

# **Introduction to Evaluation for Perinatal Quality Collaboratives**

January 25<sup>th</sup>, 2024

CDC Foundation

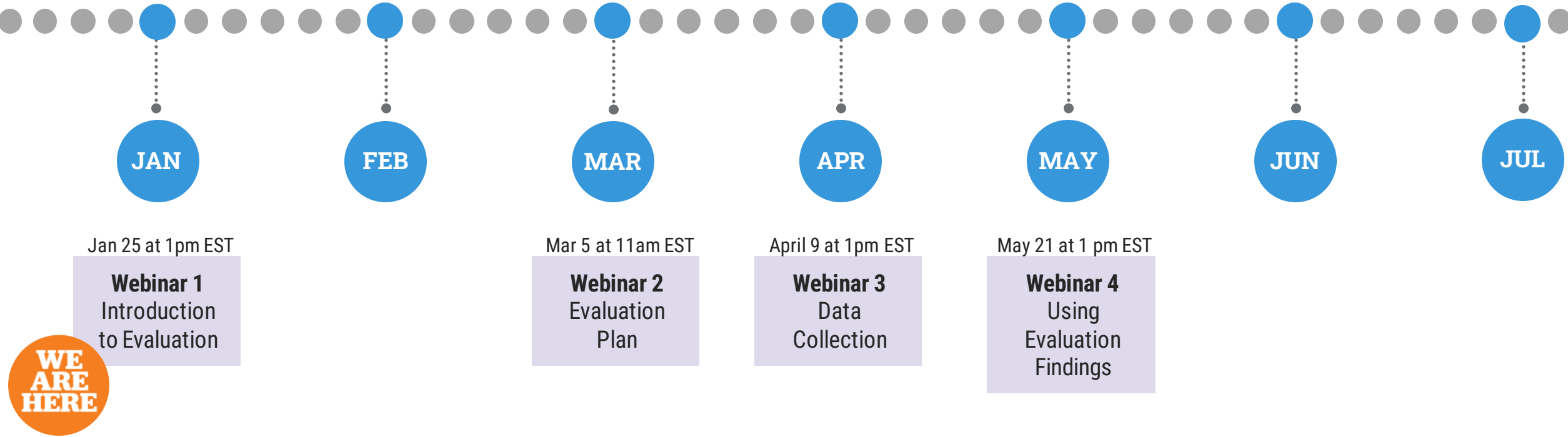
# Logistics

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- Minimize distractions
- Ask questions and engage using the **Question and Answer** feature
- Slides will be shared after the webinar



# 2024 Training and Technical Assistance Timeline



# Poll

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Have you been part of a team that has conducted an evaluation, or have you led one yourself? [select all that apply]

- I have conducted an evaluation
- I have been part of a team that has conducted an evaluation
- I have not been part of any evaluations
- I am not sure

# Poll

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Why would someone want to conduct an evaluation?  
[select all that apply]

- To determine how program activities are being implemented
- To develop or improve program operations
- To engage in continuous quality improvement
- To justify the value for further funding, resources and support
- To drive strategic thinking and decision-making
- Other

# Introduction to Evaluation

# What is Evaluation?

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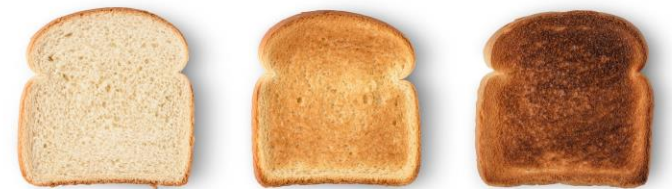
It is a data-driven process to understand an initiative and its qualities.

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**





# Monitoring

Collects routine information to ensure activities are done

Focuses on resources and products

Make sure activities are completed on time

# Evaluation

Measures the impact of the activities

In-depth assessment of how activities lead to outcomes

Identify recommendations for future planning

# Why Conduct an Evaluation?

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Determine how activities are being implemented

