

# Optum Evaluation Framework Workshops

| <b>Workshop</b>  | <b>Content of the Session</b>   | <b>Learning outcomes.<br/>By the end of this session attendees will...</b>   | <b>Relevant Evaluation Toolkit section</b> |
|--|---|--|--|
| <b>Workshop 1: The Evaluation Toolkit and introduction to the programme of support</b>                         | <ul style="list-style-type: none"> <li>- Finding your way around the Evaluation Toolkit</li> <li>- Demonstrating how the Evaluation Toolkit can support practical evaluation of your health inequalities programmes</li> <li>- How to access and use the Evaluation Toolkit in your day-to-day work</li> <li>- An outline of the local programme of support available</li> </ul>  | <ul style="list-style-type: none"> <li>- be aware of the Evaluation Toolkit and how it can support their local programmes of evaluation</li> <li>- be aware of the wider programme of support</li> </ul>   | All sections                               |
| <b>Workshop 2: From data, to measures and measurement</b>  | <ul style="list-style-type: none"> <li>- Understanding how to conceptualise outputs and outcomes for your programmes of work</li> <li>- Getting familiar with using a measurement checklist</li> <li>- Understanding different types of measures and how to express them</li> <li>- Learning how to assess measurability (mapping measures to available data)</li> <li>- Balancing value with measurability</li> <li>- Identifying the need to collect new data</li> <li>- A focus on data and approaches to measuring health inequalities</li> </ul> | <ul style="list-style-type: none"> <li>- have reviewed some real examples from the logic model workshops and expressions of interest</li> <li>- have explored the best ways to practically measure outcomes for their local programmes</li> <li>- understand better how to define metrics that measure health inequalities</li> </ul>  | Measures and data                          |
| <b>Workshop 3: Data sources for evaluation of health inequalities programmes (BI team attendance critical)</b> | <ul style="list-style-type: none"> <li>- Local data and intelligence tools and their application in evaluation</li> <li>- An introduction to other health and care data sources (including health and wellbeing status, quality, patient experience, utilisation, cost and organisational process measures)</li> <li>- A focus on data sources across partnerships and for the wider determinants of health</li> </ul>  | <ul style="list-style-type: none"> <li>- increase awareness of the types of data useful for local evaluation</li> <li>- hear information about the local availability of different types of data and data sources</li> <li>- get familiar with local resources and teams to support data collection, reports and analysis that can support evaluation of programmes</li> </ul> | Measures and data                          |

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| <b>Workshop 4:<br/>Qualitative study methods</b>  | <ul style="list-style-type: none"> <li>- Introduction to qualitative data and analysis methods for evaluation</li> <li>- Explore community-based participatory research and its application in participatory evaluation</li> <li>- Understand how and when to apply these methods for intervention evaluation</li> <li>- Gain an understanding of how qualitative methods complement quantitative methods in a mixed approach</li> </ul>             | <ul style="list-style-type: none"> <li>- have a better understanding of how to collect qualitative data through engagement with communities</li> <li>- improve their knowledge about analysing qualitative data to evaluate programmes of work</li> <li>- understand more about how to blend quantitative and qualitative methods in practical programme evaluation</li> </ul> | Measures and data Design                   |
| <b>Workshop 5:<br/>Quantitative study methods</b> | <ul style="list-style-type: none"> <li>- Introduce quantitative data and analysis methods for intervention evaluation</li> <li>- Explore the routes from evaluation questions to hypothesis generation and testing</li> <li>- Surveys, questionnaires, longitudinal data series and other formats</li> <li>- Baselineing, tracking, monitoring and following up</li> <li>- Statistical analysis to disentangle causality from association</li> </ul> | <ul style="list-style-type: none"> <li>- a better understanding of how to collect quantitative data where necessary</li> <li>- knowledge of how to analyse quantitative data in programme evaluation</li> <li>- knowledge of where to go for secondary data analysis to support evaluation</li> </ul>  | Measures and data Design                   |
| <b>Workshop 6:<br/>Evaluation bias</b>            | <ul style="list-style-type: none"> <li>- An introduction to different forms of bias</li> <li>- Outlining the links between evaluation design and bias</li> <li>- Approaches to minimise bias in study design</li> <li>- Ways to build in comparison and control groups</li> </ul>  | <ul style="list-style-type: none"> <li>- have gained knowledge to support better design of programme evaluation</li> <li>- gained the ability to identify and mitigate potential biases in programme evaluation</li> </ul>   | Design Analysis                            |
| <b>Workshop 7:<br/>Value for money</b>            | <ul style="list-style-type: none"> <li>- How is value understood and measured?</li> <li>- Methods for quantifying value for money from intervention investment</li> <li>- Identifying cost-saving opportunities</li> <li>- How to prove that your intervention has delivered value for money</li> <li>- Social return on investment methodology – reputable sources and use of financial proxies for outcomes</li> </ul>                             | <ul style="list-style-type: none"> <li>- understand the construct and measurement of value and how to demonstrate a return on investment through evaluation</li> </ul>   | Analysis Reporting findings                |