

FINER FOCUS

Practical, proven solutions for mission-critical results in healthcare



VIP START
Program Graduate



SDVOSB
(Service-Disabled
Veteran-Owned
Small Business)



VOSB
(Veteran-
Owned Small
Business)



WOSB
(Woman
Owned Small
Business)



Capabilities

About

Finer Focus Solutions combines deep clinical ultrasound expertise with proven agility consulting to enhance healthcare environments. Led by Cheryl Vance, we deliver pragmatic clinical training, project management, and leadership coaching nationwide. Our team specializes in advanced ultrasound technologies (3D/4D/5D, AI integration) and change management, helping healthcare organizations thrive during growth and transformation.

Key Differentiators

1. SDVOSB/VOSB/WOSB Set-Aside Ready
2. Unique Clinical + Agility Combination
3. Military Healthcare Expertise
4. Compliance-Aligned Efficiency

Core Team Certifications

- ARDMS (Abdomen, OB/GYN, Breast, Vascular)
- VIP START Program Graduate (Veteran Institute for Procurement)

Strategic Partner & Extended Team Capabilities

- ICAgile Certified Professional in Enterprise Coaching (ICP-ENT)
- SFAFe® 5.0 Program Consultant (SPC)
- Professional Scrum Master II (PSM II)
- Kanban Management Professional (KMP)
- Project Management Professional (PMP)®
- Lean Six Sigma Black Belt
- PROSCI® Change Management Certification
- SFAFe® 6.0 Scaled Agile Framework (LPM, SSM, SA, POPM)

Core Competencies

Ultrasound Clinical Education & Training: Maternal Fetal Medicine, Obstetrics, Gynecology, Fetal Echo, Breast, Abdomen, Pediatrics, Musculoskeletal, Vascular, Pediatric Echo, CEUS, Image Optimization, CPT Coding & Compliance, Agile workflow solutions for healthcare, Ergonomics, and QA Processes.

Process Optimization: Data-driven workflow assessments and guidance to streamline operations, reduce costs, and improve efficiency. Enhance team performance while maintaining regulatory compliance.

Past Performance

Finer Focus Solutions:

- **Train-the-trainer Courses:** Using innovative methods, reduced ultrasound training time on average by 75%, for General Electric, The Gates Foundation, and the nonprofit Imaging The World.

Strategic Partner (Finer Focus LLC):

- **Penn Medicine:** Guided multi-hospital leadership to optimize ways of working for data and analytics teams, resulting in a 55% improvement in reliability metrics.
- **Johnson & Johnson:** Compressed Workday data integration timeline by 5 months using strategic releases while maintaining strict regulatory compliance.
- **Merck Oncology:** Improved efficiency, reducing pharmaceutical field marketing asset lead times by 50%.

CAGE: 751C8 **UEI:** ZRM3VY5Q8RD3

NAICS:

611430: Professional & Management Development Training
541611: Administrative & General Management Consulting
541618 Other Management Consulting Services
541690 Other Scientific & Technical Consulting