Drive strategic thinking and decision-making

Justify the value for further funding, resources and support

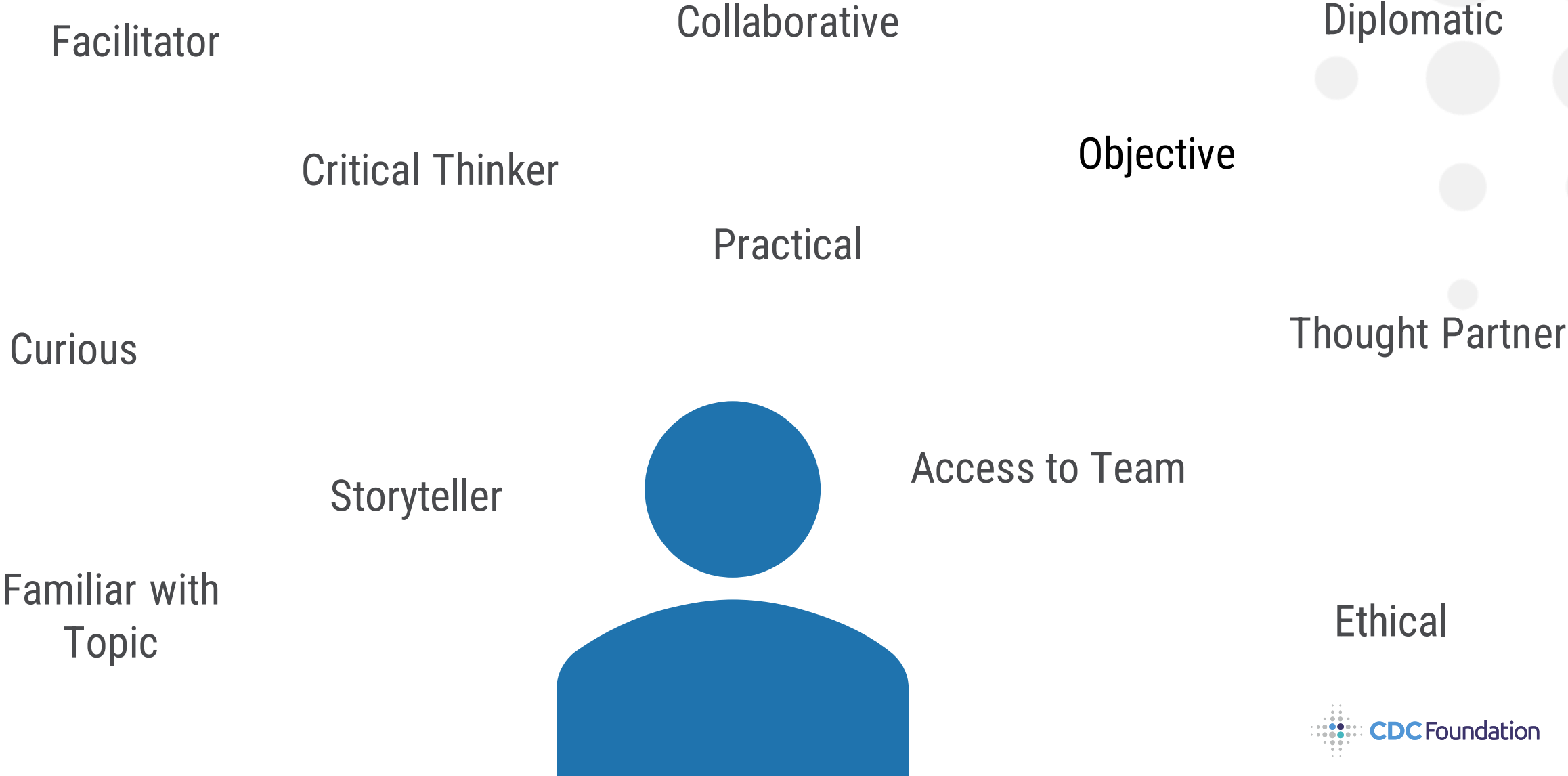
Refine operations

Engage in continuous quality improvement

Not all evaluations are useful and appropriate

# Who Can Do Evaluation?

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# What to Evaluate?

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Initiative Need



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graph LR; A[Initiative Need] --> B[WHAT TO EVALUATE]
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**WHAT TO  
EVALUATE**

# Evaluation Need

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## Organization

Are the activities changing population health outcomes, hospital infrastructure or policy?

## Initiative

Are the activities successful and are they leading to the planned outcomes?

## Team

What specifically is working or not working about the activities being done?

