



# Using Evaluation Findings

May 21, 2024 | CDC Foundation

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# Logistics

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- Minimize distractions
- Ask questions and engage using the **Question and Answer** feature
- Slides and recording will be shared on <https://www.cdcfoundation.org/programs/improving-maternal-infant-health-health-care>



# What is Evaluation?

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It is a data-driven process to **understand an initiative and its qualities.**

It involves **collecting data to answer specific questions.**

It is **planned and purposeful.**

It can **help inform decisions for the future.**

**An opportunity to understand more about the initiative, your organization and how you can best serve your community**

# Evaluation Steps

## Define What You Are Evaluating

Provide an overview of the initiative, including its objectives, components and context

## Focus the Evaluation

Specify what aspects to assess and the methods to be used

## Gather Evidence

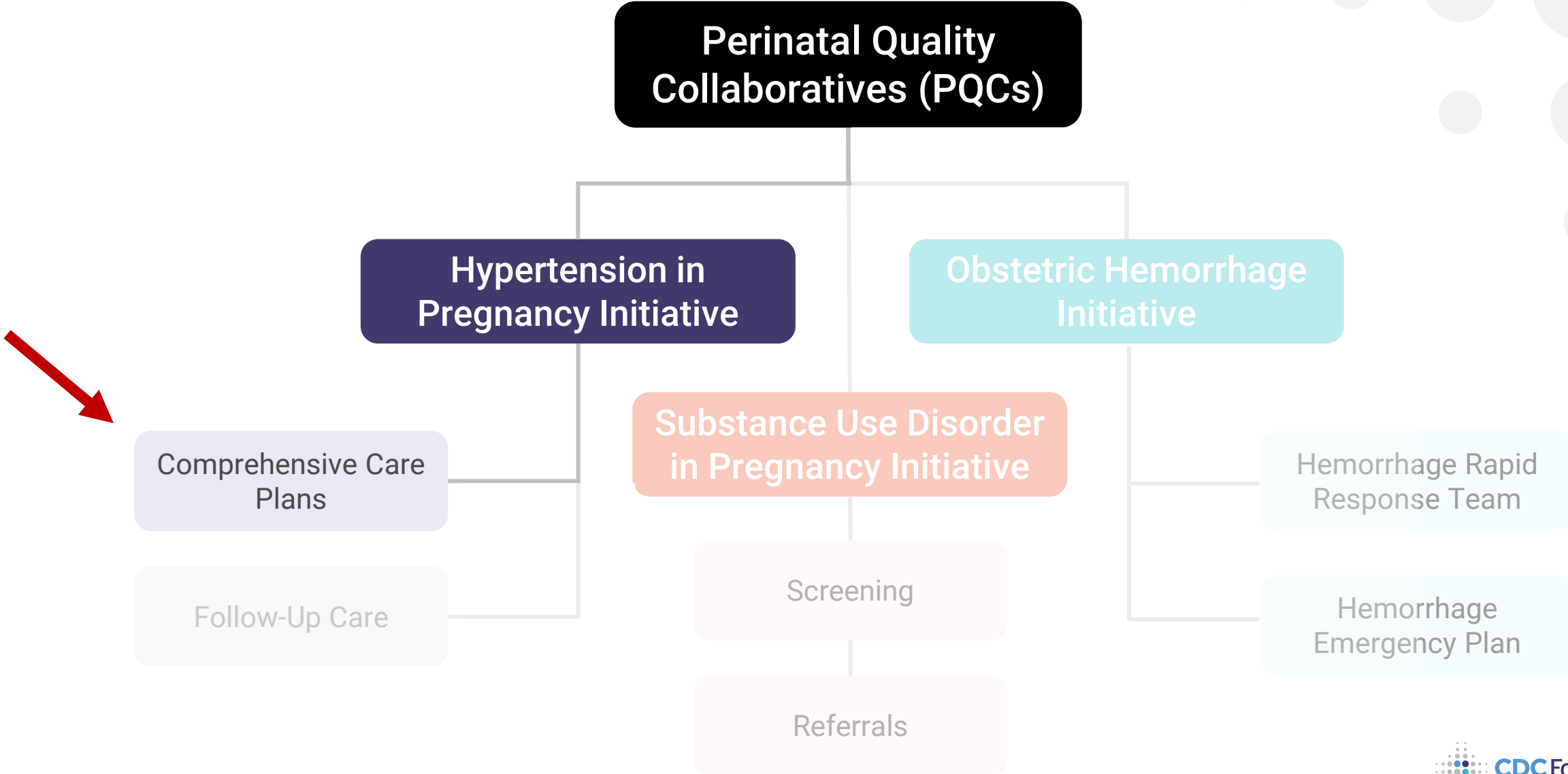
Collect relevant data and evidence to assess the initiative effectiveness and outcomes

