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Public Policy  
Research  
done a better way



OPTIMAL ANALYTICS

## Proven Rapid-Cycle Analysis

Optimal Solutions Group, LLC (Optimal) has developed and utilized innovative and proven approaches to empower decision makers who are faced with complex questions in rapidly changing environments.

In addition to rigorous methods and processes, technology can be woven into public policy decision making.

*As a result, decision makers get actionable and sustainable results – in less time and with lower costs.*

## Examples of Optimal's Rapid-Cycle Projects

- Secondary Analysis and Results Tracking, Bureau for Economic Growth, Education and Environment, U.S. Agency for International Development
- The Influence of Social Media on Teen Drug and Alcohol Abuse, Office of National Drug Control Policy, Executive Office of the President
- Medicare Beneficiary Internet and Social Media Topic Detection, Office of the Medicare Ombudsman, Centers for Medicare & Medicaid Services
- Liberia Near Real-Time Population Survey, Feed the Future, U.S. Agency for International Development



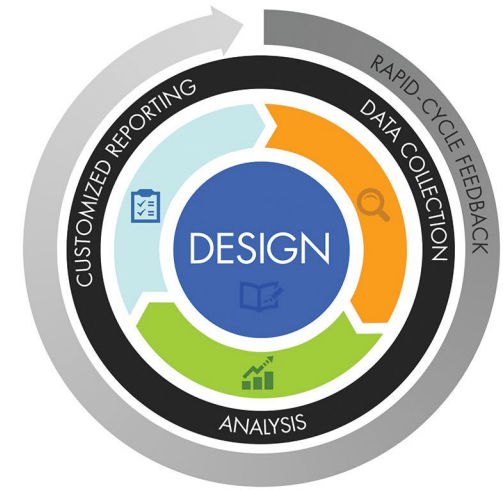
**"The timely information you provided to us is very helpful in developing our proposed rule."**

- Centers for Medicare & Medicaid Services

## REAL-TIME FRAMEWORK

Optimal Analytics' Real-Time Framework is based on rigorous but flexible design and allows for concurrent data collection, analysis and reporting. It also incorporates a continuous feedback loop for customized stakeholder reporting – ranging from policy makers to the public.

Optimal has applied the Framework to projects in its four core policy areas: education; health; housing, economic development and transportation; and workforce development.



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## Types of "Real-Time" or Innovative Services

- Web-based and location-based data collection
- Social media and Internet analysis and reporting
- Mobile app development including aggregation and customization of app data
- Business intelligence analytics and automated reporting
- Artificial intelligence or machine learning
- Automated customized reporting for varying levels of stakeholders
- Audience response systems
- "Internet of Things" data collection, analysis and reporting

## Developed by Cross-Collaborations

Located at the University of Maryland's M Square Research Park, Optimal collaborates across schools, with M Square neighbors, other universities and commercial partners for the development of cutting-edge, research-based solutions.

## Find out more

For a seminar, workshop or presentation on Optimal Analytics' rapid-cycle products and services, call 301.306.1170, email [info@optimalsolutionsgroup.com](mailto:info@optimalsolutionsgroup.com) or visit us at [www.optimalsolutionsgroup.com](http://www.optimalsolutionsgroup.com).

Enabling Real-Time Data-Driven Public Policy Decision Making