# What to Evaluate?

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# PQC Partners

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## **Participants**

patients and families

## **Implementers/Program Staff**

clinician teams

## **Decision Makers**

PQC leadership

## **Collaborators**

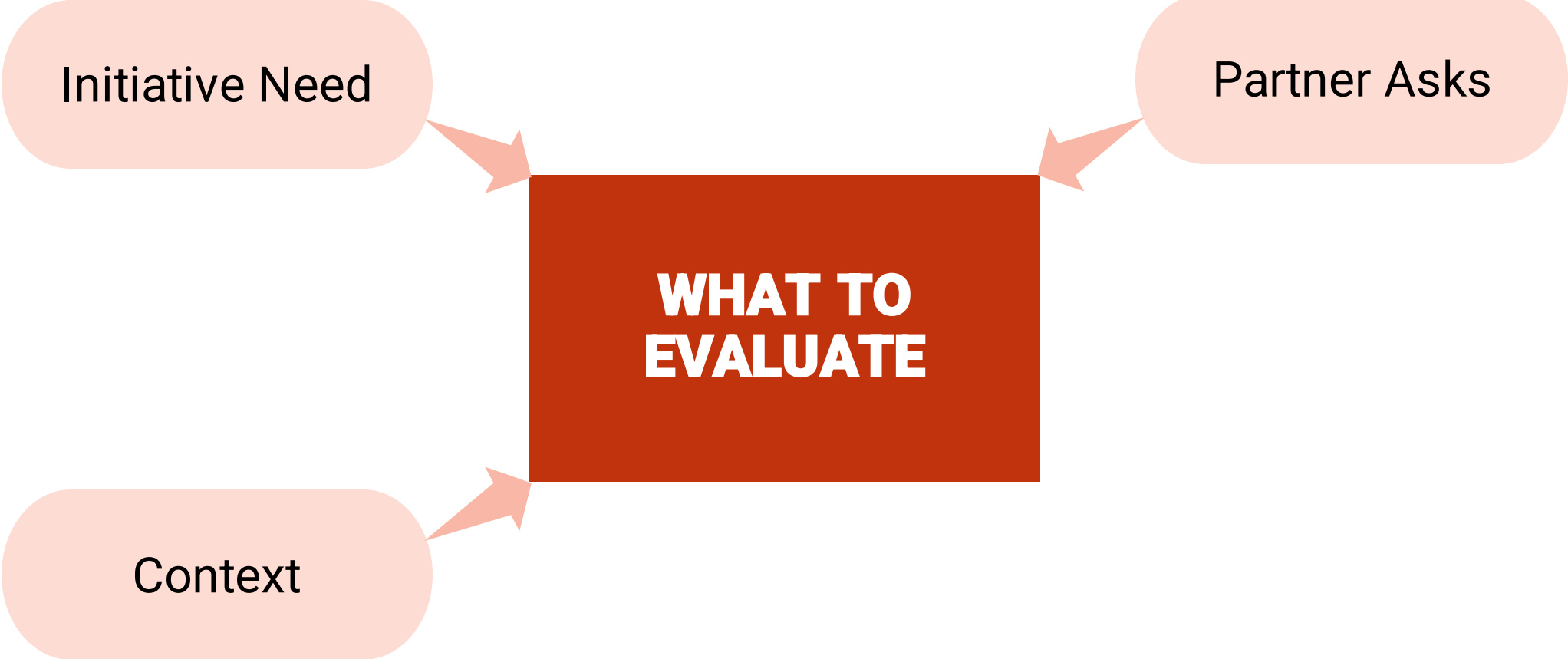
non-profit organizations, state health agencies,  
academic institutions

## **Funders**

state government, federal government, private  
funders

# What to Evaluate?

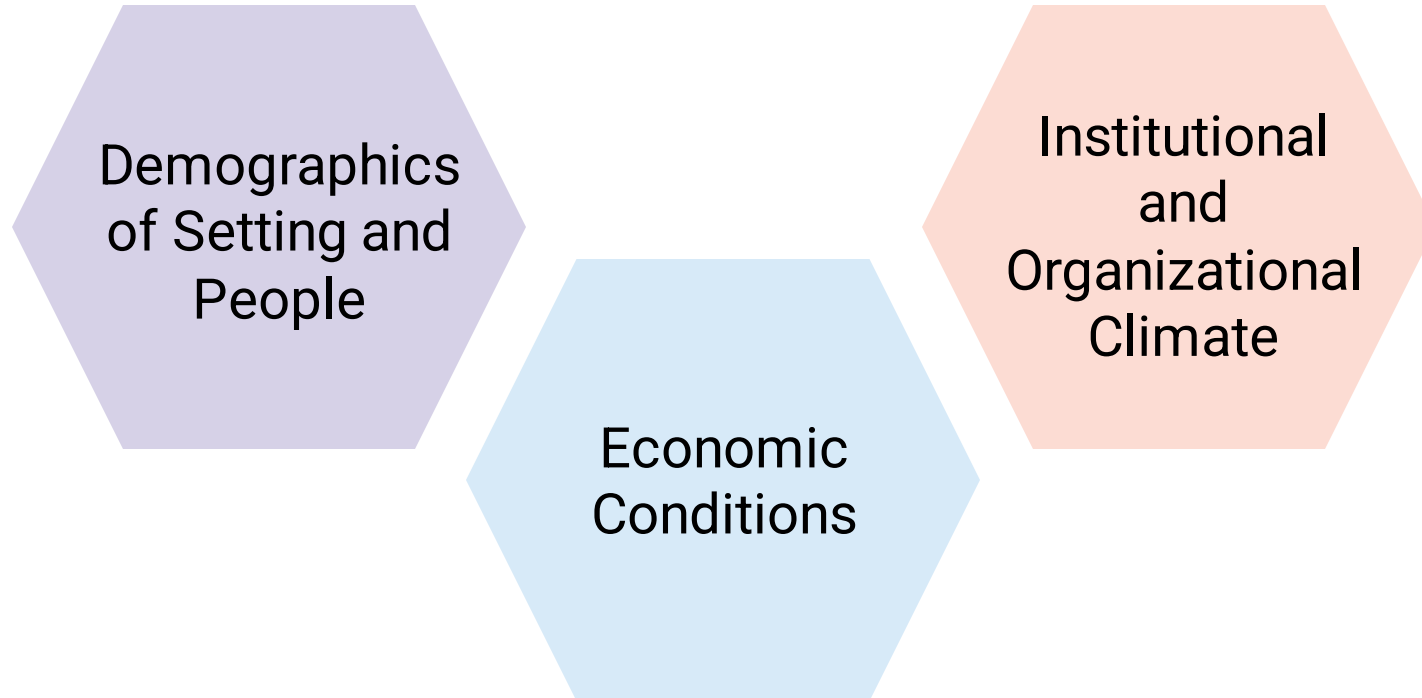
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# Evaluation Context

