, marketing, stakeholder engagement, and executive relations. She led contract negotiations, strategic partnerships, and cross-functional projects at the Illinois Association of Medicaid Health Plans and previously managed health equity and government relations at the AIDS Foundation of Chicago. Alaina's background includes public health policy, legislative analysis, and developing best practices for Medicaid operations, compliance, and healthcare quality.

**Amanda Rodgers****PRINCIPAL**

Amanda is a skilled public health professional with over a decade of experience in program evaluation, data collection, and strategic planning to enhance community health. At the Idaho Department of Health and Welfare, she managed assessments for programs like Tobacco Control and Drug Overdose Prevention, chaired the Idaho State Epidemiological Outcomes Workgroup, and participated in statewide efforts to address opioid overdose.

**Dasaya "D" Cates****BID & PROPOSAL COORDINATOR**

Dasaya is a project and program management professional with nearly 15 years of experience in organizational strategy and large-scale business transformation. She excels at uniting diverse perspectives to achieve project goals, with expertise in program management, change management, and stakeholder engagement.



Peter Freeman
SENIOR ADVISOR

Peter has a background in program management, policy implementation, and community organizing, helping clients adapt and thrive amid change. He has supported clinical teams and Boards in achieving outcomes and improving operational efficiency.



Tina Simpson, JD, MSPH
SENIOR ADVISOR

Tina began her legal career as an Assistant Attorney General in North Carolina, focusing on Medicaid, public procurement, and board management. After earning her Master of Science in Public Health from UNC, she provided consulting on value-based contracting, health technology, and organizational change.

**Lavondia Alexander, RN, MSN, MBA****SENIOR ADVISOR**

Lavondia has over 20 years of healthcare experience, specializing in practice transformation, quality improvement, and data analytics. She helps organizations leverage value-based care and patient-centered approaches to create revenue opportunities and achieve patient-centered medical home recognition.

**freshman****SENIOR ADVISOR**

Freshman is a security practitioner with 25 years of experience leading digital, physical, and operational security for multinational organizations in both public and private sectors. His expertise spans offensive security, threat intelligence, and risk management, particularly within the healthcare industry, advocating for shared responsibility and operational agility.



Jackie Bender, MPP
SENIOR ADVISOR

Jackie is a policy expert with nearly 20 years of experience in health policy, specializing in Medicaid waivers and safety-net populations. She led the development of California's \$3 billion Whole Person Care program and supported Los Angeles County's Medicaid housing initiatives under CalAIM.



Raina Sharma, MPH
SENIOR ADVISOR

Raina is a data strategist with expertise in public health, analytics, and health information exchanges, having worked with organizations like the Maryland Department of Health during the COVID-19 pandemic. She holds an MPH from Columbia University and has experience as a Behavioral Health Epidemiologist and Consultant for CRISP.



Tiffany Erichsen, MPA, MSW, NBC-HWC
SENIOR ADVISOR

Tiffany has over a decade of experience in health and human services program management, specializing in health equity and underserved communities. She has led initiatives like the ARPA COVID-19 workforce grant and developed training programs in cultural competence and health literacy.



Emily Brandenfels, MD, MS
SENIOR ADVISOR

Emily is a physician dedicated to improving outcomes for vulnerable populations through innovative care strategies and interdisciplinary team leadership. With deep experience in integrating behavioral health into primary care, she has worked across diverse clinical settings and consulted on health plan initiatives like California's Health Homes and CalAIM.



Mui Mui Hin-McCormick
SENIOR ADVISOR

Mui Mui is a licensed Marriage and Family Therapist with over 25 years of experience in behavioral health and addiction, has served as Clinical Director of a substance use residential facility and led diversity, equity, and inclusion efforts. As Chair of the Asian American and Pacific Islander Subcommittee in Connecticut, she advocates for health equity and civic engagement.



Robert Binder, Ph.D
SENIOR ADVISOR

Robert is an urban planning and transportation expert with over a decade of experience, holding a Ph.D. in Urban Planning and Development from USC and twice recognized as a Dwight D. Eisenhower Transportation Fellow. His research focuses on public transit's role in promoting equity and social interaction, and he currently teaches urban transport planning and policy at the University of Oregon. Robert's work integrates public space theory, social psychology, and spatial analysis, with numerous publications on sustainable transportation and smart cities.



Sarah Bliss Matousek, Ph.D., MPH
SENIOR ADVISOR

Sarah is a healthcare professional with nearly two decades of experience in strategic planning, health policy, program development, and data analytics. With 12 years of consulting experience, she excels in care management, population health, and addressing health-related social needs. She holds an MPH in Health Policy Management from Boston University and a PhD in Neurobiology and Anatomy from the University of Rochester.

**We want to thank you for learning more about
Atrómitos and how we partner with organizations to
make meaningful, impactful change.**

Our team is passionate about helping our clients navigate complex challenges with fearless strategic counsel and innovative solutions to create healthier, more resilient, and equitable communities.

Let's get started on doing big things together!



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