



Evaluation for Community-Focused Organizations

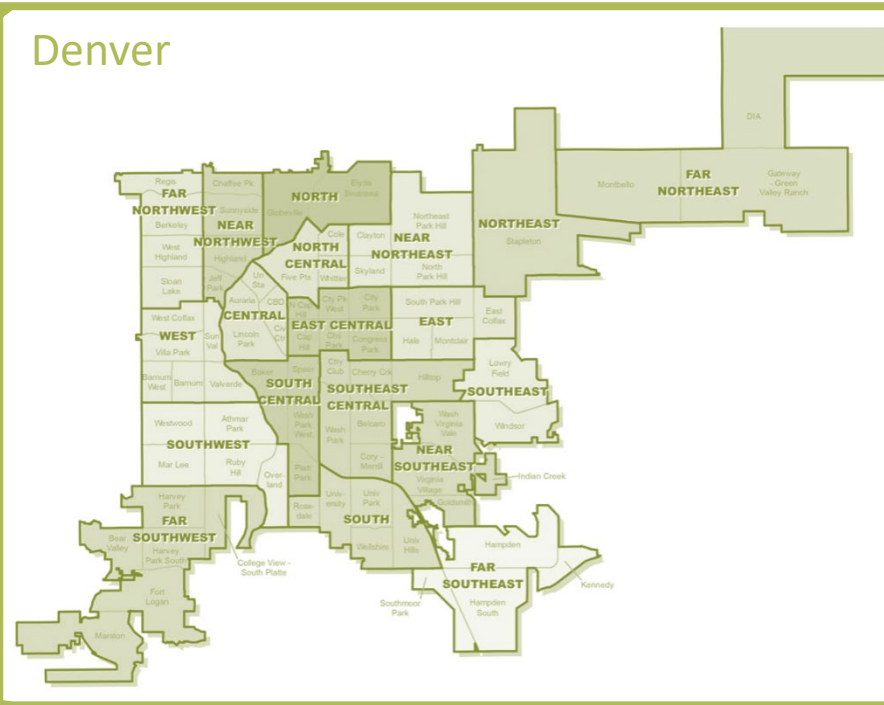
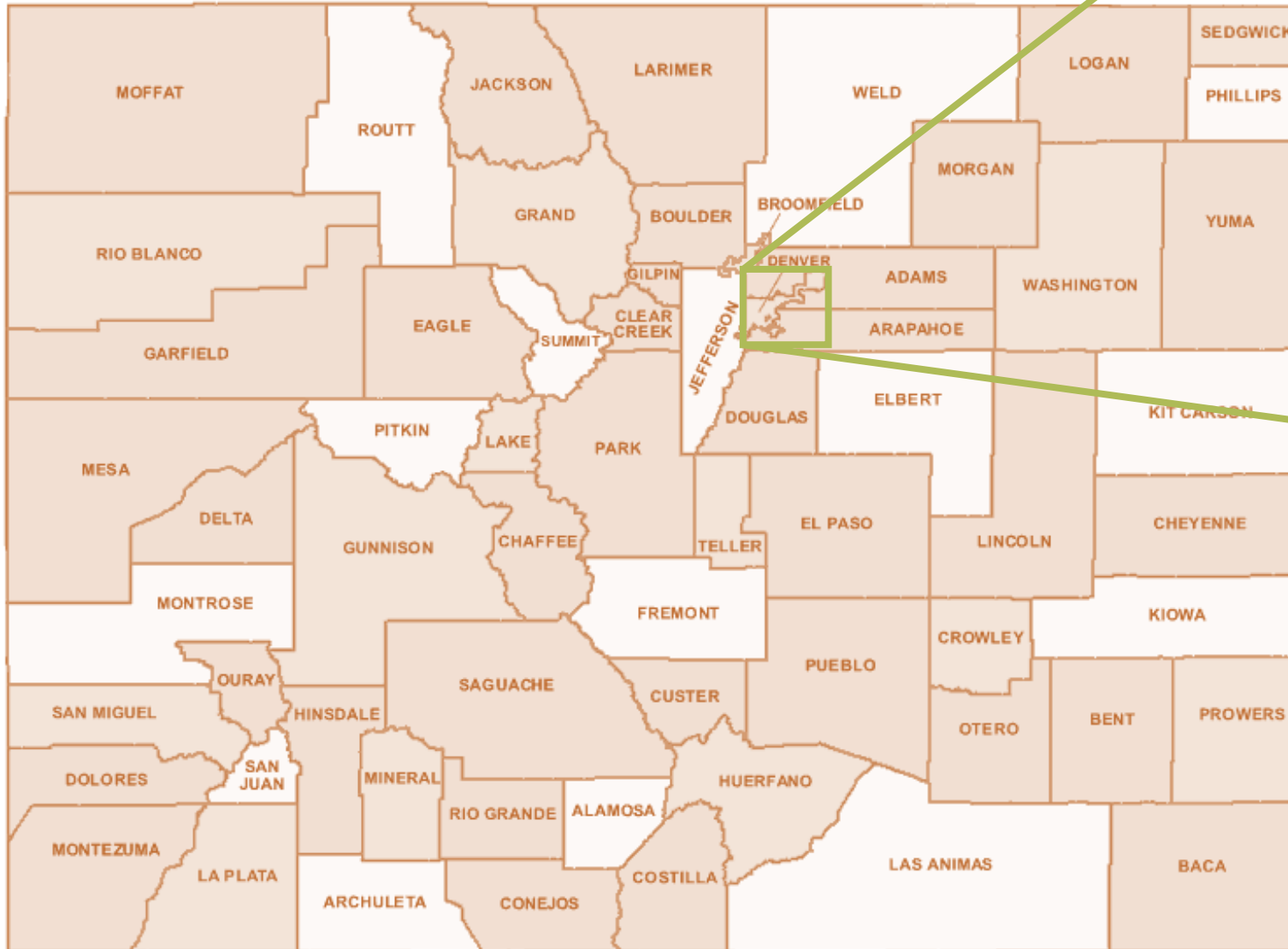
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Housekeeping