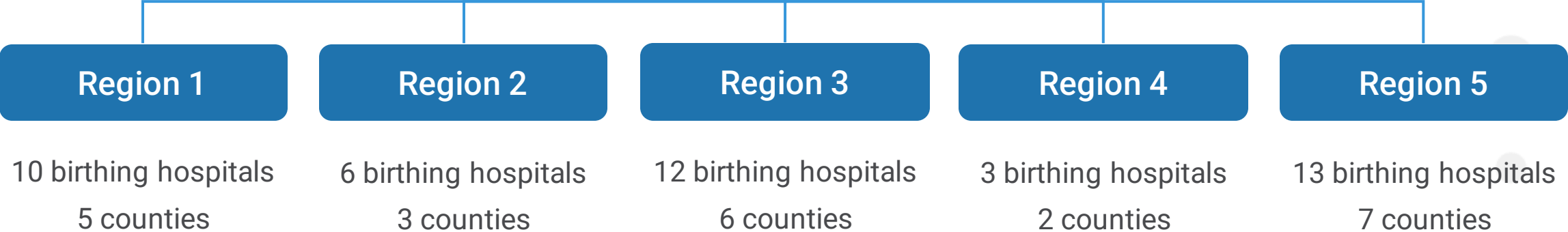
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# PQC Organization

