



## **MEASURING IMPACT FOR SUSTAINABLE PROGRAMMING: THE IMPORTANCE OF EVALUATION**

**Tuesday, September 22nd, 2020, 2:00 P.M. – 3:15 P.M. EST**

National Resource Center for Academic Detailing  
Division of Pharmacoepidemiology and Pharmacoeconomics [**DoPE**]  
Brigham and Women's Hospital | Harvard Medical School





**Today's Webinar Facilitators:**

**Mike Fischer, MD, MS, Director, NaRCAD**

**Bevin Shagoury, Communications & Education Director, NaRCAD**



*Stick around to take our 60-second survey!*

Recording

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Zoom Webinar Chat

*Take a minute to change your chatbox settings.*



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*During the session, type your questions into the Q+A box.*



## Webinar Goals:

- ✓ Planning your evaluation
- ✓ Defining measurable outcomes
- ✓ Evaluating impact
- ✓ Illustrating impact to sustain your program
- ✓ Discussion/Q+A Session



# Level Setting



*Type in the chatbox:*

When you hear the word “**evaluation**”,  
what's the first thing that comes to mind?

# 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

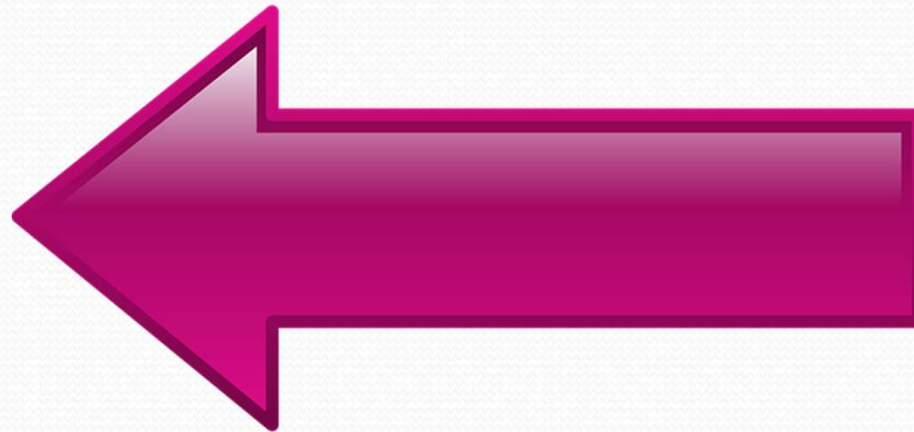
- Prespecify evaluation elements and plan
- Strong preference for quantitative outcomes data
- Comparator group may require investing significant resources

### Applied Program Approach

- Focus can be on the quality of implementation and process outcomes

# Work backwards

- Think through what **output** you need from the evaluation
- Sketch out the tables/figures that you would want





# What's my final output?

- Think about how you will measure and display an outcome
  - Are there key qualitative components that you need?
  - Will you need a comparison group to be confident in your evaluation?
- This exercise will help to successfully plan your evaluation and **make your preparation of reports and analyses more efficient**



# Who am I trying to show this to?

- 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?
- This approach will differ for research projects vs. applied programs





# Is the data I'm collecting necessary?

- Consider the following when thinking about your final output and the stakeholders to whom you'll be presenting to:
  - **Time**
    - Time to plan, collect and analyze data
  - **Money**
  - **Access**
    - Permission and hurdles



# Quantitative data

- Think about the data sources
- Understand how the data is collected and the incentives around data collection
- **Don't assume** it's perfect!





# Qualitative Data

- More readily available
- Ask the same questions you would ask around quantitative data
- Never overlook the **power** of illustrative examples





During the fiscal year, the LPHD Coordinators:

- ✓ Promoted **14** evidence-based resources and tools.
- ✓ Visited **106** clinics.
- ✓ Shared **5** to **6** resources per visit on average.



