Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation’s leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.
Webinar Objectives

• Become familiar with the major components of an Evaluation Plan
• Learn about systematically collecting information about project activities, tracking progress towards objectives and how to identify project improvement opportunities
• Become prepared to document your Evaluation Planning work using the provided template
Planning Journey
Strategic Planning Cycle

1. Analyze & Plan
2. Execute the plan
3. Monitor & Adapt
4. Document & Communicate

5. Strategic Planning Cycle
Planning Journey Continued

- Strategic Objectives
- Target
- Implementation
- Data Source
- Success/Measures
- Monitor
- Adjust
- Data Collection
Strategic Objectives

• Move toward the vision
• Lead to accomplishing goals
• Measurable
SMART Objectives

SMART:
• Specific
• Measurable
• Attainable
• Realistic
• Timely

Broad Strategic Objective:
Everyone is healthy.

SMART Strategic Objective:
Health outcomes of diabetic patients in our community improve within three years.
Measure

• What success looks like
• How performance will be measured
Measure Explanation

Measure Description:
• Evidence that describes achievement
  o Example: % satisfaction rate of members

Measure Definition:
• How a number is calculated
• The formula that will go into the tracking spreadsheet
  • Example- Chosen survey question: 
    *Overall member satisfaction* ~ scoring 4+, divided by the number of responses.
Target

• What you are aiming for?
• A number that demonstrates success
Types of Target Setting

- Benchmark
- Stretch Target
Objective, Measure and Target Examples

**GOAL:** Hire and develop excellent network staff

- Provide meaningful education in YR 1 *(Objective)*

- Education events directly related to Quality Improvement *(Measure Description)*

- Three *(Target)*

- Counting the number of Quality Improvement educational events held in YR1 *(Measure Definition)*
Data Source

• Where data is found
• Location in which data is collected and retrieved
Implementation

- To operationalize strategic objectives by creating and executing key initiatives
- Executing your workplan
Data Collection

- Systematically gathering data from an identified source
- Compiling raw numbers
Monitor

• Process of tracking data
• Analyzing tracked data to show progress toward key project targets
Adapt

- To take corrective action if there is performance deviation
- The ability to adjust to improve implementation or outcomes
Planning Journey Process

1. Strategic Objectives
2. Target
3. Implementation
4. Data Source
5. Success/Measures
6. Monitor
7. Data Collection
8. Adjust
Communication is Key
Communication Plan

• Supports the entire process
• Several points of intentional communication to stakeholders, members, staff, etc.
Journey of Evaluation
Evaluation Toolkit

Project Evaluation Plan Guide

Rural Health Network Development Program Technical Assistance

December, 2017

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Project Evaluation Plan Template

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