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2025 Impact Report

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This has been a heavy year for our industry. From major systemic changes to unexpected disruptions in the federal workforce, we've had to adapt and pivot in ways that weren't on our plotted course. There were moments when delivering a positive impact report felt like a wistful wish on a moonless night.

But together, we found our light.

We held fast to what psychotherapist Deb Dana calls **glimmers: moments of positivity we experience throughout the day that help us through difficult situations**. Glimmers inspire happiness, peace, and gratitude. They are the stars we use to chart our way, offering a gentle guiding light that illuminates our path forward. They are the small sparks that fly in defiance of darkness and chaos, warming us and guarding against hopelessness.





Throughout this year, Coforma's glimmers have been our employees, partners, and the positive impact our work has had on the people who rely on our products and services. This **2025 Impact Report is a star chart of Coforma's glimmers.** Each story and statistic, a moment when our efforts made someone's day just a little bit brighter.

Medicaid Data Collection Tools (MDCT) Suite

When the Centers for Medicare & Medicaid Services (CMS) set out to improve Medicaid and CHIP data reporting applications used to support healthcare services for more than 90 million people, they needed tools that could scale across 50 states and territories while making life easier for users and state administrators.

We transformed this need into the Medicaid Data Collection Tools (MDCT) suite, delivering six modernized or new applications tailored to today's data demands. We used human-centered design principles to simplify complex data entry while ensuring states met their reporting obligations.

On the back end, we rewrote legacy infrastructure for systems like the CHIP Annual Reporting Template System (CARTS) to improve performance, streamline updates, and prepare CMS for future growth. The MDCT project significantly improved data collection, user experience, and technical infrastructure for state Medicaid and CHIP programs.



This launch represents a significant achievement in our effort to streamline and enhance reviews and reporting across Adult, Child, and Health Home Core Set Measures. ... I want to give a big shoutout to the MDCT QMR team at Coforma, who led this delivery to success.

—STAKEHOLDER FEEDBACK
Shared with Data and Systems Group leadership

40
research sessions across 18 states over the course of the project

6
modernized or new applications supporting 14 Medicaid and CHIP reports across the project lifecycle

18
user tests across 10 states, with the usability score averaging 4.06/5 through October 2025

Medicaid Drug Program (MDP)

The Centers for Medicare & Medicaid Services (CMS) uses the Medicaid Drug Program (MDP) system as the primary application to support the Medicaid Drug Rebate Program (MDRP), which offsets the costs of drugs via rebates to state Medicaid agencies and the federal government.

The MDP app provides features such as product and pricing tracking for prescription drugs, compliance monitoring, and utilization insights. CMS sought to modernize this tool to enhance accuracy, reduce operational overhead, and enable faster, more reliable outputs.

We partnered with CMS to transform the legacy MDP system by automating key processes, improving system reliability, and reducing manual interventions.

Our priorities included:

- Streamlining rebate calculation
- Ensuring accurate reporting
- Increasing system stability for stakeholders such as state agencies and drug manufacturers

We developed a modernized app that addressed current system inefficiencies, reducing waste in the rebate calculation process and setting the stage for future innovations. By equipping CMS with an efficient and reliable system to support the Medicaid Drug Rebate Program, our work on MDP has a direct, positive impact on Medicaid beneficiaries across the country.

> Coforma Team — I am absolutely blown away and beyond impressed how easy and quick this [Rebate] run was. Fantastic job!
>
> **—DIRECTOR OF THE DIVISION OF PHARMACY, CMS**

$42.5

billion in rebates to help states lower the cost of prescription drugs collected in 2021

37.5%

reduction in rebate calculation time YOY, down from 4 to 2.5 business days

1

business day carved out of the rebate calculation process by reducing production downtime

VA Clinical Decision Support (VA CDS)

Veterans Health Administration (VHA) clinicians experience high rates of burnout and stress due to piecemeal clinical decision support (CDS) applications that are not integrated with or designed for a realistic provider workflow.

In alignment with VA's efforts to better support these clinicians and their patients, Coforma has developed modern digital tools that deliver accurate data in critical disease spaces, improving clinician confidence in the information available to them and their ability to deliver care to Veterans.