IDAHO DEPARTMENT OF  
**HEALTH & WELFARE**

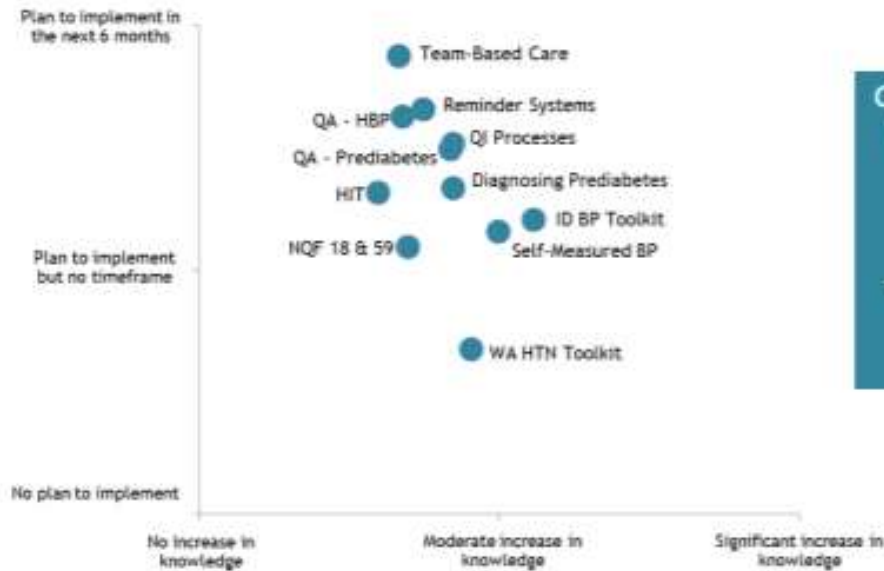


“ [The office manager] was not aware of the local DSME programs or how they differed from education provided from a Certified Diabetes Educator. We discussed the benefits of those programs and she agreed to add that resource to the clinic’s referrals once I provided her with the information.

~ LPHD Coordinator

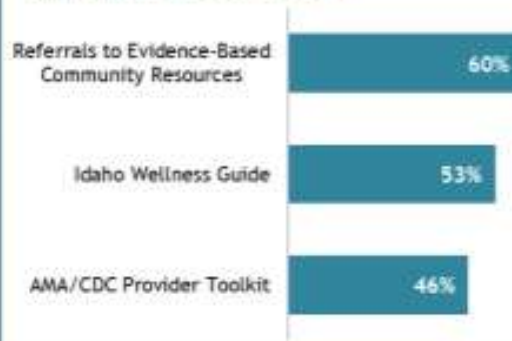


On average, clinics had plans to implement most of the **basic resources** shared by LPHD Coordinators despite reporting no increase or a moderate increase in knowledge.



Clinics were less likely to report an increase in knowledge for resources or tools they were currently implementing.

About half of clinics were interested in receiving technical assistance to implement the **enhanced resources**.



“ ... the limiting factor is not lack of literature or knowledge but difficulties with the process and limitations of the EHR with recording, reporting, and population management. ”  
 ~ Unknown





# Analysis

- Do it yourself vs. someone internal from your team
  - Don't make assumptions about the skillset of your team
  - Think objectively about your team
  - Consider things that already exist to leverage resources that are already there

## Skills needed

- **Organizational skills**
- **Verbal skills**



# What do I need to make my projected report happen? What do I not need?

- If you can't get the ideal, how close can you get?





**Please type your questions into the Zoom Q + A box.**

We'll try to get to all of your questions, and we will post those we can't get to on our Discussion Forum.





DISCUSSION FORUM

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DETAILING DIRECTORY

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*Administrator*  
28 posts

**National Resource Center for Academic Detailing** narcad

May 14

There has been a rapid increase in opioid-related AD in the past few years, and a multitude of approaches to addressing the overdose crisis.

Let us know a little bit more about the mission of your opioid-related AD work!

QUOTE 0



*Junior Member*  
1 posts

**Julia Bareham**

May 20

RxFiles (located in Saskatchewan, Canada) recently received provincial government funding to provide academic detailing to HCPs with the goal of increasing the number of approved OAT prescribers with an emphasis on bup/nx (in Sask physicians and nurse practitioners must meet certain requirements to be approved by their regulatory body to prescribe OAT). Does anyone has any experience detailing on this topic? Any tips or tools to share? No tip/comment/tool is too small nor too big!





🔍 This Topic

Search



## Community Storysharing: Funny Field Stories

Storysharing Corner



REPLY



Administrator

39 posts

**National Resource Center for Academic Detailing** narcad



8 days ago · Edited

Anything and everything can happen on a detailing visit - in person or virtually. Ever had to conduct a detailing visit in a parking lot? Had people show up that you weren't expecting? Other unexpected switch-ups to your planned session?

Share your unique lessons learned from the unpredictable nature of 1:1 outreach visits below. (Please exclude any identifying information about the encounters). We might even pick a few of our favorites and highlight them on our [DETAILS Blog!](#)

(One of our personal favorites: a detailing visit in a barn - with a duck in attendance!)

QUOTE



0

## Forum Events @NaRCAD

### Community Story-Sharing Week: Funniest Field Visits

“I learned, in real life, never to write someone off because of some seemingly extreme push-back. You just never know...”

“[W]e were invited to present to the office physicians during lunch...”

The caveat came when we were then told “we will send you what we would like you to bring us for lunch.”



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60-second survey!*



# NaRCAD

2020 **WEBINAR**  
SERIES