## PQC 1

Coordinated by the state health department



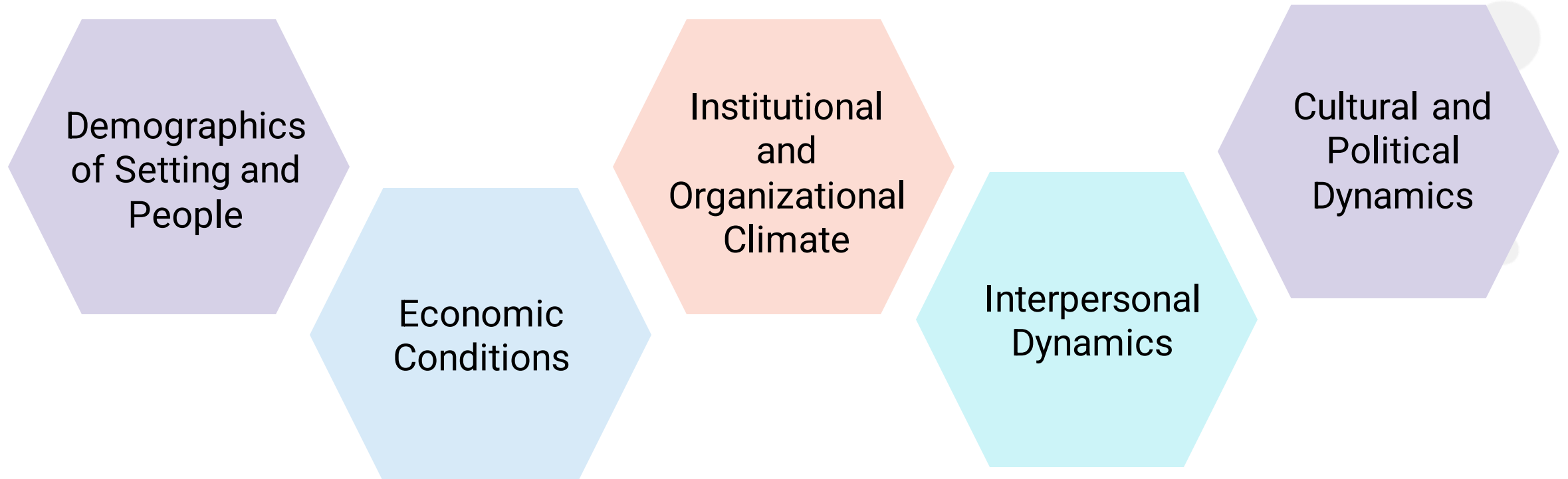
## PQC 2

Coordinated by an academic medical center



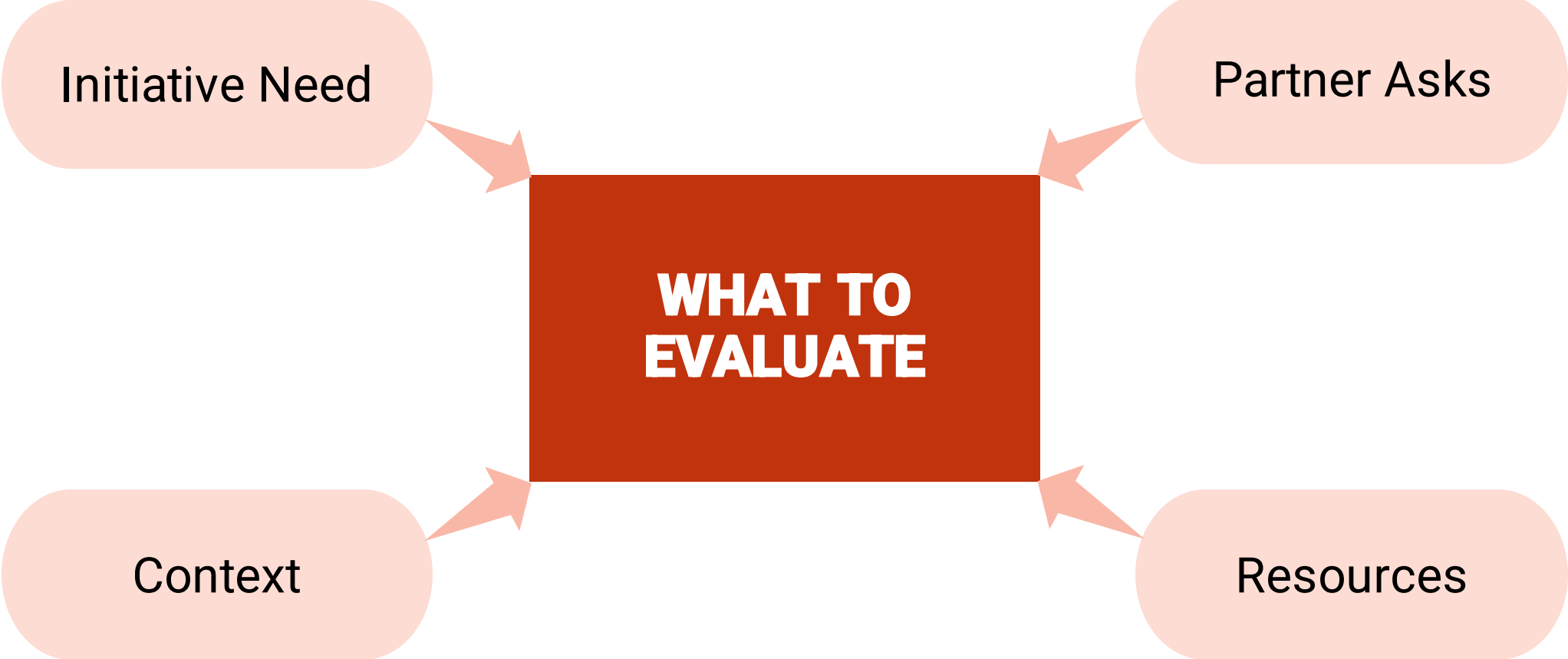
# Evaluation Context

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# What to Evaluate?

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# When to Evaluate

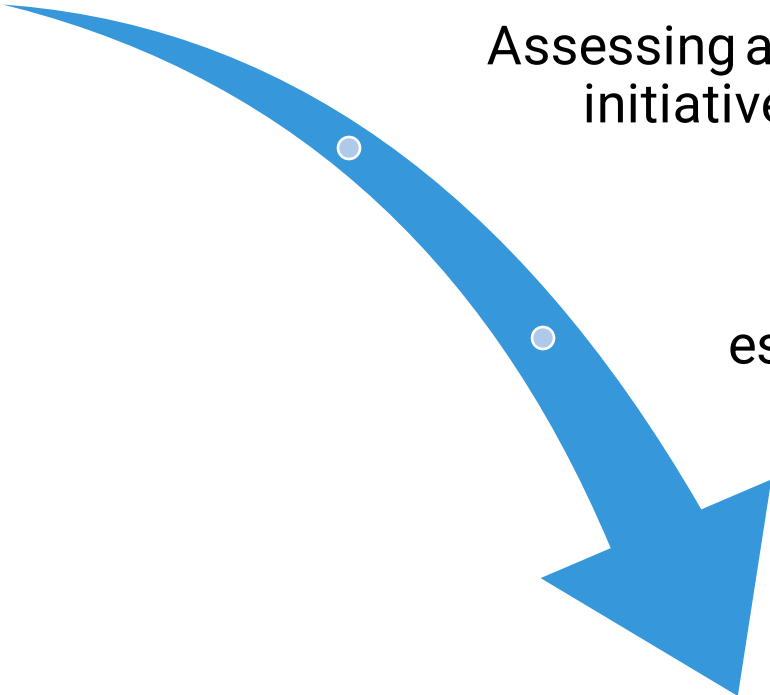
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Planning a new initiative

Assessing a new initiative

Assessing an established initiative

Assessing an initiative once it has ended



# Evaluation Types

New Initiative

Existing Initiative  
(Early and Established)

Established Initiative

Established or  
Completed Initiative

What is feasible,  
appropriate and  
necessary for  
implementing an  
initiative

Whether and to  
what extent the  
initiative is  
happening as  
intended

If and to what  
extent the  
intended  
outcomes are  
being achieved

Degree to which  
the initiative  
meets its goal

**Formative**

**Process**

**Outcome**

**Impact**

# Formative Evaluation

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When?