- Webinar is being recorded
- Slides and a link to the recording will be posted on the Event Resources page on civhc.org
- All lines are muted
 - Ask questions during the presentation using the Q&A function
 - Raise your hand or use Q&A during the discussion

Where do you work?



Today's Agenda

- CIVHC Overview
- Evaluation Primer
- Evaluation for community-focused organizations
 - Example Projects
 - Services Offered
 - Additional Support



CIVHC Overview

Our Mission

We strive to empower individuals, communities, and organizations through collaborative support services and health care information to advance the Triple Aim: **Better Health**, **Better Care**, **Lower Cost**

We are:

- Non-profit
- Independent
- Objective

Who We Serve

Change Agents

Individuals, communities, or organizations working to lower costs, improve care, and make Colorado healthier.



Clinicians



Hospitals



Government



Consumers



Employers



Researchers



Health Plans



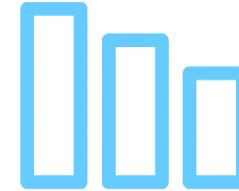
Non-Profits

Focus Areas



Public CO APCD Data

Identify opportunities for improvement in your community through interactive reports and publications



Non-Public CO APCD Data

License data from the most comprehensive claims database in CO to address your specific project needs



Education/Events

Participate in educational events to discuss innovative ideas and programs aimed at transforming health care



Programs and Convening

Get involved with data, education, work groups, and convening around serious and advanced illness

CIVHC Programs

- Palliative Care
 - Convening
 - State of Palliative Care Reports (2008, 2015, 2019)
 - Definition in CO Statute in 2014
- Advance Care Planning
 - Convening
 - MOST Program
 - ACP Registry efforts
- Program Evaluation *NEW*
 - Measure impact of your services
 - Qualitative (survey info) and Quantitative (numeric data) synthesis



What's in the CO APCD?



870+ Million Claims (2013-2021)



36 Commercial Payers, + Medicaid & Medicare*



5+ Million Lives*



Nearly 70% of Covered Lives (medical only)*



2013-Present

*Reflects 2021 calendar year only

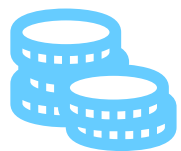
What's **NOT** in the CO APCD?