Here's what we've been working on:

- **Medical Calculators** team is developing medical calculators and risk assessments that clinicians can use to make clinical decisions.
- **Lung Cancer Screening Program v2** team is building an application for clinicians managing patients in VA's Lung Cancer Screening Program that allows for management of patients within the clinical workflow.
- **Task Manager team** is building an application that can be customized for various clinical workflows through a centralized service and database of clinical tasks.
- **My Workweek** team is simplifying how providers can view the appointments they have scheduled with patients, while providing a brief snapshot of the patient's health.
- **Data Visualization** team is creating patterns for the Clinical Design System to enable the Clinical Decision Support products to configure for the clinician experience.

> If you think about the number of different applications a doctor has to open in the course of a regular patient encounter, and how incredibly taxing that can be … you can see the cognitive fatigue start to build up … The seamless opening of the right application at the right time could make a tremendous difference.
>
> **—LAUREN ALEXANDERSON**
> Deputy Chief Technology Officer of Health Delivery at VA's Office of Information Technology, 2023

371K

healthcare professionals and support staff at **1,380 VHA healthcare facilities** oversee care for over **9.1M Veterans**

35.4%

was the **rate of burnout** among healthcare workers in VHA medical centers in 2023

2,400

physicians leave the US workforce each year, with an estimated **$4.6B in societal costs**. Burnout is the main factor influencing decisions to leave.

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VA Accessibility Digital Experience (VA ADE)

The VA's Office of the Chief Technology Officer (OCTO) wanted to elevate the culture and practice of accessibility within Veteran-facing service (VFS) teams by building accessibility-focused products, adding new services, and increasing staffing levels to support current and future VFS teams.

VA ADE—the agency's first accessibility-focused contract team—is a standalone group empowered to aid teams at OCTO in creating accessible products at each stage of the development lifecycle. As a shared service, ADE's work is continuous and spans 70+ teams at OCTO.

Some of the team's goals are:

- For all VFS teams to have access to accessibility support personnel in a timely manner to meet their product schedules.
- To foster a positive culture of accessibility via accessibility training and accessibility champs programming, offered in various formats to accommodate the needs of all VFS team members.
- For VFS product teams to have an easier time scoping, assigning, and doing accessibility work.
- Most importantly, for disabled Veterans to have a superior experience with VA.gov products, regardless of their disability and the assistive tech they use.

> Huge shoutout to the ADE team … The work you do matters, and you contributed to this tool not only being more accessible for Veterans, but for all people who use ID.me across all agencies/partners.
>
> **—VA PROJECT STAKEHOLDER**

21

teams assisted by identifying issues and providing solutions, and we helped **15 teams** interpret and troubleshoot VA 508 Office audits

17

pilot sessions during which we served as AT (Assistive Technology) users

57

user research sessions where we provided tech support for participants using AT

Janus

The Office of Personnel Management (OPM) manages the largest retirement program in the US, overseeing retirement claims for more than two million federal employees.

OPM sought a modern, future-ready solution that could improve retirement adjudication workflows, preserve institutional knowledge, reduce processing time, and enhance the user experience for its employees.

When our team initially partnered with OPM, we knew we needed to do more than replace an outdated system. So, we set out to build technology uniquely tailored to suit employees, listening to their needs and partnering closely with OPM through multiple phases of iterative design, agile development, and phased deployment.

This year, we launched **Janus—a customized, human-centered tool that streamlines retirement benefit workflows.**

Janus will also help OPM employees:

- Improve calculation accuracy
- Reduce training times
- Streamline user workflows
- Use a sustainable platform capable of adapting quickly to future changes



The team has accomplished exceptional work to get us to this point. Documentation, 508 testing and corrections, firewall request, scanning issues, Azure environment configurations, and more that normally take weeks to complete have been done in a bit over four days. Amazing effort!

—OPM STAKEHOLDER

98
one-on-one employee usability tests

42
co-design sessions

52
stakeholder working sessions

My Career NJ

For the 9.8 million residents of New Jersey, finding career support was often a frustrating experience. We teamed up with the New Jersey Department of Labor & Workforce Development, the state's Office of Innovation, and our prime partner, Fearless, to develop My Career NJ.

