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SUMMARY OF EVALUATION CONFERENCE AND WORKSHOP

A National RMP Conference and Workshop on Evaluation was held September 28 - 30 at the University of Chicago Center for Continuing Education.

Attendance

Over 250 persons attended. Of these about 160 were RMP Staff (coordinators, evaluation directors, and others); another 70 or so were participants and special invitees; with the remainder largely accounted for by RMPS staff. Several National Advisory Council (Mrs. Wyckoff and Dr. Cannon) and Review Committee members also were present.

Background and Objectives of Conference

The Conference was planned by an ad hoc steering committee of RMP evaluation directors and coordinators in conjunction with the RMPS Office of Program Planning and Evaluation. A survey of regional problems, needs, and expertise in evaluation resulted in the committee's decision that the primary objectives of the conference should be to:

- . Present from various perspectives the differing needs for, and uses of, RMP evaluative material.
- . Re-emphasize (or introduce) the concept of program evaluation.
- . Present philosophies and methodologies of evaluation in broad programmatic areas.
- . Present methodologies of evaluation in narrower subject and project-oriented areas.
- . Provide both formal and informal opportunity for consultation with evaluation experts.
- . Provide RMP representatives concerned with evaluation an opportunity to become familiar with other RMP personnel in similar positions and with RMPS and outside evaluation resources.
- . Discuss with participants the need and means for further formal mechanisms to improve RMP evaluation.

Program

A copy of the program, listing all speakers, is enclosed. A copy of the paper presented by Dr. Schon in the Monday plenary session is enclosed elsewhere in your agenda book. Enclosed herewith are copies of the remarks of Dr. Peter Fox (Office of Management and Budget) and Mr. John Blamphin (MEDICAL WORLD NEWS).

Proceedings of the conference, including the remarks of Dr. Schmidt and Wilbur at the Monday plenary session, Dr. Margulies' luncheon remarks and those of Dr. Wilson on Wednesday, as well as the papers presented in the workshop and special interest sessions on Tuesday, will be available in about six to eight weeks. Copies will be sent to Council members then.

PROGRAM

NATIONAL REGIONAL MEDICAL PROGRAM CONFERENCE
AND WORKSHOP ON EVALUATION

The University of Chicago
Center for Continuing Education
1307 East 60th Street
Chicago, Illinois 60637

SUNDAY - September 27

6 - 10 p.m.REGISTRATION

Lobby

MONDAY - September 28

7:30 - 9 a.m. REGISTRATION Lobby

9 a.m. PLENARY SESSION Assembly Room

Presiding
John Glasgow, Ph.D.
Associate Coordinator,
Research and Evaluation
Connecticut Regional Medical Program

Welcome
Morton C. Creditor, M.D.
Program Coordinator
Illinois Regional Medical Program

Introduction and Purpose
Roland L. Peterson
Assistant Director for Program Planning
and Evaluation
Regional Medical Programs Service

"Program Evaluation and Systems Transformation"
Donald A. Schon, Ph.D.
President
Organization for Social and Technological
Innovation

10:20 a.m. COFFEE BREAK

10:45 a.m. PLENARY SESSION (continued)

"How Others see Regional Medical Programs and
Evaluation"

Alexander M. Schmidt, M.D.
Dean, Abraham Lincoln School of Medicine
University of Illinois
Member, National Review Committee
Regional Medical Programs

Peter Fox, Ph.D.
Senior Economist - Health Evaluation
Office of Management and Budget
Office of the President

John Chase, M.D.
Assistant Chief Medical Director for
Professional Services
Veterans Administration

MONDAY - September 28 (continued)

Richard S. Wilbur, M.D.
Assistant Executive Vice President
American Medical Association

John M. Blamphin
Assistant Bureau Chief - Washington Office
MEDICAL WORLD NEWS

12:30 p.m.

LUNCHEON

Dining Room

Speaker
Harold Margulies, M.D.
Acting Director
Regional Medical Programs Service

2 p.m. DISCUSSION GROUP MEETINGS

As Assigned

Eight separate assigned groups will be asked to react, discuss and critique the strategies and policies of evaluation against the background of morning presentations. (See assignments in registration packet.)