## Summarize and Use Findings

Analyze the gathered evidence and use the findings to inform decisions, improve the initiative and guide future actions



# What to Evaluate



# Example Data Collection Methods

To what extent are the hypertension care plan activities functioning as intended?	
Indicator	Data Collection Method
# of care plan training webinars hosted	Program Document Review
# of care plans developed by site	Patient Record Audit
% of eligible patients with care plans developed	Patient Record Audit
Types of adjustments made to the care plan to fit the needs of the implementing site	Site Lead Interviews

What are the barriers to adhering to care plans?	
Indicator	Data Collection Method
# and types of barriers to care plan adherence <u>faced by clinicians</u> identified by clinicians	Clinician Survey
# and types of barriers to care plan adherence <u>faced by clinicians</u> identified by implementers	Site Lead Interviews
# and types of barriers to care plan adherence <u>faced by patients</u>	Clinician Survey

# Partnerships

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## Identify and Engage Partners Throughout Your Evaluation

### Who is interested in the evaluation?

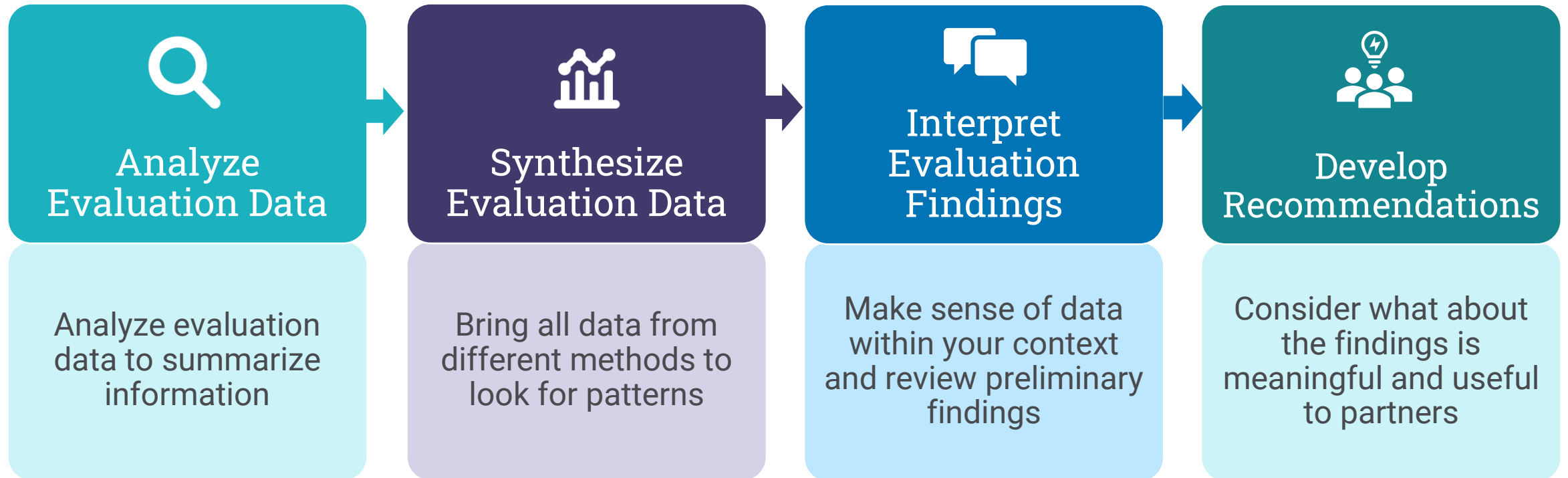
- Implementing partners/staff
- Leadership of the initiative and organization
- Funders
- Patients, family members and caregivers
- Board members
- Other collaborators also working to improve maternal and child health