My Career NJ is an intuitive, user-friendly resource that helps New Jersey residents establish career goals and create a clear pathway to achieving them.

We set out to improve people's lives by:

- Equipping New Jersey residents and those interested in relocating to work in the state with tools to find jobs and training resources to help them advance in their careers
- Providing equitable job and training opportunities for anyone seeking employment in New Jersey
- Improving job seekers' confidence in their ability to take control of their career journeys

My Career NJ provides tailored recommendations for jobs and training, helping New Jersey residents and those interested in relocating to the state find clear, actionable steps for career advancement and enabling job seekers from all backgrounds to feel more confident and in control of their career journey. Its interactive Support Services page is designed to help specific populations—including Veterans, disabled individuals, youth, people affected by the opioid crisis, and seniors—easily find relevant resources that fit their unique situation.

> By adding My Career NJ to the list of resources available to our communities, we are connecting New Jerseyans with the best available training and in-demand career opportunities to help them find meaningful work to support their families and thrive in an evolving job market.
>
> **—PHIL MURPHY**
> Governor of New Jersey

My Career NJ was nominated for the **2024-2025 Data Insights and Innovations Award** by the National Association of State Workforce Agencies

1.5M

was the **number of times** job seekers have visited the site from March 2024 to August 2025

1.2M

clicks generated by video ads for the My Career NJ, **increasing web traffic +1400% year over year**

Honors and Awards

Our exemplary projects, company values, and leadership received several industry awards this year, including:

- BuiltIn: DC Best Places to Work
- BuiltIn: DC Best Midsize Places to Work
- 2025 Elev8 GovCon honoree
- Eduardo Ortiz named 2025 GOVTECH CONNECT IGNITE honoree
- 2025 Disruptive Tech Award for VA Benefits Tools Crew
- 2025 Best Place for Working Parents
- Melissa Casburn won 2025 FORUM IMPACT Women in Leadership Awards
- 2025 Moxie Award
- 2025 Silver Anthem Judges Award (Web Accessibility Campaign)
- 2025 Community Voice Anthem Award (Web Accessibility Campaign)
- Eduardo Ortiz named 2026 Engage Federal Health 150 Honoree
- 2025 GovCon Vanguard for FedCiv IT & Consulting

















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Supporting Our Communities

Coforma focused our 2025 sponsorship dollars and philanthropic efforts on addressing critical community needs and supporting the civic ecosystem.

Our employees matched our passion, dedicating time during Volunteer Day at local food pantries and donating to a collection drive for Veterans' toiletries through the Packages from Home program. Responding to employees who voiced concerns for communities facing food insecurity, Coforma also contributed to Feeding America and a cash relief initiative by GiveDirectly and Propel.

We deepened our engagement with the American Heart Association (AHA), sponsoring their nutrition security efforts to enhance food access and health measures in local food banks. CEO Eduardo Ortiz also became a chair of AHA's 2026 Heart of Greater Washington campaign. As a Veteran-owned business, we were proud to continue our support for military service members and entrepreneurs, sponsoring Warrior Rising's event celebrating women Veterans.

We championed the advancement of civic design and technology by sponsoring the AFFIRM Leadership Awards and AIGA DC's DotGov Design Conference. We were also pleased to partner with CoDesign Collaborative to launch the CoDesign Conversations series, contributing to conversations about bringing government and private sectors together to advance innovation.



coforma Volunteer Day 2025

PACKAGES FROM HOME

FEEDING AMERICA

GiveDirectly

Propel

American Heart Association

WARRIOR RISING

AFFIRM 2025 LEADERSHIP AWARDS

.gov DotGov Design Conference 2025

CoDesign Collaborative

Looking Ahead at 2026

We’re inspired by the steady efforts in support of positive change we observe all around us. When the path forward is unclear, we will continue to proceed with kindness, ever focused on improving the lives of those who use the digital services and products we create. We’ll keep going, reaching for the stars, leaning on hope, and celebrating any glimmers of joy we encounter along the way.

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