3:30 p.m. COFFEE BREAK

4 p.m. DISCUSSION GROUP MEETINGS (continued)

5:30 p.m. SOCIAL HOUR

Second Floor Lounge

TUESDAY - September 29

8:30 a.m. - 3 p.m. . . . WORKSHOPS

See Appendix A

Workshops in five specific areas will be offered in three separate sessions. (See Appendix A - WORKSHOP TOPICS AND ROOMS). These five workshops will run concurrently, but attendance may be divided at the option of the participants.

8:30 a.m. SESSION I

10:15 a.m. COFFEE BREAK

10:30 a.m. SESSION II

TUESDAY - September 29 (continued)

12 noon LUNCHEON - Not arranged

1:30 p.m. SESSION III

3:15 p.m. COFFEE BREAK

3:30 p.m. SPECIAL INTEREST MEETINGS See Appendix B

Meetings covering 12 selected areas of special interest will be offered and run concurrently. (See Appendix B - SPECIAL INTEREST MEETING TOPICS AND ROOMS.)

5 p.m. ADJOURNMENT - sign up for consultation sessions in Second Floor Lounge area

WEDNESDAY - September 30

9 a.m. PLENARY SESSION Assembly Room

Introduction
Harold Margulies, M.D.
Acting Director
Regional Medical Programs Service

"HSMHA - An Instrument for Improvement In Health Services"
Vernon E. Wilson, M.D.
Administrator
Health Services and Mental Health Administration

"RMP Evaluation - Where Have We Been; and Where Do We Go From Here?"
(Panelists to be announced.)

10:20 a.m. COFFEE BREAK

10:30 a.m. FOLLOW-THROUGH MEETING Room 2-EF

Members of the Ad Hoc Steering Committee which planned the conference and selected RMPs staff and conference discussion leaders will meet to discuss plans for follow-through. Others are welcome to attend.

WEDNESDAY - September 30 (continued)

10:30 a.m. INDIVIDUAL CONSULTATION SESSIONS

Participants may request brief consultation sessions with conference presentors or any other participants. Scheduling may be done anytime Monday or Tuesday until 8:00 p.m. at the consultations desk in the Second Floor Lounge area. Requests may be made for specific consultants or by area of evaluation expertise, in which case an RMPS staff member will help in selecting an appropriate consultant.

12 noon ADJOURNMENT

WORKSHOP TOPICS AND ROOMS

Tuesday, September 29, 1970
8:30 a.m. - 3:15 p.m.

WORKSHOPS & SESSIONS	8:30	10:30	1:30
	to 10:15	to 12:00	to 3:15
A - DATA (Room 2-D)			
I. The Values and Limitations of National Data	X		
II. Data for Ambulatory Care Planning		X	
III. The Computer and Health Information System			X
B - MEASURING CHANGES IN BEHAVIOR (Room 1-AB)			
I. Measuring Changes in Knowledge	X		
II. Measuring Changes in Attitude		X	
III. Measuring Changes in Clinical Performance			X
C - EVALUATION OF CHANGING HEALTH STATUS (Room 2-BF)			
I. The Value of Health Status Measures	X		
II. How to Measure Health Status		X	
III. The Relation of Process and End Result Evaluation			X
D - PROGRAM EVALUATION (Assembly Room)			
I. Concerns in Program Evaluation	X		
II. Design of Program Evaluation		X	
III. Implementation of Program Evaluation			X
E - RESOURCE ALLOCATION/ECONOMICS (Room 2-BC)			
I. Social Scientists and RMP Evaluation: Role, Techniques and Usefulness	X		
II. Cost Benefit - Cost Effectiveness		X	
III. Resource Allocation and Management			X

(See Appendix A-2 - A-10 for details of each Workshop Session)

Workshop A - DATA

Room 2-D

Relevance of data to RMP planning and evaluation will be discussed. The Workshop will be carefully structured to provide for a free and informal exchange of ideas among RMP personnel concerned with data, rather than to teach statistical and epidemiological techniques.