### How to engage partners in evaluation?

- Collaborate during evaluation design
- Support data collection
- Partner in interpreting data
- Disseminate data
- Utilize data for initiative improvement, funding and identifying additional resources

# Evaluation Findings

## Justify Conclusions



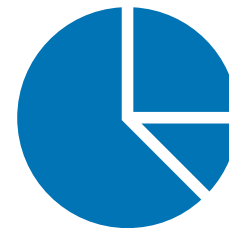
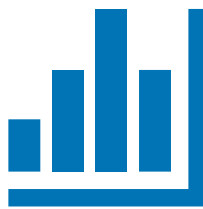
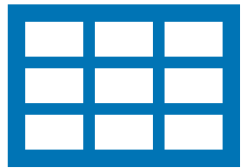


# Data Analysis

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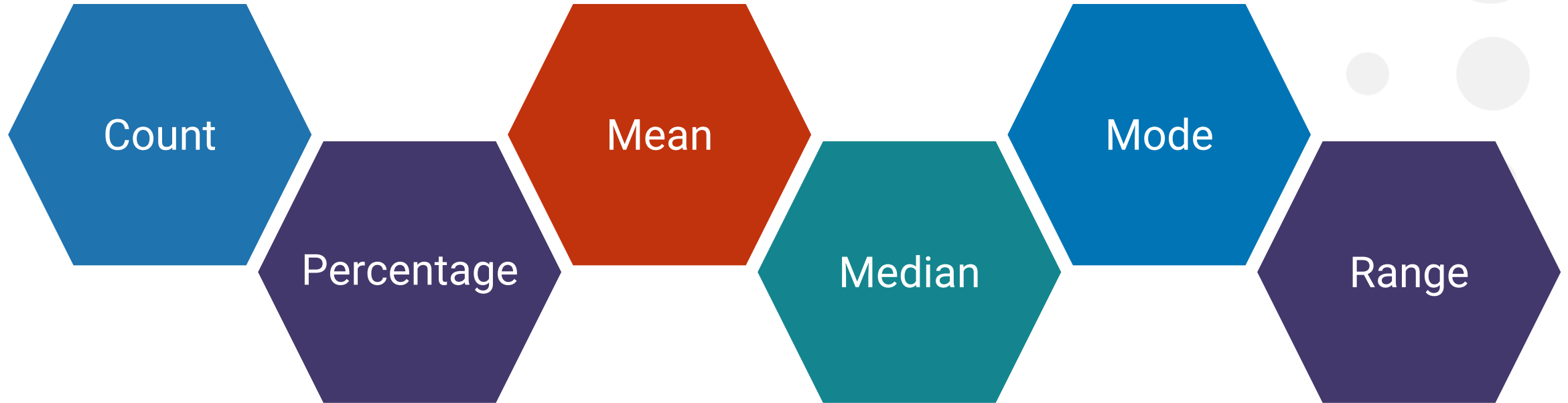
**A systematic approach to making sense of data collected by**

- Reviewing collected data
- Cleaning the data
- Sorting the information into categories or groups
- Pulling out relevant information and make comparisons