During development of new initiative or when an initiative is being adapted to new setting or population

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Purpose?

Learn which elements are needed and will be understood and accepted by those involved

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Why Perform  
Formative  
Evaluation?

Informs modifications before full implementation, sets initiative up for success

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# Process Evaluation

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When?

During operation of existing initiative

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Goal?

Learn how well an initiative is working

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Why Perform  
Process  
Evaluation?

Allows adjustments of ongoing initiatives to promote success, monitor success of initiative activities

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# Outcome Evaluation

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When?

During operation of initiative once it reaches population in which change is intended

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Goal?

Measure effect of initiative on intended population

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Why Perform  
Outcome  
Evaluation?

Measure if initiative is meeting its objectives

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# Impact Evaluation

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When?

During operation of initiative or at end of initiative

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Goal?

Learn degree to which initiative is meeting its ultimate goal (population level change, infrastructure, sustainability, etc.)

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Why Perform  
Impact  
Evaluation?

Provides strong evidence to use for policy and funding decisions

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# Walk through Evaluation Types with Examples

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For the following four examples, which type of evaluation is best fit to meet the evaluation purpose?

**Formative**

**Process**

**Outcome**

**Impact**

# Example: Promoting Vaginal Birth

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- Create and implement **labor management support modules** emphasizing reduction of elective cesarean section
- Track each provider's **cesarean rates**

## Evaluation Need

The initiative did not lead to immediate reductions in unnecessary cesarean section birth in its first year. Initiative leaders want to better understand what worked and what did not to improve the initiative the next year.

## What Type of Evaluation Fits?

**Process Evaluation**

# Example: Preeclampsia Patient Education

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- Develop culturally responsive **patient education materials** about preeclampsia signs and symptoms

## Evaluation Need

The initiative designer wants to know what messages, formats and designs of the patient education materials will work for the patient population and what will not work before spending more resources to fully develop the materials.

## What Type of Evaluation Fits?

**Formative Evaluation**

# Example: Substance Use Disorder Screening and Referrals

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- **Screen** patients for Substance Use Disorder (SUD)
- **Refer** patients to additional follow-up services
- Conduct **trainings** on SUD to clinical staff on protocols and trauma-informed approaches to SUD

## Evaluation Need

The initiative wants to learn about if and how the benefits are reaching disproportionately impacted populations and use this information to make rapid improvements while the initiative is being implemented.

