

Case Study: Telling the Story of Program Impact

Presenters: Kristefer Stojanovski and Michael Fischer

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Welcome



Today's Facilitators



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Disclosures



NO CONFLICTS OF INTEREST



**NO FINANCIAL OR NON-FINANCIAL
RELATIONSHIPS OF CONCERN**

Today's Agenda

- Review the **evaluation planning process**
- Apply skills to **collect and track data** for an evaluation
- Learn how **to present and report data**



Overview



- Before you start your AD project, **collect and review existing data** to **assess the gap in care** you want your detailing project to address
- When you choose the **outcome** you'll be measuring, make sure that it's **clearly related to the detailing intervention** you're implementing
- The **detailing visit tracking data** should provide as accurate as possible a **measure of the outcome(s)** you have chosen
- Once the detailing intervention is complete, **look at all the data you've used across the project period** for evaluation and reporting purposes

What is Evaluation?

- **My view:** evaluation is a systematic process of learning, refining, and improving



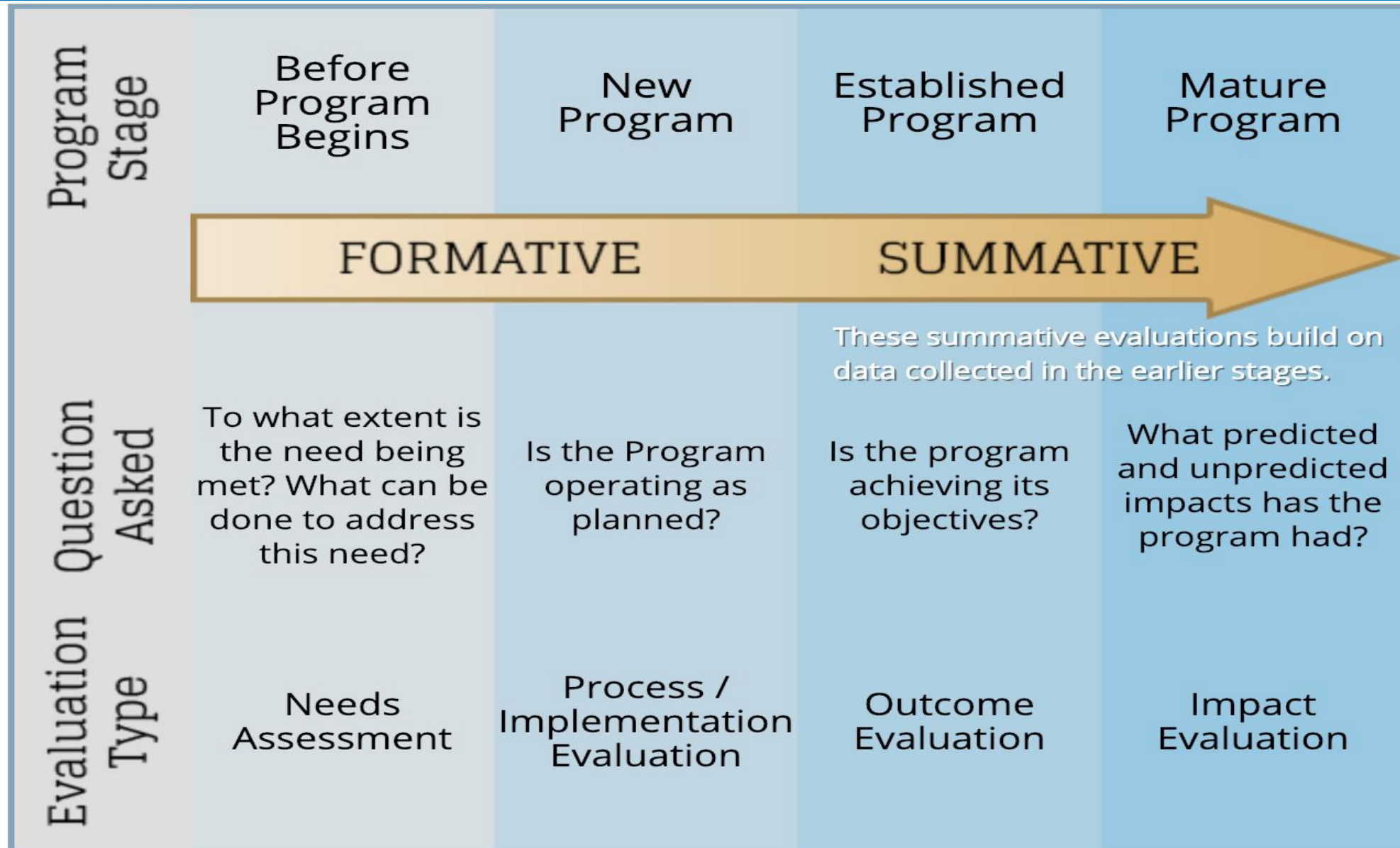
Getting Started: What type of evaluation is it?