# Quantitative Data Analysis

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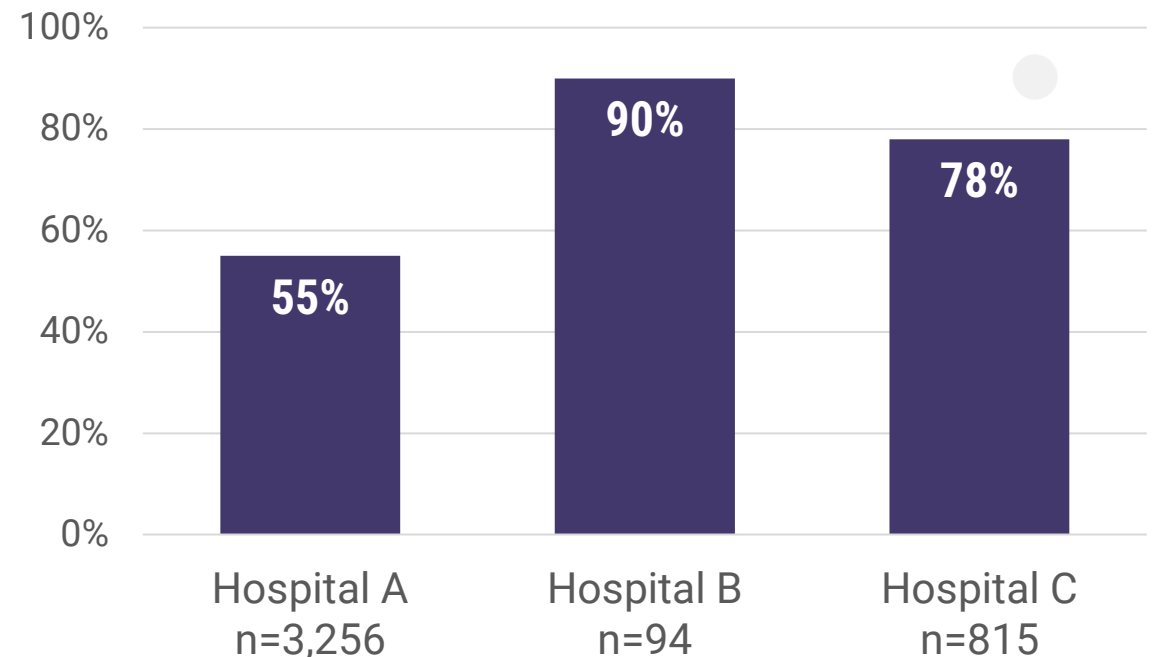
**More advanced statistical analysis can be conducted by testing two or more variables; however, this testing requires more advanced knowledge.**

# Visualizing Quantitative Data

Visualizing data helps to more easily identify trends and observe relationships with different data points

### Eligible Patients with Hypertension Care Plans by Hospital

	Hospital A	Hospital B	Hospital C
% of eligible patients with care plans developed	55% (n=1,790)	90% (n=85)	78% (n=636)
Total number of eligible patients from Jan to May 2024	3,256	94	815



# Qualitative Data Analysis

## Thematic Analysis

Systematically examine qualitative data to identify patterns and themes

### Code Data

- Ideally use two or more coders to apply relevant codes to excerpts of qualitative data
- Discuss differences between coders

### Identify Themes

- Review coded data
- Tie codes together according to their meaning and relevance

### Interpret Findings

- Conduct descriptive analysis if appropriate
- Consider context that might be appropriate to understand significance of findings

# Visualizing Qualitative Data

## Emphasize excerpts of direct quotes

**“Patients are able to understand the importance of addressing hypertension in pregnancy when we [obstetric providers] are able to take the time to explain the risks to them and their baby.”**

- Obstetrician at Hospital A

## Include icons to illustrate the material



It was difficult for clinicians to document the care plans using the current electronic charting system.



Clinicians reported feeling **unable to spend more time** on the care plans during already short patient visits.



Clinicians were more likely to spend time on care plan activities if they were **encouraged to do so by a peer**.

# Who Can Analyze Data?

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## Anyone can analyze data!

You can use a current team member who is already familiar with the initiative and evaluation.

However, your analysis is limited by your skill level.

You may need to hire a data analyst if you want to do complex analysis



# Synthesize Evaluation Data

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- Combine analysis of all findings
- Look at patterns of agreement, commonalities, differences and complexity



