

## COMPANY OVERVIEW

Health Matters Strategic Solutions is a newly established public health consulting firm founded in 2024, based in San Diego, CA. The company is led by Carley Simpson, MPH, a strategic, adaptable, and equity-driven global health and collaboration leader with over 12 years of experience managing complex clinical, public health, and knowledge management initiatives across multi-country and multi-sector environments. Health Matters Strategic Solutions is dedicated to solving public health problems through data, community, and sustainability, with a core philosophy of "Doing the right things the right way." The company specializes in public health program management, capacity building, and consulting, leveraging a deep understanding of public health challenges and a commitment to innovative solutions.

## PAST PERFORMANCE

- **Global HIV/AIDS Program Leadership:** Directed multi-country HIV initiatives, including TB and family planning service integration, within national military health systems across 15+ countries, ensuring compliance with U.S. Government and PEPFAR standards.
- **Program Management & Financial Oversight:** Supervised in-country program managers and managed \$3M annual budgets.
- **Quality Improvement & Workflow Redesign:** Led quality improvement efforts and clinical workflow redesigns that improved patient retention, service linkage, and treatment adherence.
- **Stakeholder Engagement & Policy Advocacy:** Spearheaded cross-sector stakeholder engagement with Ministries of Health, foreign military leadership, U.S. Combatant Commands, U.S. Embassies, and implementing partners. Successfully advocated for national policy changes, including HIV testing task-shifting in El Salvador and PrEP implementation in Colombia.
- **Knowledge Management & Data Utilization:** Developed knowledge products for global dissemination and spearheaded the expansion of Power BI dashboards to improve program decision-making and local data ownership.
- **Research & Study Execution:** Contributed to the design, protocol writing, implementation, and results analysis for three SABERS studies, ensuring ethical approvals and providing technical input on methodology.
- **Capacity Building & Training Initiatives:** Trained over 100 trainers globally in GBV response for healthcare providers, launched Project ECHO virtual learning programs with partner military HIV programs, and trained indigenous grantees in U.S. grant financial and indicator compliance

## DIFFERENTIATORS

- **Extensive Experience in PEPFAR:** Over 12 years of public health program development and management within one of the most successful international, inter-agency, multi-stakeholder public health aid programs in history (PEPFAR).
- **Problem-Solving and Out-of-the-Box Thinking:** Ability to identify and implement conventional and unconventional solutions to complex public health challenges, including working within budgetary constraints and award guidelines.
- **Bilingual Expertise:** Fluent in Spanish (oral and written) with health-specific expertise, enabling effective communication and program implementation in Spanish-speaking contexts.
- **Quality Assurance Framework:** Ensures quality and customer satisfaction by verifying that goals are SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) and fostering clear understanding and regular feedback among all stakeholders.
- **Strategic Collaboration:** Strong track record of stakeholder alignment and cross-sector partnerships, fostering trust and ensuring program success.

## TARGET MARKET

- Government Agencies (U.S. and international) implementing Public Health Initiatives.
- Prime recipients requiring public health consulting services.

## MISSION STATEMENT

"Doing the right things the right way. Solving public health problems through data, community and sustainability."

UEI: QYSMVKWK3WC7

CAGE: 14MWI

## CONTACT

Carley Simpson, MPH, Owner

(619) 576-4564

csimpson@  
healthmattersstrategicsolutions.com

San Diego, CA

## NAICS & PSC CODES

**541611** - Administrative Management and General Management Consulting Services

**923120** - Administration of Public Health Programs

**541715** - Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

**812990** - All Other Personal Services

**Q533** - Occupational & Public Health Services

**B537** - Special Studies/Analysis-Medical/Health

**AN11** - Health R&D; Health Care Services, Basic Research

**AN12** - Health R&D; Health Care Services, Applied Research

**AN13** - Health R&D; Health Care Services, Experimental Development

