

TalkingQuality

Your Project Checklist: Assess Your Health Care Quality Reporting Project

This document contains checklists for the following sections of [Assess Your Health Care Quality Reporting Project](#):

- What To Evaluate
- Elements of an Evaluation Plan
- Applying Lessons Learned

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[TalkingQuality](#) Web Site, Agency for Healthcare Research and Quality
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Assess Your Reporting Project: What To Evaluate

Key Points

- It is critical to evaluate your reporting project to understand whether your report was effective (in particular, what worked and what didn't) and learn how to improve your reporting efforts.
- In planning your evaluation, consider these three different types of evaluations:
 - A **process evaluation** assesses the process you went through to develop, release, and promote your report. A process evaluation can help you refine your efforts by providing feedback about your reporting project in its early design and development stages, and in the first few months after the report is released. Learn about [Evaluating the Process](#).
 - A **summative evaluation or outcome-oriented evaluation** focuses on the impact of your project. By assessing the report's effectiveness, you will be better equipped to determine whether to continue with your current reporting strategies or adopt new strategies, expand your efforts or contract. Learn about [Evaluating the Results](#).
 - A **cost-effectiveness evaluation** compares the costs and results achieved through specific strategies and tactics. Learn about [Evaluating Cost-Effectiveness](#).

To learn more, read:

- [Why Evaluate a Health Care Quality Reporting Project?](#)
- [What Can You Evaluate About a Quality Reporting Project?](#)

Questions and Tasks

- What are the objectives of your evaluation? What do you want to learn?

Type your response here.

- What aspects of the reporting project (e.g., report design, distribution strategy, impact) would you like to evaluate and why?

Type your response here.

- Given your budget, is it feasible to evaluate everything you would like to assess?

Type your response here.

- What are your priorities?

Type your response here.

- Which types of evaluation are most appropriate to meet your objectives?

Type your response here.

- List specific evaluation questions that may be appropriate to ask for the evaluation type(s) you have selected.

Type your response here.

Assess Your Reporting Project: What to Evaluate

- Document how you will collect the information you need to answer these questions. Note anything that can be done in the early stages of the project (e.g., a survey to establish a baseline) and indicate your plans for doing so.

Type your response here.

How do you anticipate using the results?

Type your response here.

- Will you have adequate resources to conduct the different evaluation steps you have outlined?

Type your response here.

- Will you have support to use the results from this evaluation to make changes?

Type your response here.

Assess Your Reporting Project: Elements of an Evaluation Plan

Key Points

- Planning your evaluation early will help you move quickly when the time comes to implement that plan.
- It is important to be explicit about the short- and long-term objectives for your evaluation. Several evaluation questions can be asked at different stages of your reporting project. You will likely need to prioritize the questions based on the resources available to you. Review possible evaluation questions in [Evaluating the Process](#) and [Evaluating the Results](#).
- The specific criteria you use to define success should be accepted by your stakeholders.
- When selecting measures to track for your evaluation, consider measures and data sources that are already available. You will also need to determine in advance which qualitative and quantitative methods you will employ to collect data on the measures you have chosen.
- Give some thought to how you will report the findings of your evaluation. Be sure to consider your audiences and tailor the report to fit their needs so that the results are used.

To learn more, go to [Elements of an Evaluation Plan](#).

Questions and Tasks

- What are your short- and long-term objectives for evaluating your project?
Type your response here.
 - What criteria will you use to determine whether your project was successful? How will you receive feedback from your stakeholders on the criteria you have chosen?
Type your response here.
 - What are the evaluation questions you need to answer to inform your decisions? Prioritize your evaluation questions based on the resources available to you.
Type your response here.
- Develop a timeline for evaluating your reporting project.
Type your response here.
 - When do you need to get started on different phases of the evaluation?
Type your response here.
 - When do you expect to complete each phase?
Type your response here.
 - Who is responsible for meeting each deadline?
Type your response here.
 - Who will monitor the evaluation process to see whether mid-course corrections are needed?
Type your response here.
- How will you assess whether your criteria have been met?
Type your response here.

Assess Your Reporting Project: Elements of an Evaluation Plan

- Are there any existing or standard measures that you can use?
Type your response here.
 - What data sources will you use?
Type your response here.
 - Indicate whether you are collecting data on individuals (e.g., changes in knowledge, attitudes, or behaviors) or organizations and the type of data you will need.
Type your response here.
- What data collection methods will you use in conducting your evaluation? Are these methods suitable for the evaluation questions, timeline, and resources you have in mind?
Type your response here.
- What data collection tools and data analysis methodologies will you use for this evaluation?
Type your response here.
- Who will collect the data?
Type your response here.
 - Who will conduct the analyses?
Type your response here.
 - Indicate any existing data that are already available to you.
Type your response here.
- Develop a plan for producing an evaluation report.
Type your response here.
- Who will prepare the report?
Type your response here.
 - Who is the audience for the report? What is the best way to communicate with them?
Type your response here.
 - Do you expect to promote any aspects of your findings? If so, how?
Type your response here.

Assess Your Reporting Project: Applying Lessons Learned

Key Points

- It is important to think through the implications of your evaluation for each component of the reporting project. For example, do the findings suggest you should change the way you display information? Do they suggest that you should rethink your audience?
- Your report will be most useful if it includes recommendations about how the findings could be used to make improvements. In making recommendations, provide several options of varying scope—from minor tweaks to fundamental changes—as it may not always be feasible to make major changes.
- Your evaluation findings can help to justify the budget for the changes you have decided to implement.

To learn more, go to [Applying Lessons Learned from Evaluating a Quality Report](#).

Questions and Tasks

- What are the implications of your evaluation findings for each component of your reporting project?
Type your response here.
- Develop a plan for making recommendations in your report.
Type your response here.
 - Does your report suggest optional ways to respond to results?
Type your response here.
 - Who will have the authority to decide on whether these changes will get made?
Type your response here.
 - What is the optimal timeline for making these changes?
Type your response here.
- Develop a plan to make the changes (both minor and major) that are suggested by your findings.
Type your response here.
 - What does your evaluation suggest are the most important changes to make?
Type your response here.
 - What changes can you afford to make, in terms of both money and time?
Type your response here.