



DATA. STRATEGY. IMPACT.

*We turn complex **health workforce** challenges into practical solutions.*

Every health workforce decision now competes for the same scarce resources: budget, time, attention. Leadership changes. Priorities shift. But the demand for health workforce services doesn't pause.

Veritas helps our clients cut through that complexity to understand what's actually happening, prioritize what matters most, and move from insight to action.

WHAT WE DO



DATA EXPERTISE

Turn information into insight for better decisions.

We identify the data and metrics that matter, and use them to find root causes, not just symptoms. From supply-and-demand analysis and workforce projections to the KPIs that track progress over time, we help clients see what's actually happening and why.



POLICY EXPERTISE

Understand what's shaping the landscape.

We bring deep knowledge of the regulatory and legislative environments that shape health workforce decisions. We investigate policies, rules, and systems to help clients understand the landscape, assess implications, and develop practical approaches.



EXECUTIVE FACILITATION

Get the right people moving in the same direction.

We bring the right people into the room and create the structure needed to move from competing perspectives to shared understanding and action. We facilitate strategic discussions, planning processes, and stakeholder engagement that help clients move forward.

OUR APPROACH



INVESTIGATE

Understand the challenge through data, research, and stakeholder perspectives.



ILLUMINATE

Turn complex information into clear insights and a path forward.



IMPACT

Translate insight into practical solutions that can be implemented, evaluated, and improved.

WHAT SETS VERITAS APART

We start with the solution, not the deliverable.

We don't measure success by the report we produce. We measure it by whether our work helps you make a decision, take action, or solve a problem.

We know what to do with the data.

From identifying what needs to be measured to designing the right tools to analyzing findings and translating them into policy and strategy, we connect data to action.

We meet you where the work is.

Ideation, implementation, or evaluation. We bring the expertise the problem requires, whether you need a thought partner or hands-on support.

We understand the health workforce.

Health workforce is our focus. We understand the data, policy, regulatory, education, and workforce-development systems that shape it.

HOW TO REACH US



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WHERE WE FOCUS

Health workforce is our sole focus. We work across professions, settings, and the systems that shape the workforce.

Workforce Data

Supply • Demand • Projections • Planning • Metrics • Distribution • Dashboards

Policy & Regulation

Policy research • Policy design • Occupational licensing • Regulatory systems • Evaluation

Workforce Development

Workforce pipelines • Recruitment • Retention • State-level regulation

Specialty Areas

Rural health • Behavioral health • Primary care • Oral health • Physical therapy

Outcomes

Access to care • Improved health • Workforce wellbeing • Quality • Cost

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