## What Type of Evaluation Fits?

**Process Evaluation**

**Outcome Evaluation**

# Quality Improvement (QI) and Evaluation

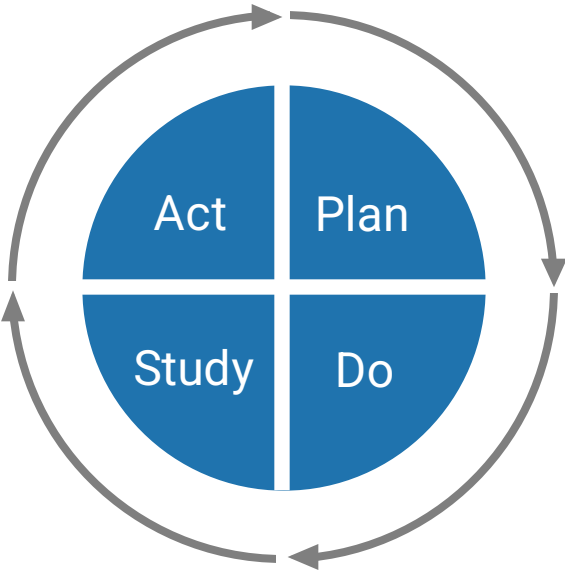
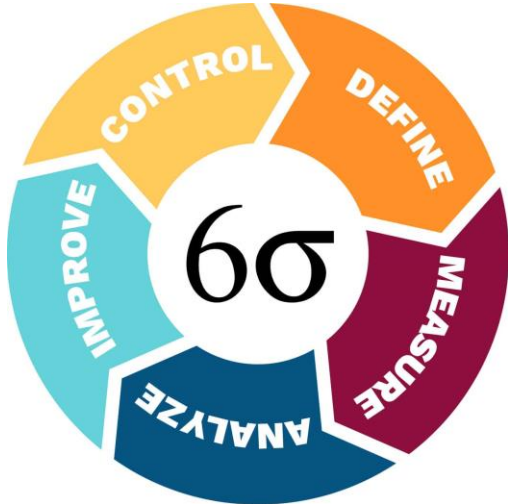
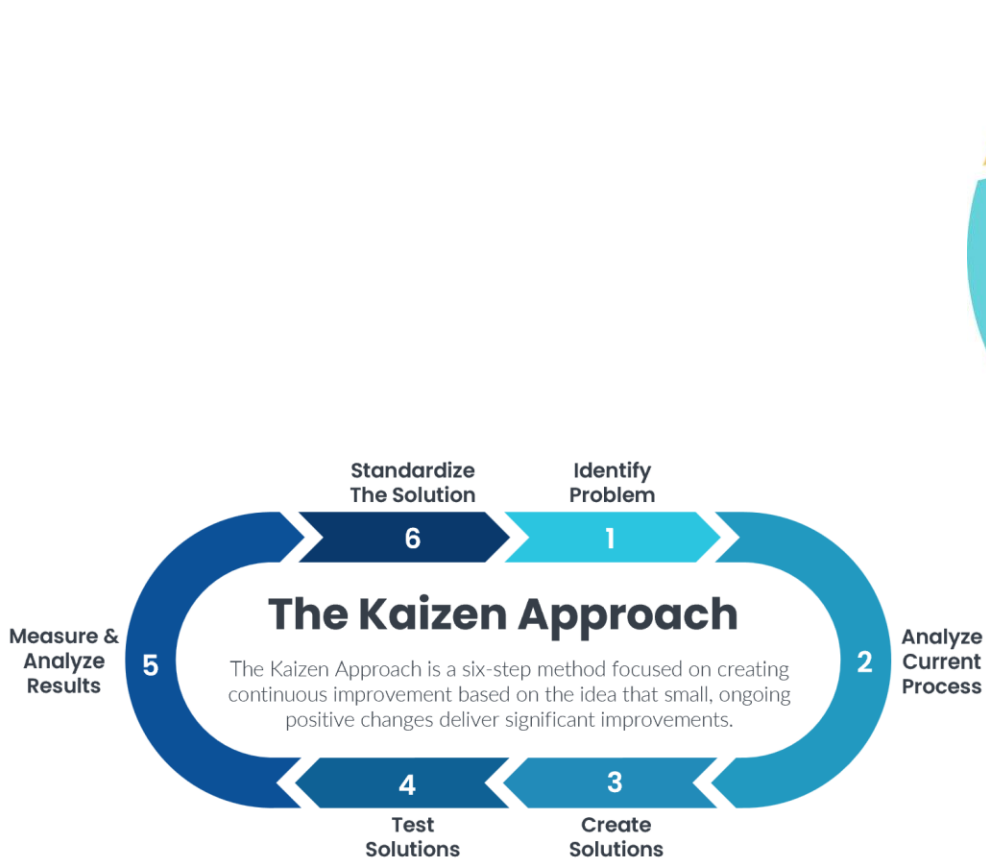


Image Credits:  
*Six Sigma in Project Management Explained*. ThinkThyme. (n.d.).  
<https://thinkthyme.com/project-management/six-sigma>

Stanke, Bob. Bob Stanke Media (n.d.).  
<https://www.bobstanke.com/kaizen>

# Evaluation can inform the design of the QI initiative

## EVALUATION

What initiative or change is needed?

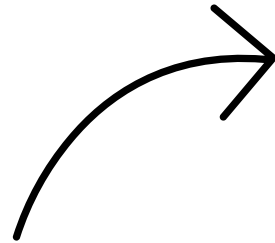
## Formative Evaluation

### Evaluation Results

High rates of hypertensive disorders in pregnancy

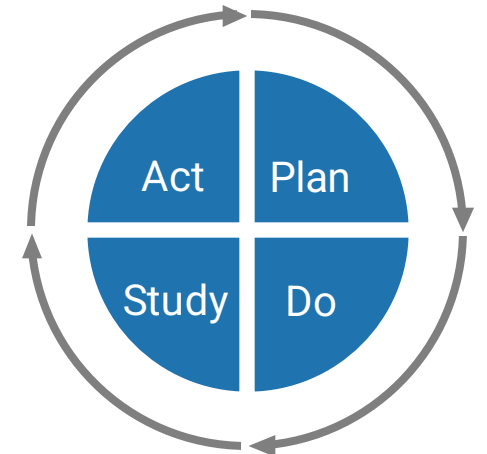
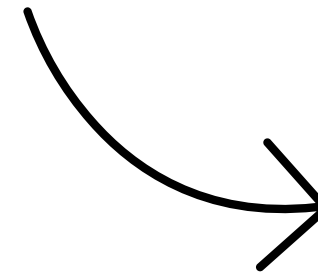
Staff desire for trainings and

Need for QI calls for extra support



## QI Initiative

- Hold 2 face-to-face meetings and 18 monthly 1-hour collaborative learning webinars.
- Collect, report and monitor data on patients with severe hypertension using the web-based data system.
- Use QI strategies to test and implement protocols to recognize, prevent, respond and learn from cases of severe hypertension.
- Initiate QI calls with hospitals that needed additional support.
- Develop a toolkit and a webinar series.





# Evaluation can look into what QI may have missed



## QI RESULTS:

- The percentage of women with sustained new-onset severe hypertension receiving medication within 60 minutes rose from 41% to 87%.
- The overall rate of severe pregnancy complications and maternal deaths within 1 year of pregnancy decreased from 12% to 8%.

## EVALUATION



How did implementation vary across units?