Federal Programs – VA, Tricare, Indian Health Services



Majority of **ERISA-based self-insured employers**



Uninsured and self-pay claims



Supplemental Info (incomplete)

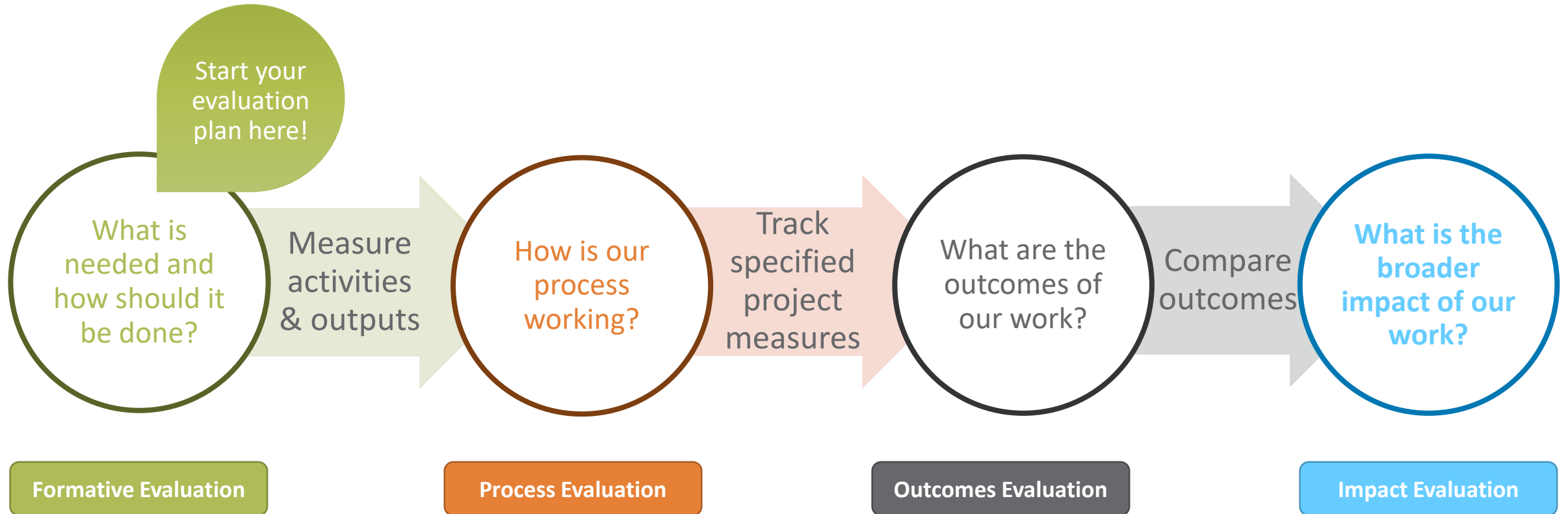
What is Program Evaluation?

- A type of research used to study a program, innovation, practice, or intervention (systematic, evidence-informed)
- Informs decision-making about where to invest time, money, effort, and other resources to achieve your goals
- Used to:
 - Assess needs and inform program design/implementation
 - Monitor progress toward goals
 - Advise stakeholders early & often

