

HOPE for Evaluation!

Relaying data for a learning process

WI Comprehensive Cancer Control Summit

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Evaluation Goal

Collect useful, accurate information that can help HOPE staff improve the detailing project throughout the 3-year implementation period

...quick turnaround!

...low cost!

...easy on staff requirements!

What We Wanted to Know

- Did the HOPE provide helpful technical assistance and support to the detailers?
- Did detailers reach their targeted providers, and what detailing activities did they conduct?
- Did the detailing increase providers' awareness and skills in palliative care?

Methods We Tried

1. Detailers

- Monthly logs of provider contact (standardized)
- Interviews (“mid-course” & “wrap-up”)

2. HOPE staff

- Detailed journal of TA & support provided

3. Targeted providers

- “pre” survey assessing interest & needs
- “post” survey assessing detailing received

What We Learned about Methods

- Interviews with field staff
 - complement & corroborate activity logs
 - serve purposes other than just data collection
- Providers tough to “crack”, plus, they still use fax machines!
- Relying on just one “view” could steer you wrong

Putting together various views



Triangulation

or where do they agree & disagree?



What We are Learning about Detailing

- **Fairly Good evidence**
 - Ongoing support for detailers is necessary (& highly valued)
 - Time set aside to detail is a critical factor for success
 - The personal visit is most effective
- **Still Figuring Out**
 - Why do some providers “not remember” contacts?
 - Should you only target those who are “ready”?
 - Who makes the best detailer? Personality type? Credentials?
 - Is effort put into detailing (esp with limited staff) worth it?

What We are Learning about Evaluation

- Use a variety of methods- challenge is to find the right balance without overload
- Action-orientation, busy schedules & short timelines can be a challenge to using results
 - How can we build time to reflect & consider implications?