# Synthesize Evaluation Data

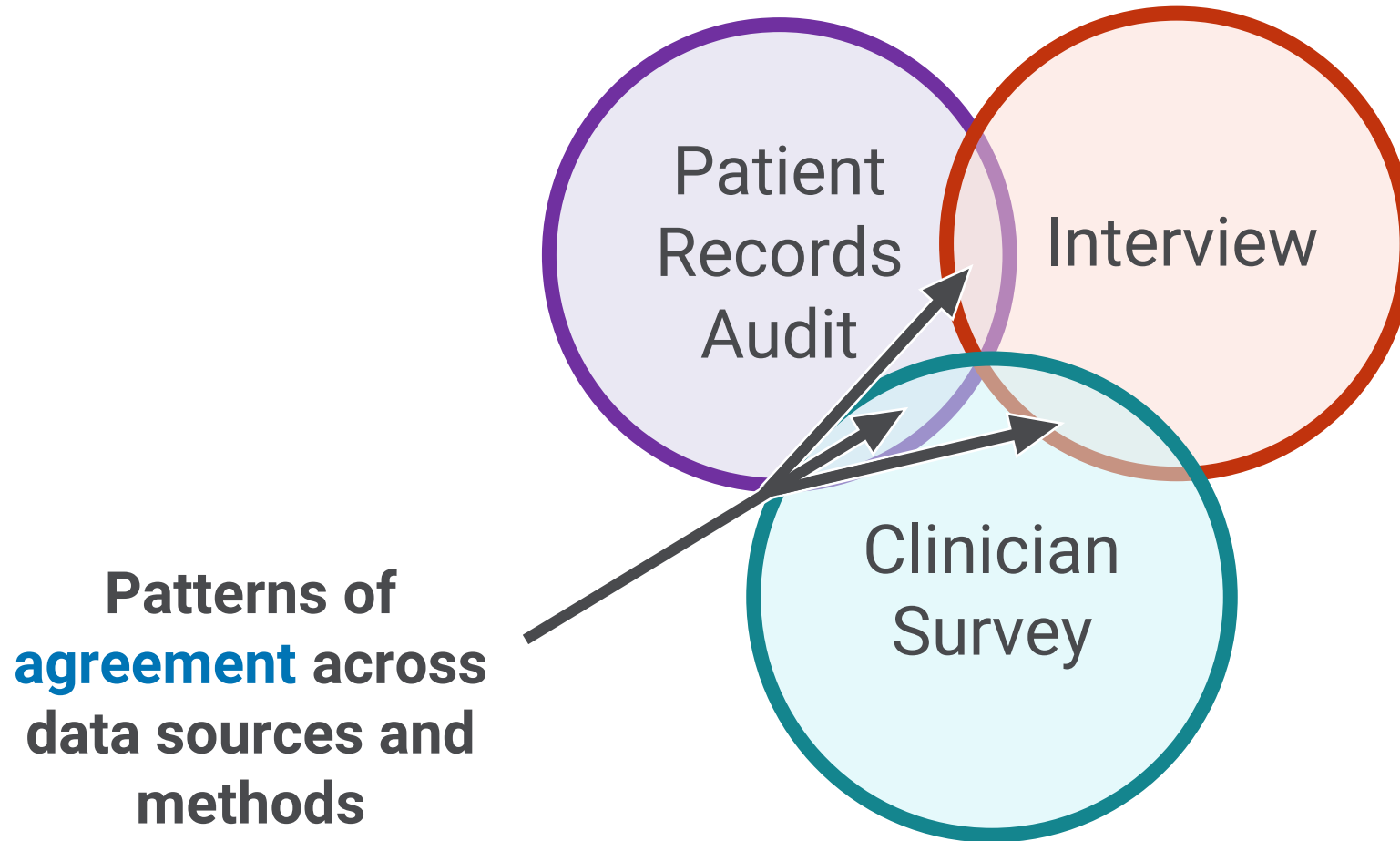
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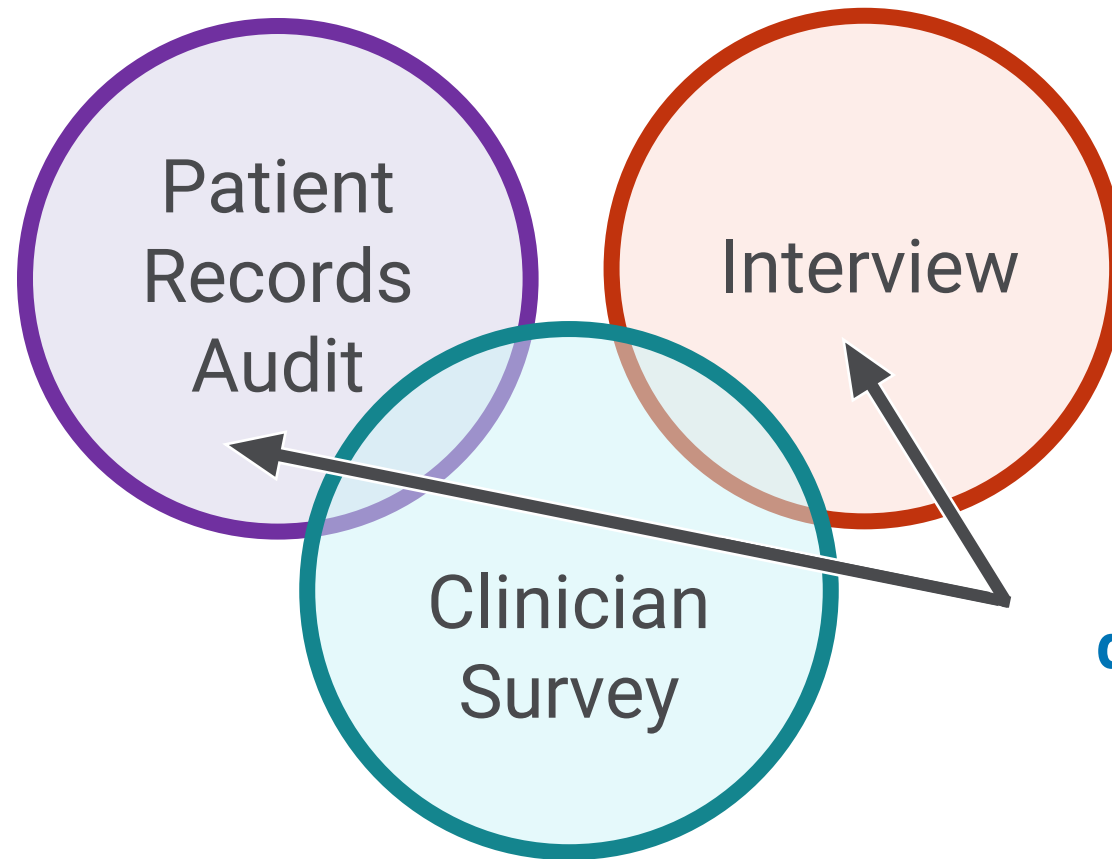
# Synthesize Evaluation Data