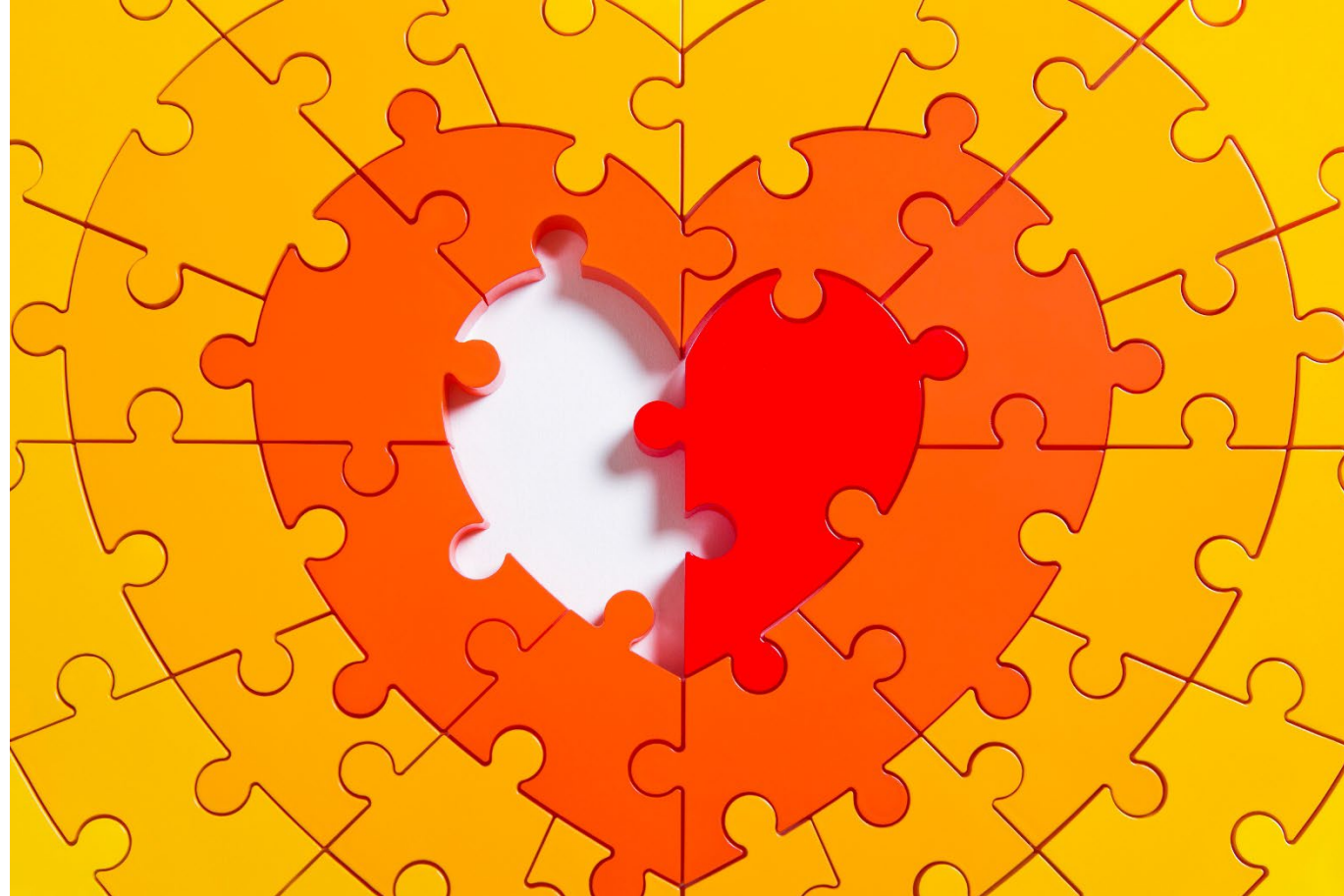
Why should I Evaluate?

- Design impactful programs
- Identify recommendations for improvement
- Highlight program successes
- Demonstrate intended or unintended outcomes and impacts

What Kinds of Evaluation are There?



Poll: How do you improve health?



Example: Healthy Housing Needs Assessment

How do we allocate housing resources to improve health?

What do we know?

- Housing conditions can impact health
- Research and stakeholder interviews
 - Housing conditions linked to poor health outcomes
 - Most common local poor housing conditions
 - Health issues of greatest concern locally
 - Morbidity & mortality rates
 - Equity