Moderator: Arthur R. Jacobs, M.D., M.P.H.
 Director of Statistical and
 Evaluation Unit
 Rochester Regional Medical Program

Associate Moderator: Sarah J. Peterson
 Biostatistician

Session A-I The Values and Limitations of National
 8:30 Data (U.S. Census Data and National
 to Health Survey Data)
 10:15
 Room 2-D Charles A Metzner, Ph.D.
 Professor of Medical Care Organization
 University of Michigan

Session A-II Data for Ambulatory Care Planning
 10:30
 to
 12:00 J. William Gavett, Ph.D.
 Room 2-D Associate Professor, College of
 Management and Department of
 Preventive Medicine and Community
 Health School of Medicine
 University of Rochester

Session A-III The Computer and Health Information System
 1:30
 to
 3:15 David E. Reed, M.D.
 Room 2-D Assistant Director of Evaluation
 Western Pennsylvania Regional Medical
 Program

Katherine G. Bauer
 Research Associate
 Harvard Center for Community Health and
 Medical Care

John E. Wennberg, M.D.
 Coordinator, Northern New England Regional
 Medical Program
 . A Regional Health Planning and Management
 Data Base

Workshop B - MEASURING CHANGES IN BEHAVIOR

Room 1-AB

Moderator: John S. Lloyd, Ph.D.
 Assistant Coordinator, Evaluation
 Area V - California Regional
 Medical Program

Session B-I Measuring Changes in Knowledge
 8:30
 to
 10:15 The discussion of techniques for measuring
 Room 1-AB changes in knowledge -- some well known and
 some not so well known. Topics included
 will be paper-and-pencil measures as well
 as measures which have been developed for
 situations in which paper-and-pencil
 techniques are inappropriate.

William R. Crawford, Ed.D.
 Associate
 Evaluation Studies Section
 Center for Study of Medical Education
 University of Illinois

Session B-II Measuring Changes in Attitude
 10:30
 to
 12:00 Display of methods and materials - the how-
 Room 1-AB to-do-it of attitude assessments of
 medical care providers, including ways
 attitude change can be objectively
 formulated, evaluated, and documented
 to show project and program impact.
 Opportunity for questions, problems, and
 needs in area of attitude evaluation.

Mitchell Schorow
 Assistant Coordinator for Educational
 Planning and Evaluation
 Intermountain Regional Medical Program

Session B-III Measuring Changes in Clinical Performance
 1:30
 to
 3:15 Discussion of various direct and indirect
 Room 1-AB techniques of assessing clinical performance.
 Advantages and disadvantages of each as well

(continued)

Session B-III (continued)

as criteria for the selection of specific measurement instruments will be discussed, with special attention given to the use and construction of "patient management problems."

Barbara J. Andrew, Ph.D.
Assistant Professor Medical Education Research
Division of Research in Medical Education
University of Southern California

Workshop C - THE EVALUATION OF CHANGING HEALTH STATUS

Room 2-EF

Moderator: Robert R. Carpenter, M.D.
 Director, Western Pennsylvania
 Regional Medical Program

Session C-1 The Value of Health Status Measures
 8:30
 to
 10:15
 Room 2-EF This Workshop will consider the measurement
 of the "end result" of health care efforts
 in terms of patient and population well
 being. The difficulty of such measurements
 and their value is to be discussed. Examples
 of methods required to make and interpret
 measures of health status will be considered.

Sam Shapiro
 Director of Research and Statistics
 Health Insurance Plan of Greater New York

Maureen M. Henderson, M.D.
 Professor, Preventive Medicine
 Department of Preventive Medicine and
 Rehabilitation
 University of Maryland

Session C-II How to Measure Health Status
 10:30
 to
 12:00
 Room 2-EF Howard R. Kelman, Ph.D.
 Department of Preventive Medicine
 and Public Health
 New York Medical College

Session C-III The Relation of Process and End Result Evaluation
 1:30
 to
 3:15
 Room 2-EF Charles E. Lewis, M.D.
 Professor and Head
 Health Administration Division
 School of Public Health

Workshop D - PROGRAM EVALUATION

Assembly Room

This workshop is planned for those who have an appreciation of the need for program evaluation but who are not familiar with the common methods or approaches. By participating in this Workshop, each person should: (1) know the methods for determining program evaluation priorities, (2) know the common method for obtaining program evaluation information, (3) be more confident of his ability to conceptualize program evaluation design, and (4) be able to design with or without the help of consultants a program evaluation design for his own program.