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# Synthesize Evaluation Data

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Patterns of **differences** across data sources and methods

Decide if you need more information to fully interpret your data

# Interpret Evaluation Findings

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## **Make sense of the evaluation data**

- What does that mean for you and your program?

## **Engage partners to include their perspectives**

- What do key partners think of preliminary findings?

## **Make comparisons to baseline and/or benchmarks**

- Is there a reference to which to compare this data?

# Example of Interpretation

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Patient  
Record Audit

**60% of eligible patients** across the three implementing hospitals **had care plans.**



Clinician  
Survey

Clinicians reported they were **unable to spend more time** on the care plans during already short patient visits. When they do spend time with patients, they are able to explain the risks better.



INTERPRETATION

**Limited time with patients** is a barrier to developing patient care plans.

# Example of Interpretation

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Patient  
Record Audit

**60% of eligible patients** across the three implementing hospitals **had care plans.**



Clinician  
Survey

It was **difficult for clinicians to document** the care plans using the **current electronic charting system.**



INTERPRETATION

**Technological challenges to documenting care plans** was a barrier to clinicians developing care plans for eligible patients.



# Example of Interpretation

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Patient  
Record Audit



Clinician Survey and  
Site Lead Interview



INTERPRETATION

**English-speaking patients are more likely to have hypertension care plans** compared to non-English speaking patients.



Clinician survey and site lead interview data identifies **challenge of engaging patients from migrant and refugee backgrounds** in creating and following care plans.



