



# Counting the Benefits – evaluation of healthcare programs

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# Key Messages

- There is no standard approach
- Program evaluation is more complicated than it looks
- The devil is in the detail
- Planning will lead to a more measurable outcome

# Understanding Objectives

- It is vital to understand the programs objectives to be able to effectively evaluate it
- Objectives may include:
  - Desired outcomes – clinical, financial, other
  - Timeframes
  - Costs

# Performance Targets

- Establishing measurable targets can be challenging
- There are frequently no benchmarks

# Checklist for evaluation

- Understand Program objectives
- Agree high level evaluation techniques
- Specify timeframes for evaluation
- Determine whether participants will be classified into cohorts
- Agree the comparative group
- Ensure required data will be collected and available in a usable format
- Consider adjustments
- Ensure the evaluation will assist the business in making strategic decisions

# Questions?