Demonstrating Value Through Program Evaluation Take

Alana Knudson, PhD
June 21, 2017

Rural Network Allied Health Training Program
330A Grant Evaluation Partners

NORC Walsh Center for Rural Health Analysis

- Alana Knudson, PhD
- Michael Meit, MA, MPH

University of Minnesota Rural Health Research Center

- Ira Moscovice, PhD

National Rural Health Association

National Organization of State Offices of Rural Health

Rural Health Information Hub
“Would you tell me please which way I ought to walk from here?”
“That depends a good deal on where you want to get to,” said the Cat.
“I don’t much care where—” said Alice.
“Then it doesn’t matter which way to walk,” said the Cat.
End in mind

BEGIN...

...with the END in mind!
Why is evaluation important for your program?

- Demonstrate program effectiveness
- Guide resource allocation
- Inform program improvements
- Document and share lessons learned
- Document and share program accomplishments
- Engage staff
- Improve program implementation and effectiveness
- Increase stakeholder engagement
- Create awareness about impact of programs on rural communities
Evaluation Design Considerations

• **WHAT** do you want to know about the program?
• **WHO** has the information?
  • Information can be gathered internally from your organization (e.g., program staff) and/or externally (e.g., stakeholders).
• **WHEN** will the information be collected?
  • Baseline and completion of the funding cycle, quarterly, semi-annually, annually, other?
• **HOW** can we obtain the information?
  • Qualitative: interviews, observations, and focus groups
  • Quantitative: surveys, pre-post tests, claims data, MBQIP, FLEX Monitoring Team
• **WHAT** amount of resources are available for the evaluation?
  • Will a comparison group be used?
Evaluation Steps

1. Engage Stakeholders
2. Describe the Program
3. Focus on the Evaluation Design
4. Gather Credible Evidence (qualitative and quantitative)
5. Justify Conclusions
6. Ensure Use and Share Lessons Learned
Uses for Evaluation Data

• Analyze Program Trends
  • Measure Performance Over Time
  • How Are We Doing Compared with Last Year?
  • What Goals Do We Want to Set for Next Year?

• Benchmark
  • Compare Individual Program Results to Aggregate Data
  • Are We In Line With Our Peers?

• Educate and Engage Staff
  • What Can We Realistically Achieve?
  • What Specific Areas Can We Improve?

• Engage Stakeholders, Policy Makers and Funders
  • Use Data to Tell the Story of How You are Making a Difference
  • What is the Impact of our Program?
Demonstrating Value: Western Maryland Dental Access Program

- Expand access to urgent dental care to low-income individuals
- Reduce ED visits
- 1,600 clients had 2,700 visits
- Estimated reduction in dental-related visits was $215,000

Conclusions
- Effective ED dental diversion program results in substantial cost savings
- Provides appropriate and cost-effective care for patients
How does your program demonstrate value?
**RH!hub’s Rural Community Health Gateway**

**Rural Health Models and Innovations**

**Browse Rural Project Examples**
- Browse by Level of Evidence
- Browse by Topic
- Browse by State
- Browse by Source

**Recently Added**
- Total HEALTH
- The Maryland Faith Community Health Network (MFCHN)
- Naloxone Education Empowerment Distribution Program

**More Resources**

Many organizations, including federal agencies and national organizations, curate lists of effective programs. Some may have sections specific to rural and many have approaches that could be adapted to rural:
- Other Collections of Program Examples

**Share Your Story**

RH!hub is looking for project examples to share with rural service providers. Tell us about:
- Your program’s successes
- Program results demonstrated in formal program evaluations or research studies

**About Rural Health Models and Innovations**

The Rural Health Information Hub collects and shares stories about rural health programs and interventions. This collection includes approaches that have demonstrated success in research studies and program evaluations, as well as anecdotal accounts.

Read about the criteria and evidence-base for programs included in Rural Health Models and Innovations.

**Using and Adapting Program Examples**

Each rural community should consider whether a particular project or approach is a good match for their community’s needs and capacity. While it is sometimes possible to adapt program components to match your resources, keep in mind that changes to the program design may impact results. Programs listed in this section are not endorsed by the Rural Health Information Hub or the Federal Office of Rural Health Policy.
Rural Community Health Toolkit
Start here for a guide to building rural community health programs to address any type of health issue. Learn how to identify community needs, find evidence-based models, plan and implement your program, evaluate results, and much more.

Access to Care for Rural People with Disabilities
Learn about approaches rural communities can use to improve access to care for people with disabilities.

Community Health Workers Toolkit
Learn about roles of community health workers (CHWs) fill, as well as CHW training approaches.

Health Networks and Coalitions Toolkit
Find resources and strategies to help create or expand a rural health network or coalition.

HIV/AIDS Prevention and Treatment Toolkit
Explore models and resources for implementing HIV/AIDS prevention and treatment programs in rural communities.

Oral Health Toolkit
Discover rural oral health approaches that focus on workforce, access, outreach, schools, and more.

Services Integration Toolkit
Learn how rural communities can integrate health and human services to increase care coordination, improve health outcomes, and reduce healthcare costs.

Care Coordination Toolkit
Find models and program examples for delivering high-quality care across different rural healthcare settings.

Diabetes Prevention and Management Toolkit
Find resources and best practices to develop diabetes prevention and management programs in rural areas.

Health Promotion and Disease Prevention Toolkit
Learn about strategies and models for rural health promotion and disease prevention in the community, clinic, and workplace.

Obesity Prevention Toolkit
Find out how rural communities, schools, and healthcare providers can develop programs to help address obesity.

Prevention and Treatment of Substance Abuse Toolkit
Learn about models and resources for developing substance abuse prevention and treatment programs in rural communities.

SHARE THIS PAGE
Facebook
Twitter
LinkedIn
Google+
Email

These toolkits are made available through the NORC Walsh Center for Rural Health Analysis and the University of Minnesota Rural Health Research Center in collaboration with the Rural Health Information Hub. Funding is provided by the Federal Office of Rural Health Policy (FORHP), Health Resources and Services Administration.
Thank You!