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## **APEX PERSPECTIVES TAKING SHAPE**

*Video Survey Tool to be Featured at Collision Tech Conference*

Albuquerque, New Mexico: Apex is pleased to announce that Perspectives, its new video survey app, has been accepted to the ALPHA startup program at the Collision Conference in New Orleans on April 30, 2018. Collision is hailed by Forbes as “America’s fastest growing tech conference” and Perspectives is among a select group that Fox News calls, “(T)he tech world’s best of the best.”

It’s a significant step toward accelerating the development of a tool that offers the richness of an interview with the efficiency and scale of a traditional survey. That’s the power that Perspectives is bringing to the multi-million-dollar industry of qualitative research.

Perspectives understands the importance of the story behind data, capturing stories through video, organizing and linking them to other data, then analyzing and reporting findings for deeper insight. “Stories give more than context and meaning to data; stories are data,” notes Apex President and CEO, Carlos Romero. The app elicits unfiltered reactions using broad and neutral prompts rather than having respondents react to specific questions typically found in a traditional survey.

Romero adds, “Perspectives gathers data that is unfiltered and unstructured. It makes creating and analyzing Little Big Data simpler, so our clients can uncover and think through complex ideas. When learning from data is important, Perspectives is the answer. And it’s working.”

Among the early use cases:

- An after-school program is learning why parents and students partner with them and is adjusting their marketing and retention strategies.
- A national non-profit is discovering the needs and priorities of parents who have children with severe disabilities and is adapting its strategic plan.
- A health foundation is using data on how its grantees are thinking about health equity and how they are working toward systems change to inform future funding priorities.

- A program for LGBT homeless youth is learning how participants think about their identities and how adult relationships influence youth success in order to customize their program for this population.
- A subsidized housing program is learning how staff are delivering home-based literacy intervention with parents in order to understand how well the program is implementing and adapting the model.

Perspectives is the product of the best thinking at Apex, harnessing social science expertise and technological innovation. Grounded in Systems Thinking, Results-Based Accountability and Developmental Evaluation, Perspectives is like nothing currently available on the market.

For more information on Apex' distinctive approach to evaluation, visit <https://apexeval.org/about-us>.

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## ABOUT APEX

Apex is a consulting firm specializing in systems evaluation and much of its work is focused on school-based health. Apex has created a data hub that brings together operational, screening, clinical, academic, and patient feedback to produce integrated reporting to ask and answer evaluation questions that revolve around process, quality, and outcomes.

Apex' evaluation is further enhanced by its work as a National Center for Technology Innovation as part of CDC's National Network of Clinical STD Prevention Training Centers (NNPTC). Apex won this award based on the early success and promise of its Just Health risk screen app that was developed to support evaluation of SBHCs and has proven to be a valuable clinical tool for improving adolescent healthcare and reducing stigma around topics like substance use, mental health, and sexual health.