



Texas Consortium *for the* Non-Medical Drivers of Health

Advancing Research, Policy and Practice

Getting started with Impact measurement: Practical examples from organizations in the early stages of their measurement journey.

September 12, 2023

GROUNDING PRINCIPLES

1

We don't have all the answers, hence we are looking for active participation and shared learning as part of this collaborative.

2

Measurement is the first (not last) thing that needs to be considered when addressing non-medical drivers of health.

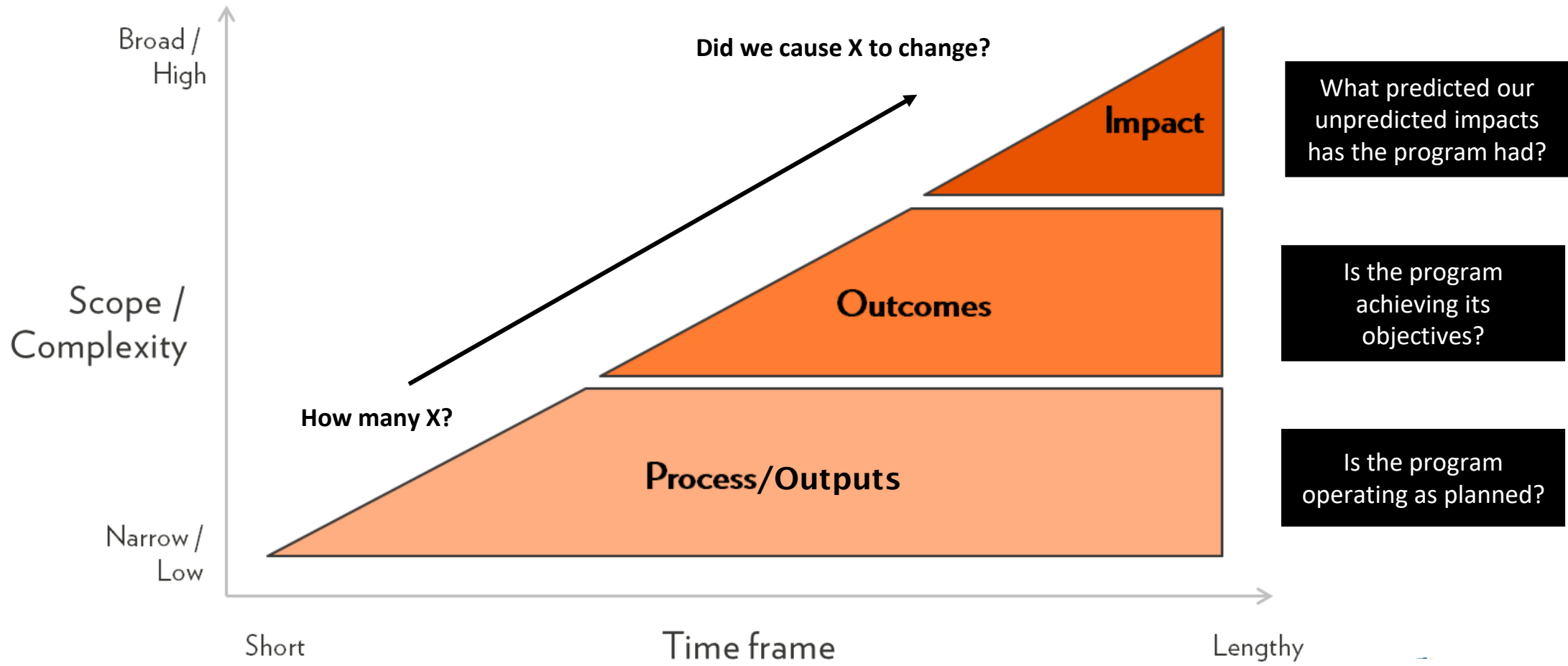
3

While impact measurement can become overwhelming, it is achievable with the right tools, data and collaborators.

4

Measurement is for everyone.

RECAP: IMPACT MEASUREMENT INITIATIVES OPERATE ON A SPECTRUM OF COMPLEXITY AND TIME-INTENSIVENESS



RECAP: EFFECTIVE MEASUREMENT REQUIRES AN UNDERSTANDING OF THE CONNECTIONS ACROSS INITIATIVES

SAMPLE CHALLENGE: INCREASING PERCENTAGE OF OUR COMMUNITY EARNING A LIVING WAGE



Initiative 1
Increasing high school graduation rate

Initiative 2
Expansion of affordable childcare

Initiative 3
Tuition subsidy programs for technical schools or community college

RECAP: EFFECTIVE MEASUREMENT CAN DRIVE CHANGE

BE MINDFUL OF WHAT STAKEHOLDERS VIEW AS KEY BENEFITS

“If you wish to influence an individual or a group to embrace a particular value in their daily lives, tell them a compelling story.”

- Annette Simmons, author

“If you want people to make the right decisions with data, you have to get in their head in a way they understand. Throughout human history, the way to do that has been with stories,”

— Miro Kazakoff, MIT Sloan Lecturer

STAKEHOLDER	WHAT THEY CARE ABOUT
Patients and Family	<ul style="list-style-type: none">• Better care, better outcomes, better life
Government & Policy	<ul style="list-style-type: none">• Effectiveness on population health, community prosperity, economic development
Healthcare Providers	<ul style="list-style-type: none">• Positive impact in inappropriate healthcare utilization, cost of care, improved quality
Payers (Commercial/Medicaid)	<ul style="list-style-type: none">• Positive impact in inappropriate healthcare utilization, cost of care, member engagement/satisfaction
Funders	<ul style="list-style-type: none">• ROI (either financial or social)

TODAY'S PANEL



Leslie Wainwright, PhD
Chief Strategy and
Innovation Officer
PCCI



Mike Dotson
CEO
Access Health
Fort Bend County



Amy Hooten
Captain
Longview Fire
Department
Longview



Kathryn (Tate) Ringer
Chief Strategy Officer
Metrocare
Dallas

WHAT TO LISTEN FOR FROM OUR PANELISTS

- Similarities and differences based on the different types of organizations represented on our panel
- Different types of challenges accessing and using data based on established relationships across their communities
- Similarities and differences in using data to tell stakeholder-specific impact stories