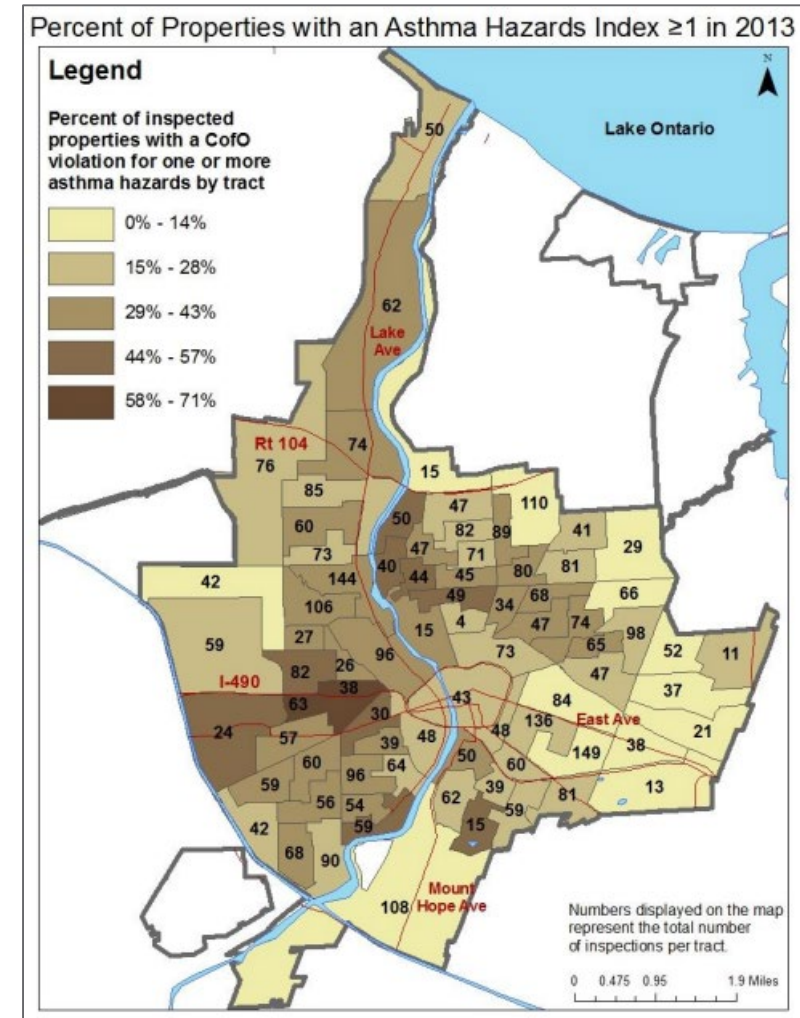


<https://healthyhomes.uconn.edu>

Example: Healthy Housing Needs Assessment

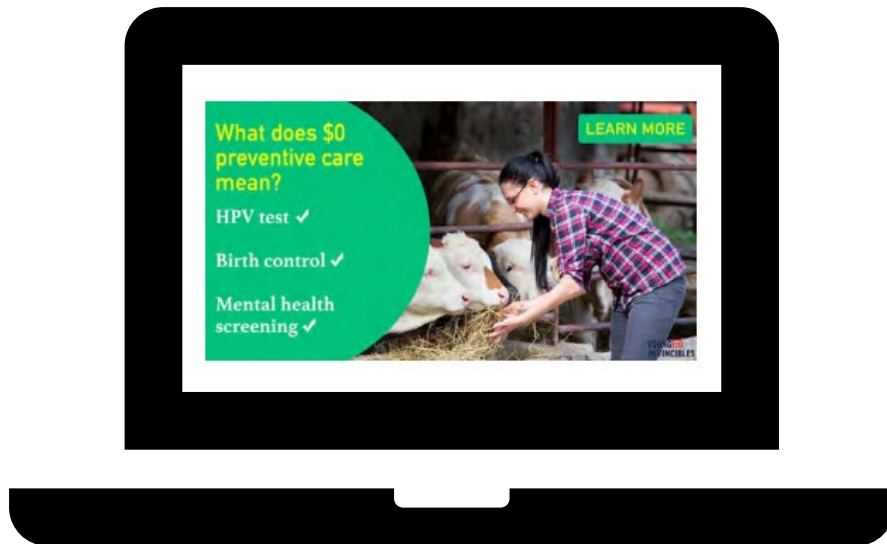
What did we do?

- Data source: City inspections
- Created a health & housing index
 - Adapted national indices
 - Stakeholder review
- Map code violations & health outcomes
- Recommend priority areas to City



Example: Clicking for Care (Young Invincibles)

Did our targeted social media ad campaign work?



