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How to measure success

How to evaluate and measure
the success and resulting patient
outcomes from the
Women's Health Hub model

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SITUATION

SOLUTION

SUCCESS



Evaluating and measuring the success of a project is about 'judging the value of an activity and assessing whether or not it has achieved what it set out to do'. It is not a complex process, but is a basic, integral part of good project management. If a project does not achieve the objectives it set out to achieve, evaluation helps to identify the reasons why, and what can be improved as a result.

This resource is made up of two sections; evaluation of the Women's Health Hub model, and how to measure success.

- It is important to set out at the beginning of the project how success will be measured.
- Define the measurements of success:
 - Use data sources to understand the current situation.
 - The same sources can be used to set key performance indicators (KPIs).

'No evaluation is perfect, and no evaluation answers all questions; however, if planned and executed well, evaluations can inform decision making and contribute to improving the public health evidence base'¹

EVALUATION

Evaluation helps to establish the value of a project. Improving local women's health provision by creating a facility such as a Women's Health Hub takes time and money, and it is important to know if the project is having an impact on health outcomes, and that the investment, financial or otherwise, is worthwhile.

1. Evaluation of interventions in sexual health, reproductive health and HIV services: An introductory guide. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/716225/Evaluation_of_sexual_health_interventions.pdf. Accessed September 2021.



To evaluate the Women's Health Hub project undertaken, consider reviewing the following.
(This is intended as an initial guide to shape the way of thinking, it is by no means an exhaustive list.)

Evaluation feature	Potential considerations
Project Title	
What was the vision?	<i>In one sentence, describe what you set out to change in local women's health provision?</i>
Stakeholders – Who was involved?	<i>What was their role? Who made it happen? What did they contribute, initiate, or drive forward?</i>
Reasons for project initiation	Service redesign
	Financial
	Patient driven
	Result of situation/data analysis
	Other
Intended outcome(s)	Financial efficiency
	Improved patient experience
	Reduced waiting lists
	Increased uptake of LARC
	Reduced unnecessary referrals to secondary care
	Improved patient access
	Improved communication to increase acceptability, availability, accessibility
Summary of intended outcome(s)	
Actual output(s)	Collaboration – Stakeholder network/co-commissioning
	Improved funding (increased/redistributed)
	Patient pathways introduced/improved
	Improved IT system
	Workforce sustainability addressed
	Additional roles/increase in workforce
	Sideline benefits e.g. job satisfaction
	Training plan
Summary of actual outcomes	<i>Consider including your key successes and challenges</i>
Lessons learnt	<i>Identify and document recommendations that could be used for future project adaptations and/or amendments.</i>
Future plans/Next steps	<i>Create a list of next steps, to grow on successes and efficiencies achieved. If certain approaches/methods have been effective, include them in your future development plans</i>



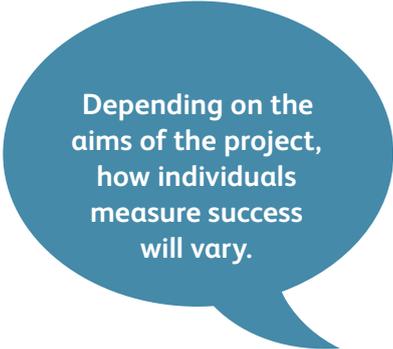
How to measure success/achievement against health outcome indicators

Depending on the aims of the project, how individuals measure success will vary. Collecting data before a Women's Health Hub is started that will help justify continuation of a new service.

Using national or local data sources, baseline measurements can be recorded for various indicators. Make sure to set a target to demonstrate improvement in the level of provision.

For a Hub to be judged as successful, consider using the following criteria:

- **Obtainable:** Measure the number of patients waiting to be seen
- **Accessible:** i.e. measure patient numbers going through the Hub by age/diagnosis
- **Acceptable:**
 - Patient feedback/surveys
 - Uptake of method/treatment
 - Number of unnecessary referrals to secondary care
- **Affordable:** Supports provision and sustainability in the long term
- **Quality:** Appropriately trained and sustainable workforce.



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For example, if the aim of the Women's Health Hub is to increase access to and uptake of Long-Acting Reversible Contraception (LARC) across the PCN, consider:

Objective	KPIs and/or	Rationale and description	Minimum target
Provide a LARC service that is widely promoted and easily accessible, including the provision of convenient and timely appointments to encourage uptake.	% of 16- to 49-year-old women offered and accepting a LARC method % of women aged under 25 choosing LARCs (excluding injections) as their main method of contraception	In line with NICE Clinical Guideline <i>Long-acting Reversible Contraception (CG30)</i> ³ , which state that the uptake of LARC is low but expert opinion is that such methods may have a wider role in contraception and their increased uptake could help to reduce unplanned pregnancies. Included as an indicator in <i>Public Health Outcomes Framework (15 to 44-year-olds) 2019/20</i> Use to evaluate GP practices/WH Hubs through regular monitoring of activity and consider tackling underperforming practices/Hubs through provision of training.	Set a baseline Set a target for improvement
	Number of removals and insertions of: - Implants - IUS - IUD by practice	Linked to payment claims/tariff for GP practices/WH Hubs.	Set a baseline Set a target
	Number of 16- to 49-year-old women declining a LARC method when offered and the reasons why	The information can be used to aid future campaigns to increase uptake of LARC and if necessary consider a review of counselling methods to improve uptake	Use to set a baseline
	Establish and maintain a database of competencies, and ensuring that GPs (and other relevant practitioners) are up to date with training requirements and minimum fitting numbers for LARCs and implants	This information will determine the current workforce and enable planning for numbers required to ensure a sustainable workforce for the future	Set a baseline of competent LARC fitters Set a target number of fitters/trainers required
	Number of practice referrals made via the PCN inter-practice referral pathways for the management of LARC (implants, IUS/IUD)	The information will determine whether the referral scheme is being utilised fully, and where there are gaps/capacity	Use to set a baseline/ measure uptake of scheme
	Waiting lists for LARCs by practice	The information will determine availability of the service	Set a baseline Set a target for improvement
	Patient feedback	Design a patient feedback form to determine if the Hub meets the needs of the service user, including accessibility	Set target response rates based on the questions

³ <https://www.nice.org.uk/guidance/cg30>



FURTHER INFORMATION

Public Health England (PHE) has developed a range of useful resources, which give more detail on evaluating public health programmes and interventions.

Written primarily for practitioners interested in evaluation of interventions in sexual health, reproductive health, and HIV services, it contains principles that can be applied to other public health areas.

For anyone new to the process or anyone wishing to refresh their knowledge of evaluation, the following PHE resources support evaluation of interventions in the commissioning and delivery of SH, RH and HIV services may be a starting point. They can be used alone or in conjunction with each other:

1

Evaluation of interventions in sexual health, reproductive health and HIV services – An introductory guide¹:

A basic introduction to the evaluation of SH, RH and HIV services and public health interventions.

2

Evaluation workbook⁴:

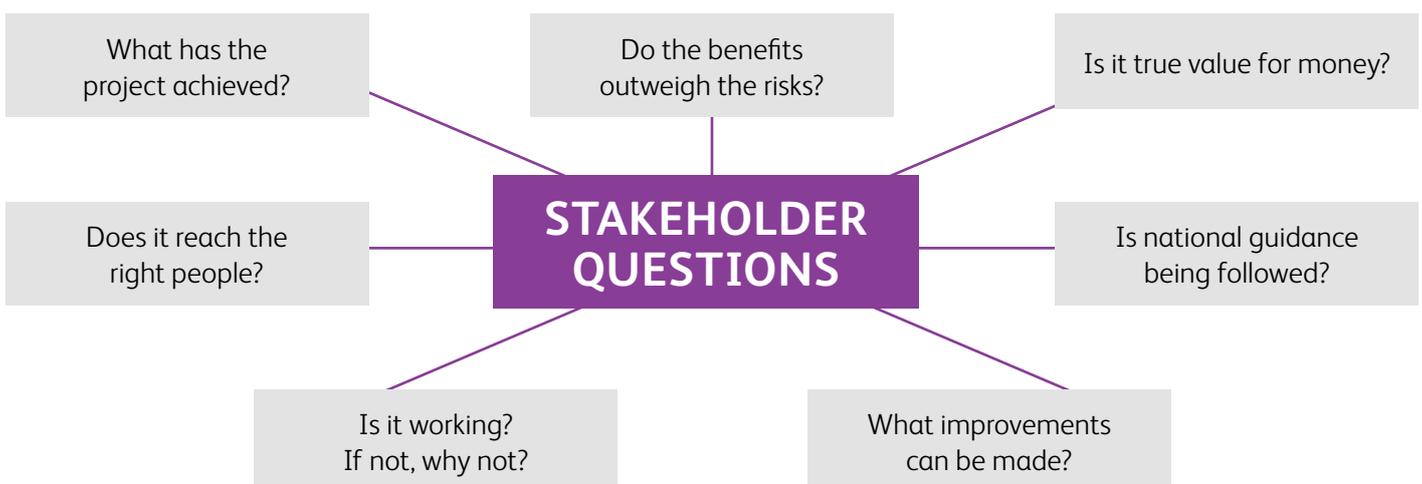
Contains proformas and guidance to support effective evaluation of interventions in SH, RH and HIV services.

3

List of standards and metrics⁵:

Can be used as indicators as part of the evaluation of a specific project or intervention. They are suitable for evaluating the implementation of relevant NICE Guidance.

There are no golden rules for evaluating and measuring success, as they need to be tailored to the needs of stakeholders and the local population.



⁴ Sexual Health, Reproductive Health and HIV: Evaluation Framework Workbook https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/717640/SHRH_Evaluation_Workbook_Form.pdf. Accessed August 2021.

⁵ Evaluation of interventions in sexual health, reproductive health and HIV: list of standards and metrics. PHE publications gateway number 2018131 PDF, 474KB, 21 pages. <https://www.gov.uk/government/publications/sexual-health-reproductive-health-and-hiv-services-evaluation-resources>. Accessed August 2021.