Moderator: Harold W. Keairnes, M.D.
Coordinator for Evaluation
Tri-State Regional Medical Program

Session D-I Concerns in Program Evaluation
 A. Approaches to Program Evaluation: Lecture
 8:30 and Discussion.
 to
 10:15
Assembly Room This lecture will introduce the workshop
 participants to: (1) The role of program
 evaluation in program development and
 funding procurement, (2) The common methods
 for obtaining and reporting program eval-
 uation information and, (3) Method of as-
 sessing the utilization of program eval-
 uation information. It will create the
 foundation for one of the workshop sessions.

Harold W. Keairnes, M.D.
Coordinator for Evaluation
Tri-State Regional Medical Program

B. Questions to be Answered by Program Evaluation:
 Panel Discussion.

Through the technique of panel discussion, a series of questions will be developed which reflect the program evaluation needs of an illustrative RMP. The process will clarify the method by which evaluators can begin the task of designing their program evaluation activities.

Harold W. Keairnes, M.D.
Coordinator for Evaluation
Tri-State Regional Medical Program

(continued)

Session D-I
B (continued)

Avery M. Colt
Field Associate of Eastern Massachusetts
Tri-State Regional Medical Program

Claire G. Farrisey
Special Projects Coordinator
Tri-State Regional Medical Program

Osler L. Peterson, M.D.
Associate Director for Data Collection
Tri-State Regional Medical Program and
Acting Chairman
Department of Preventive Medicine
Harvard Medical School

Dean J. Siebert, M.D.
Associate Coordinator for Dartmouth
Medical School
Tri-State Regional Medical Program

Ruth B. Mott
Research Associate for Data Collection
Tri-State Regional Medical Program

Session D-II Design of Program Evaluation

10:30
to
12:00
Assembly Room

The Workshop will divide into three small discussion groups. Each group will consist of one or two staff members from the illustrative RMP, and three consultants with specific interest in, and special concern with, program evaluation. (Up to ten workshop participants and an unlimited number of observers. Advance registration of participants is recommended.)

Priorities for evaluation activities will be developed by discussions in each small group. The consultant will provide detailed information about methods and techniques for obtaining the information that answers the high priority questions. Some emphasis will be placed upon the problems of program evaluation and planning that have been precipitated by the new Anniversary Review Guidelines.

Session D-II (continued)

Seven people listed above in Session I

Plus

James J. Dunlop, Ph.D.
Arthur D. Little, Inc.

Robert K. Ausman, M.D.
Deputy Director
Florida Regional Medical Program

Jack E. Thomson, Ed.D.
Coordinator of Evaluation
California Regional Medical Program

Robert Beckman, Ph.D.
Director of Research
Nassau-Suffolk Regional Medical Program

William R. Thompson
Deputy Director
Washington/Alaska Regional Medical
Program

Paul E. White, Ph.D.
Division of Behavioral Sciences
Johns Hopkins School of Hygiene and
Public Health

Jeannette Forsyth, Ph.D.
Project Administrator, Information Support
System
Tri-State Regional Medical Program

Session D-III Implementation of Program Evaluation
1:30
to A. Making program evaluation useful.
3:15
Assembly Room The small groups will continue discussion
by focusing on some of the operation problems
of program evaluation: e.g., funding, reporting
turn-around-time, special requirements, etc.

B. The range of solutions in the small groups will
join together to compare the results of two
discussion sessions and to demonstrate the
range of possible solutions to common problems.

All consultants from the first two sessions will
participate.