Example: Clicking for Care (Young Invincibles)

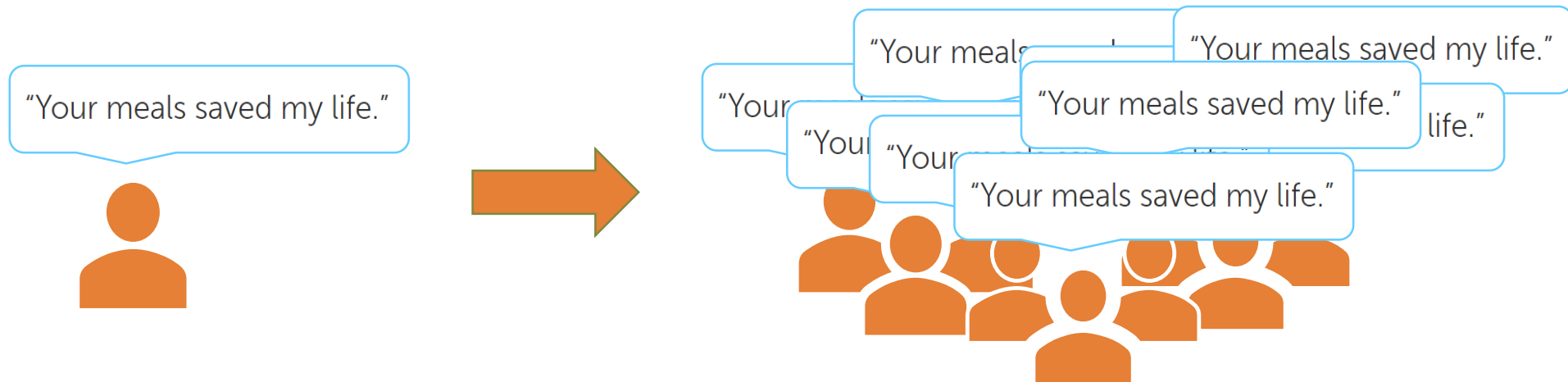
- Conducted focus groups with youth
- Used CO APCD data to compare medical claims in the target zip codes to two control zip codes with similar demographics
- Worked closely with CIVHC to:
 - Identify relevant clinical codes
 - Pull data from CO APCD
 - Analyze and interpret findings in the context of their focus group results (e.g., sample size, time since intervention)



Example: Project Angel Heart

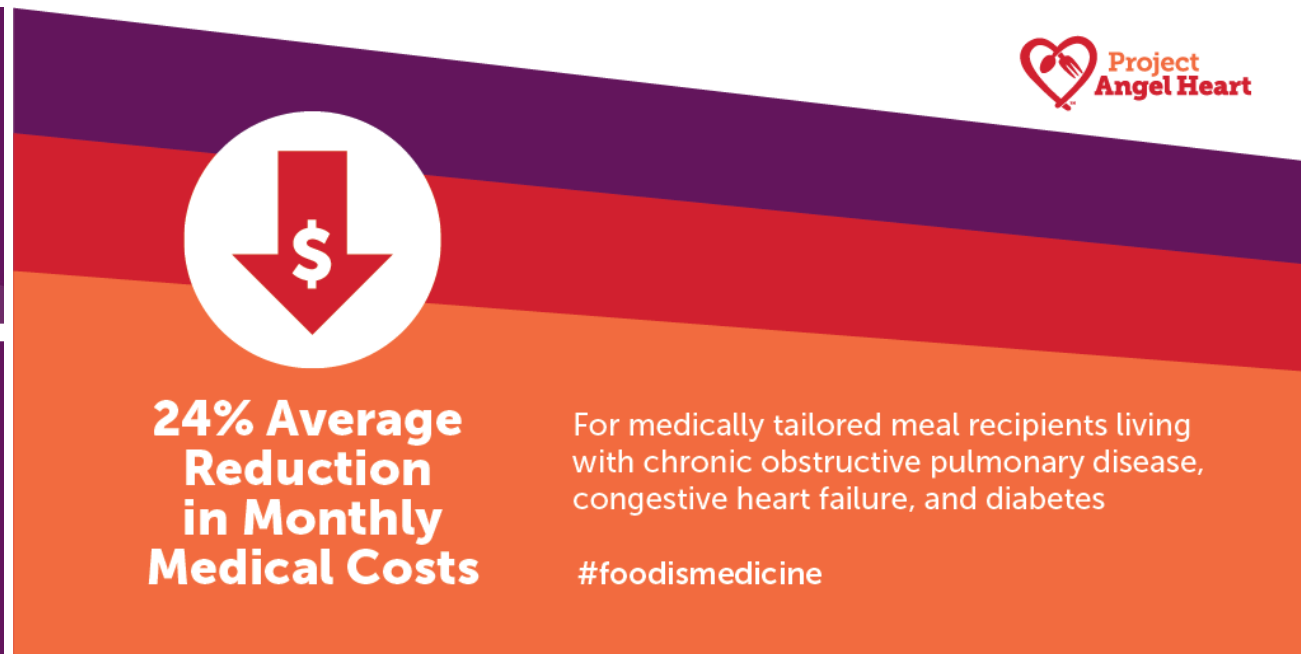
How can demonstrate the value of medically-tailored meals?

