

WASHINGTON  
STATE UBI:  
604 352 720

WOMEN'S  
BUSINESS  
ENTERPRISE (WA):  
W2F0026928

**COMMODITY  
CODES:**

918-29: Computer  
Software Consulting

918-71: IT Consulting

918-83: Organizational  
Development  
Consulting

961-56: Program/  
Project Development  
and Management  
Services

920-46: Software  
Updating Services

Accepts  
Government-wide  
Purchase Card

**COMPANY NAME:**  
Conscious Creation

**LOCATION:**  
Vancouver, WA 98660

**WEBSITE:**  
[https://  
www.clarifyandbuild.com/](https://www.clarifyandbuild.com/)



**CONSCIOUS CREATION, LLC**  
CLARITY FOR SOLUTION BUILDING

## *Capability Statement*

# CORE COMPETENCIES

- Information Technology (IT) Business Analysis
- Software Systems Assessment
- Business Process Modeling | Reengineering | Improvement
- Need-Gap Analysis and Targeted Recommendations
- Requirements Analysis and Data Mapping
- Vendor Management and User Acceptance Testing
- Request for Proposal (RFP) Development Support
- Certified Scrum Master (CSM)
- Agile Product Ownership (PSPO I)
- Certified in Product Ownership Analysis (IIBA-CPOA)
- End-to-End Support throughout Project Lifecycle

# AREAS OF EXPERTISE

- Expertise for IT business analysis services
- 20+ years of software development
- 15+ years of requirements analysis and business process reengineering experience
- 10 years of project experience in health insurance and healthcare
- Experience with state government contracts
- Experience defining business processes for multidisciplinary teams and multiple business domains
- Ability to leverage an organization's existing resources and network to achieve results

*Statement continued on next page.*

# EXPERIENCE



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**POINT OF CONTACT:**  
Lisa Ashburn

**TITLE:**  
Business Analyst/  
Consultant

**PHONE NUMBER:**  
503-267-0655

**EMAIL:**  
hello@  
clarifyandbuild.com

*Past projects and client names are protected by **non-disclosure agreements (NDAs)** and **confidentiality agreements**.*

- Software Systems Assessment Project, Lead IT Business Analyst for Global Nonprofit (confidentiality agreement), 8/2022 to 02/2023
- Electronic Health Record Solution Project, Lead Business Process Analyst for State Government Agency (confidentiality agreement), 1/2022 to 7/2022
- Data System Solution Project, Technical Analyst for State Government Agency (confidentiality agreement), 8/2021 to 2/2022
- Health Information Exchange Project, Lead Business Analyst for State Government Agency (confidentiality agreement), 8/2021 to 11/2021
- Data Optimization Project, eComm Data Analyst/Consultant for Sportswear Company (confidentiality agreement), 4/2021 to 6/2021
- Case Management Solution Project, IT Business Analyst/Lead for State Government Agency (confidentiality agreement), 8/2019 to 7/2020
- Operational Readiness Effort, Certification Analyst for Large Health Insurer (NDA), 06/2019 to 08/2019
- HR Data Transformation Project, Lead Business Analyst for International Logistics Company (NDA), 12/2016 to 04/2018
- Issue Resolution Projects, Sr. Business Analyst for Health Insurance Co-op (NDA), 05/2015 to 06/2016