**Cultural and language barriers impeded patients** from having care plans and being able to follow their care plans.

# Example of Key Findings

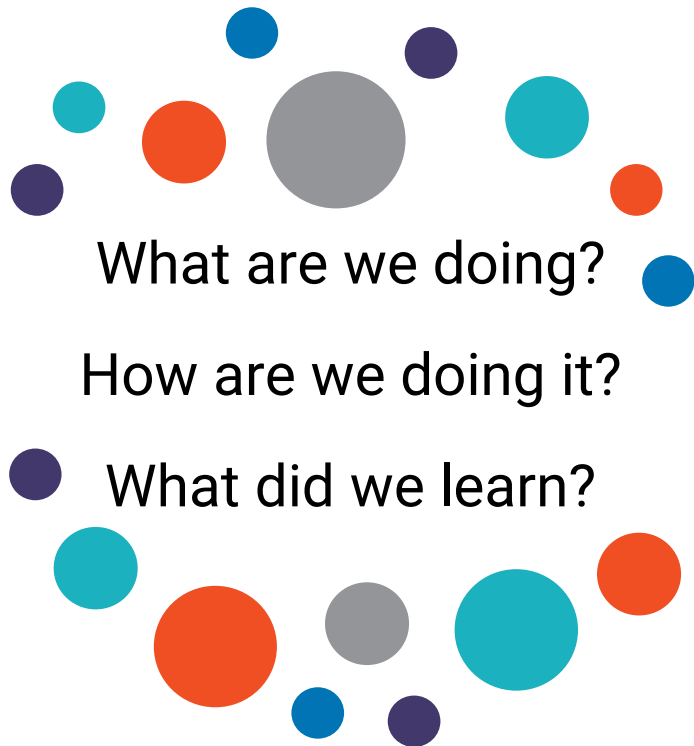
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- **Hypertension care plans are not being implemented as well as intended**
  - **60% of eligible patients** across the three implementing hospitals **had care plans.**
  - **Academic hospital had the highest rate** of eligible patients with care plans.
- **Barriers to hypertension care plans** being implemented include:
  - **Limited time with patients**
  - **Technological challenges**
  - **Cultural and language barriers**

# Data to Action

Data to action is using data to generate **actionable recommendations** for improving implementation of ongoing initiatives.

## Findings



## Actionable Recommendations

What can you do about it?

Who can make a change?

What will changes lead to?



# Considerations for Data to Action

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**Who can act on the recommendation** that is being suggested?

**What** can they do?

**Why** should they care about the findings?

**How** should you share the findings and recommendations with them?

# Example Recommendations

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## FINDING

**Limited time with patients is a barrier** to developing patient care plans.



## RECOMMENDATION

Engage hospital leadership to streamline processes and increase amount of time spent with patients.

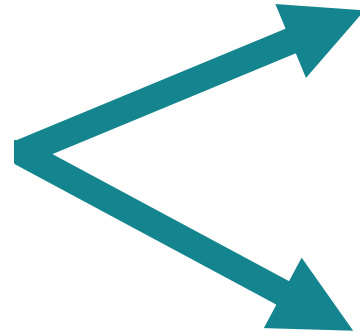
# Example Recommendations

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## FINDING

### **Technological challenges**

to documenting care plans was a major barrier to clinicians developing care plans for eligible patients.



## RECOMMENDATIONS

Work with the information technology (IT) department to better integrate the care plan templates into visit workflow by creating pop-ups for patients without a care plan in place.

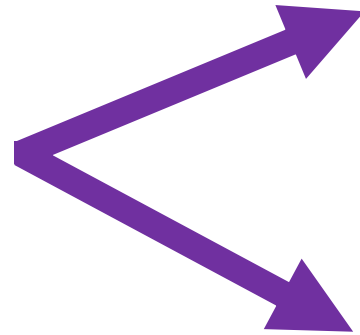
Provide training on how to utilize care plan templates during patient visits.

# Example Recommendations

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## FINDING

**Cultural and language barriers** impeded clinicians from engaging patients in creating and following their care plans.



## RECOMMENDATIONS

Translate patient and provider education materials in languages commonly used by patients at each hospital.

Make high-quality interpreters available at each visit.

# Tips for Developing Recommendations

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- **Be objective.**
- Keep **organizational and initiative context in mind** to ensure recommendations are relevant and feasible to implement.
- **Anticipating concerns** that may arise based on social and political contexts.
- Share draft recommendations to solicit reactions and **feedback from partners.**
- **Present recommendations as options** and leave room for multiple viewpoints.
- **Communicate recommendations** with those who can act on it.