- Quantify feedback
- Sustain funding
- Expand service



Example: Project Angel Heart

Compared outcomes of those who received medically-tailored meals to a matched cohort of patients with similar conditions who did not



<https://www.projectangelheart.org/food-is-medicine/research-policy/small-intervention-big-impact/>

Other Ideas



- Does a Crisis Stabilization Unit decrease criminal justice involvement and increase health access?
- Where do mobile vaccination units have the biggest impact on disease transmission?
- Does diabetes blood screening at health fairs have a return on investment over downstream health care costs?

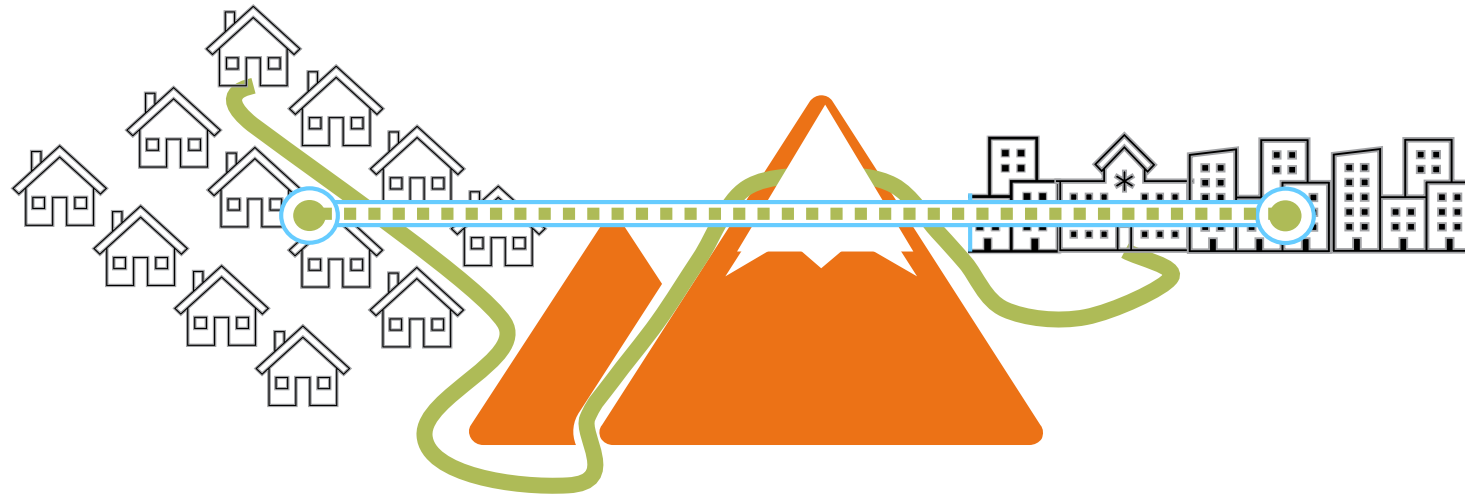


How CIVHC Can Help: What We Do

- CIVHC offers full-scale evaluation services to support your organization's efforts at any stage of your program
- Evaluation Planning
- Implementation (data collection, measure tracking, dashboards)
- Qualitative and Quantitative data analysis
- Interpretation and Reporting
- Capacity Building (toolkits, training)

How CIVHC Can Help: Specialized Services

- Large-volume, high-quality data source (CO APCD)
- Conduct sensitive analyses without compromising member privacy
- Ability to compare costs and outcomes, and between populations



How CIVHC Can Help: Additional Supports

- Scholarship funding
- Support for writing evaluation services into grant applications
- Flexible pricing for organizations that primarily support low-income, BIPOC, and other underserved populations

Questions and Contact info



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Let's chat about
your projects!