- Be clear about the type of evaluation you're doing (*research vs. applied*)
- Most AD programs that NaRCAD supports are **applied programs**

**Research
Project**

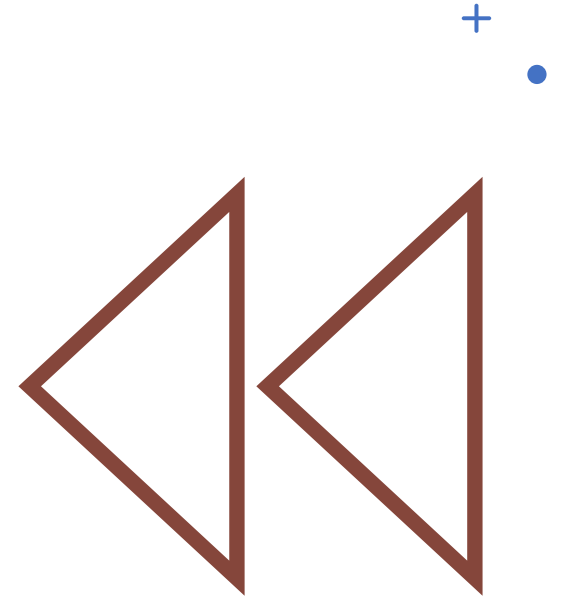


Types of Evaluations



Working Backward

- Before beginning your AD intervention, think through what **output you need from the evaluation**
 - Sketch out the **tables and figures** that you would want in your final evaluation
- If there is an outcome you would want to assess, think carefully about **how you will measure it** and **how you will eventually display it**:
 - *Are there key qualitative components that you need?*
 - *Will you need a comparison group to be confident in your evaluation?*
- This exercise will make your preparation of reports and analyses **more efficient** when it comes time to do them



Logic Model

What are Inputs, Outputs, Outcomes and Impact?

The Logic Model Approach



- Resources dedicated to or consumed by the project
- Usually a NOUN staff, facilities, money, time...

- What the project does with inputs to fulfill its mission
- Usually a GERUND a verb in its “-ing” form, such as assessing, enabling, reviewing...

- The volume of work accomplished by the project
- Usually a QUANTITY the number of projects, the number of case studies...

- Benefits or changes for participants during or after project activities
- Usually a CHANGE better projects, increased skills...

- The long term consequences of the intervention
- A fundamental CHANGE intended or unintended in a system or society

Your Planned Work

Your Intended Results

RE-AIM Framework

Reach
Effectiveness,
Adoption,
Implementation,
Maintenance





Understanding Your Audience

- Make sure the components of your evaluation are **objectively high quality**
- **Be pragmatic** – think about the audience who will be seeing the evaluation:
 - *Who are the stakeholders?*
 - *What outcomes do they prioritize?*
 - *How much detail will they want?*
 - *What methodologies will the audience be familiar with?*

Collecting Necessary Data

Consider the following when thinking about your **final output** and the **stakeholders** to whom you'll be presenting your evaluation:

- **TIME**

Time for planning, collecting, and analyzing data

- **AFFORDABILITY**

Resources for collecting and analyzing data

- **ACCESS**

Permission and hurdles to collecting data



Data Collection for Evaluation

Data collection challenges

▪ Measuring impact

- Funders want numbers

- That's a long-term outcome

- Be creative!

- Qualitative data: interviews, detailing logs, notes, etc.

- 2-page, 10-question survey (I say this is too long).

- # of clinics visited, # of providers reached, % of key zipcodes/geographies reached, etc.



Summary

8 Tips to keep in mind!

8

TIPS

For Effective
**Monitoring &
Evaluation**



Type in the Chat

- What are some examples of quantitative data?
- What are some examples of qualitative data?

Quantitative Data

- Think about the **data sources** that exist and where you can **obtain that data**:
 - *Local or state health departments*
 - *Centers for Disease Control and Prevention*
 - *Prescription Drug Monitoring Programs (PDMP)*
 - *Insurance companies*
 - *Surveys from previous detailing interventions*
 - *Tracking data from previous detailing interventions*
- Understand **how the data is collected** and the **incentives** around data collection
- **Don't assume it's perfect!**

Quantitative Survey for Evaluation

Example survey

Today's Date: _____ (MM/DD/YYYY)

First name: _____ Last name: _____



1. Which of the following BEST describes your primary practice? (Please choose only one)

- Private Practice
- Community Clinic/CBO/Public Health
- Academic medical center
- Other: _____