# Communicating Findings and Recommendations

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Presentation

Project  
summary

Team  
meeting

Success story

White paper

Conference  
abstract

Infographic

One-pager

Webinar

Blog

Newsletter  
story

Social media  
post or  
campaign

# Activity

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## Communication Audience

Birthing People in the State

Participating Hospitals

Other Perinatal Program  
Implementers in the US

PQC QI Team

## Communication Product

Project  
summary

Conference  
abstract

Presentation

Social media post or  
campaign

# Evaluation Steps Review

## Define What You Are Evaluating

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## Gather Evidence

Collect relevant data and evidence to assess the initiative effectiveness and outcomes

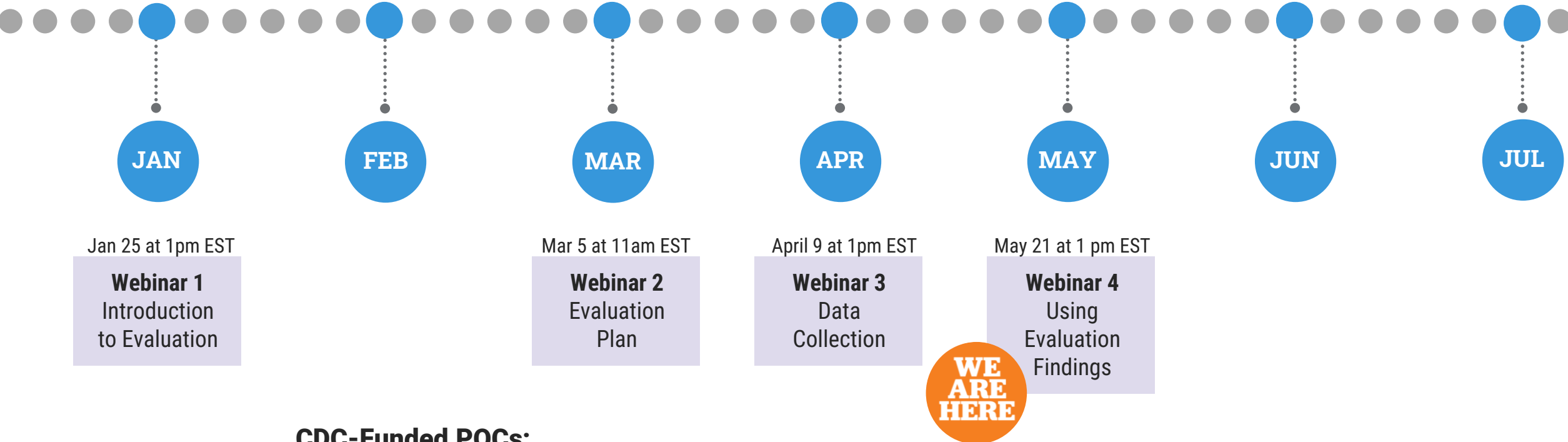
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Analyze the gathered evidence and use the findings to inform decisions, improve the initiative and guide future actions

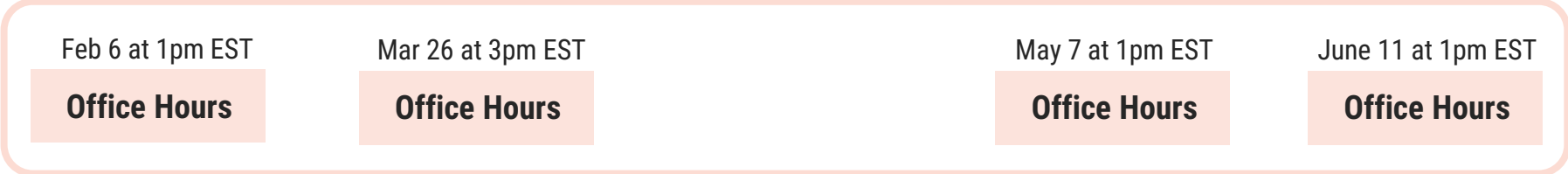




# Next Steps: 2024 Training and Technical Assistance Timeline



### CDC-Funded PQCs:



# Questions

Additional questions can be directed to [MaternalHealthTTA@CDCFoundation.org](mailto:MaternalHealthTTA@CDCFoundation.org)

Learn more at our website [www.cdcfoundation.org/programs/improving-maternal-infant-health-health-care](http://www.cdcfoundation.org/programs/improving-maternal-infant-health-health-care)

This webinar *Using Evaluation Findings* is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,766,704 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS or the U.S. Government.



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