What did specific elements accomplish?

## Process Evaluation

# Evaluation can assess long-term outcomes and impacts



## QI RESULTS:

- The percentage of women with sustained new-onset severe hypertension receiving medication within 60 minutes rose from 41% to 87%.
- The overall rate of severe pregnancy complications and maternal deaths within 1 year of pregnancy decreased from 12% to 8%.

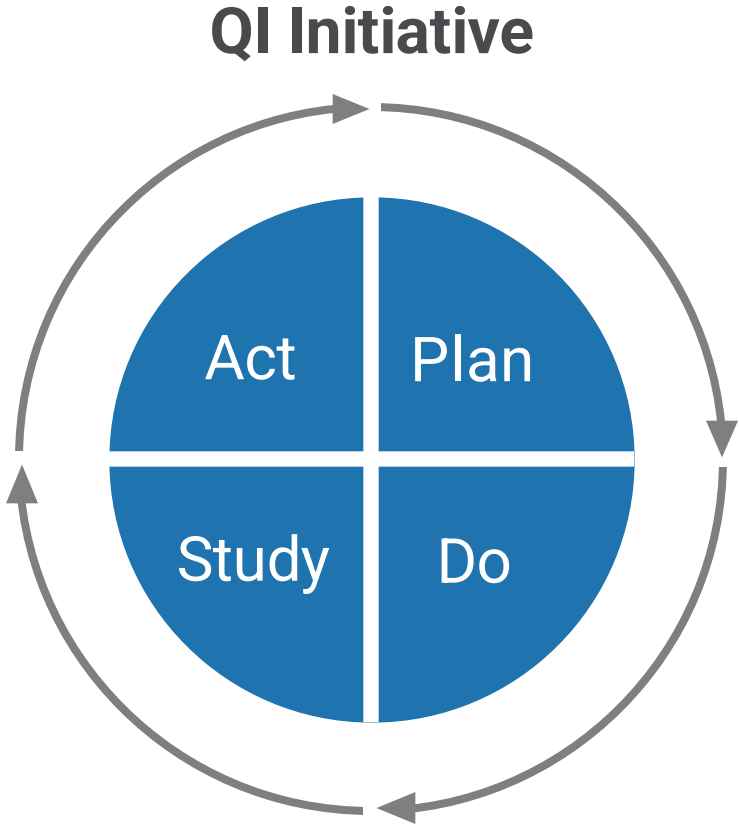
## EVALUATION

Were changes sustained over time?  
Did the outcomes lead to impact?

**Outcome Evaluation**

**Impact Evaluation**

# Evaluation can inform your next QI cycle



## EVALUATION

What should the **next** QI cycle focus on?

**Formative Evaluation**

### Evaluation Results

Reduction of hypertensive disorders in pregnancy  
largest among white patients in urban areas

# QI and Evaluation

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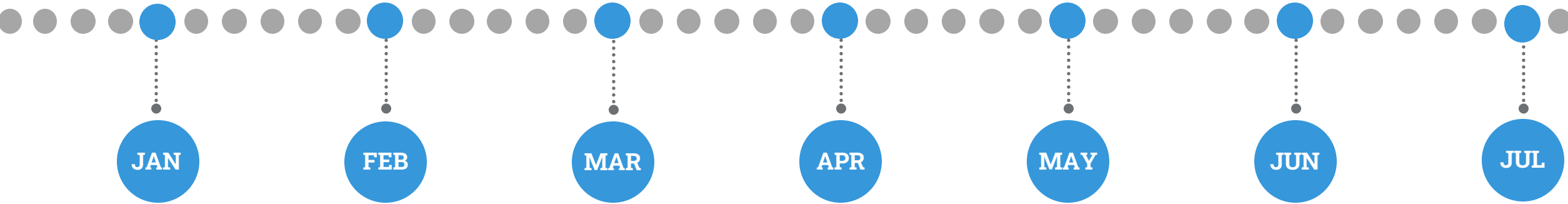
## Evaluation can be used to:

- Inform QI initiative design by conducting formative evaluation
- More formally assess the outcomes and impact of a QI initiative
- Learn more about things that were not studied in the QI cycle.
- Inform the next QI cycle

**Evaluation is a deep dive into a part of  
your initiative to understand it better**



# Next Steps: 2024 Training and Technical Assistance Timeline



Jan 25 at 1pm EST

**Webinar 1**  
Introduction  
to Evaluation



Mar 5 at 11am EST

**Webinar 2**  
Evaluation  
Plan

April 9 at 1pm EST

**Webinar 3**  
Data  
Collection

May 21 at 1 pm EST

**Webinar 4**  
Using  
Evaluation  
Findings

### CDC-Funded PQCs:

Feb 6 at 1pm EST

**Office Hours**

Mar 19 at 3pm EST

**Office Hours**

May 7 at 1pm EST

**Office Hours**

June 11 at 1pm EST

**Office Hours**

# Questions

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

This webinar *Introduction to Evaluation for PQCs* 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. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC or the U.S. Government.



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