2. Are you a primary care provider?

- Yes
- No

3. Are you an HIV care provider?

- Yes
- No

4. What are your credentials? (Please choose one)

- MD/DO/Fellow/Resident
- NP
- PA
- Other: _____

5. What is your gender? (Check one that best describes your current gender identity.)

- Male
- Female
- Trans Male
- Trans Female
- Genderqueer / Gender non-binary
- Not listed, please specify _____
- Refuse

6. What is your Ethnicity?

- Hispanic or Latino
- NOT Hispanic or Latino

7. What is your race?

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other: _____

8. Does your primary practice accept Medi-Cal?

- Yes
- No
- I don't know

9. Zip code (primary practice): _____

10. Out of every 10 patients you see, for how many do you take an annual, detailed sexual history?

_____ /10 patients

11. Out of every 10 men who have sex with men (MSM) and trans women you see, for how many do you ask if the patient has receptive anal intercourse (bottoms)?

_____ /10 MSM or trans women
 N/A (I don't see MSM or trans women)

12. Do you screen patients who have receptive anal intercourse with rectal gonorrhea and chlamydia swabs?

- Yes
- No
- N/A (I don't see MSM or trans women)

13. Have you ever provided PEP (Post Exposure Prophylaxis) after a potential sexual exposure to HIV?

- Yes
- No

14. Have you ever prescribed PrEP (Pre-Exposure Prophylaxis) to any of your patients to prevent acquisition of HIV?

- Yes
- No

15. May we follow up with you?

- Yes
- No

Email: _____

*If you have NOT prescribed PrEP,
STOP HERE.
If you HAVE EVER prescribed PrEP,
TURN OVER.*



Qualitative Data

- **Conversations with providers**
- It's often more **readily available**
- **Ask the same questions** you would ask around quantitative data
- Never overlook the **power** of illustrative examples

Evaluation Interview Guide

General questions

1. Tell me about your role at your clinic?
2. In your own words, what is the goal of the detailing visits have been?

Detailing interactions

3. From your perspective, how helpful or unhelpful have the detailing visits been? Why?
4. How have the detailing visits been useful? Why?
5. How have the detailing visits not been useful? Why?
6. What changes, if any, have you made to your own practices with patients since receiving the detailing visits? Why or why not?
7. What changes, if any, has your clinic made in practice or policy since the visits? Why or why not?
8. What additional sexual health information may be useful to you and your clinic that you feel is currently missing? Why?

Future work

9. What do you think could be done to improve the detailing program? Why?
10. What do you think is working well? Why?
11. How might the health department help you implement practice and policy changes to improve population-level sexual health outcomes in San Francisco?
12. Anything else you would like to share with us?

Data Collection for Evaluation

Example detailing log

Date:

Detailer:

Visit #:

Location:

Provider name:

Provider information:

Other staff: n/a

Duration of visit:

Non-visit time:

Evaluation(s) collected:

How well were messages and materials received?

1 = refused to meet

2 = hostile

3 = indifferent

4 = receptive

5 = engaging

6 = intention to adopt

Was all of the planned information covered? If not, where did you leave off?

Content of visit:

Barriers to implementation:

Questions raised:

Who's analyzing the data?

- Do it **yourself** vs. **someone internal** from your team vs **external evaluator**
 - **Think objectively** about your team
 - **Consider things that exist** to leverage resources that are already there
- **Skills needed** to conduct an analysis:
 - Prior experience **collecting and analyzing data**
 - Prior experience **writing final evaluation reports**
 - Excellent **communication skills**
- If you don't have these skillsets within your team, you can **hire an outside consultant**





Breakout Groups

Case Study

- Your team is planning to start an **AD intervention to increase PrEP prescribing** in your jurisdiction
- Your supervisor tells you that you need to **complete an evaluation** of your intervention and **present the findings** to the Leadership Committee once the project is complete
- You're put in charge of **managing the evaluation process** and want to get started on evaluation planning right away

Breakouts:

Case Study Discussion Questions

1. What data do you need to **collect** (*consider both qualitative and quantitative data*)?
2. Where will you **find** the above data you identified?
3. What will you **do** with that data?
 - a. How will you **use it for reporting**?
 - b. How will it **inform your work** as a detailer?

Small Group Logistics

- The discussion goals will be available to view in your chatbox
- You can request help from the host if you need assistance from the NaRCAD team
- See you in 15 minutes!





Large Group Discussion



Breakout Groups

Case Study

- Your team **successfully completed** your first AD intervention and **increased PrEP prescriptions** in your jurisdiction by **5%**, but the increase in PrEP prescriptions happened **unevenly across different parts of the jurisdiction**
- The Leadership Committee decides that they'd like your team to **implement another AD intervention** that focuses on **improving clinician stigma** related to HIV prevention and care
- You're once again in charge of **managing the evaluation process** - knowing how helpful it was to start planning for your evaluation early, you decide to take that approach again

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Large Group Discussion



Thank You!