Workshop E - RESOURCE ALLOCATION/ECONOMICS

Room 2-BC

Moderator: John Glasgow, Ph.D.
Associate Coordinator, Research
and Evaluation
Connecticut Regional Medical Program

Session E-I Social Scientists and RMP Evaluation:
8:30 Role, Techniques, and Usefulness
to
10:15 Panel discussion to clarify purpose of
Room 2-BC evaluation, the potential role of the social
 scientist in terms of available tools and
 their applicability, and development of a
 consensus concerning framework within which
 a socioeconomic analysis may be profitably
 applied.

Panel Members

A. A. Florin, M.D.
Coordinator, New Jersey Regional Medical
Program

Michael Zubcoff, Ph.D.
Head, Health Economics Section
Tennessee Mid-South Regional Medical
Program

James R. Jeffers, Ph.D.
Director, Medical Economics Research Center
University of Iowa

John E. Wennberg, M.D.
Coordinator, Northern New England Regional
Medical Program

Conrad Seipp, Ph.D.
Associate Professor, Health Services Research
Center
University of North Carolina

Session E-II Cost Benefit - Cost Effectiveness Studies
10:30
to
12:00 Explanation of the purpose, objectives and
Room 2-BC methodology of such studies with particular
 attention to the values and defects of these
 studies when applied to health care issues.

(continued)

Session E-II (continued)

Robert L. Berg, M.D.
Professor and Chairman, Department of
Preventive Medicine and Community Health
University of Rochester

Session E-III Resource Allocation and Management

1:30
to
3:15
Room 2-BC

Consideration of the economic allocation of
scarce resources within the contest of
alternate planning approaches of resource
allocation, particularly PPBS.

Panel Members

Wayne A. Kimmel
Program Analyst, Office of the Assistant
Secretary for Planning and Evaluation
Department of Health, Education and Welfare

Charles W. Caldwell, M.P.A.
Associate Coordinator, Iowa Regional
Medical Program

Charles L. Joiner, Ph.D.
Director, Bureau of Research and Community
Service
Alabama Regional Medical Program

SPECIAL INTEREST MEETING TOPICS AND ROOMS

Tuesday, September 29, 1970
3:30 - 5 p.m.

1. Statistical Models and Operations Research.....Conference Lounge
2. Coronary Care Training Evaluation.....Room 1-A
3. A Systems Approach to Coronary Care Evaluation.....Press Room
4. Evaluation of Instructional Technology Projects.....Room 2-EF
5. Evaluation of Physician Education.....Room 1-C
6. Evaluation of Multiphasic Screening.....Room 1-B
7. Evaluation of Stroke - Rehabilitation Projects.....Room 2-A
8. Evaluation of Cancer Registries.....Library
9. Evaluation of Regional Advisory Groups.....Room 2-B
10. Medical Care Evaluation.....Room 2-C
11. Evaluation of New Categories of Manpower.....Room 2-D
12. Training for Evaluators.....Assembly Room

SPECIAL INTEREST MEETINGS
 Tuesday, September 29, 1970
 3:30 - 5:00 p.m.

1. STATISTICAL MODELS AND OPERATIONS RESEARCH Conference Lounge
- Moderator: Francis C. Ichniowski
 Acting Chief, Systems Management, RMPS
- Paper: David H. Gustafson, Ph.D.
 Assistant Professor
 Industrial Engineering Division
 University of Wisconsin
- Vernon E. Weckworth, Ph.D.
 Director, Systems Development Project
 University of Minnesota
 Member, Regional Advisory Group
 Northlands Regional Medical Program
- Discussion
2. EVALUATION OF CORONARY CARE TRAINING Room 1-A
- Moderator: Rodger M. Shepherd, M.D.
 Assistant Program Director, Continuing
 Education
 Presbyterian Medical Center
 San Francisco, California
- Report: Daniele Deverin
 Cybern Education, Inc.
 . Report on Xerox Study of Twelve National
 Coronary Care Training Centers
- Presentation: Mariella Larter, M.S.
 Coordinator, Washington/Alaska Coronary
 Care Unit Nurse Training Program
- Discussion
3. A SYSTEMS APPROACH TO CORONARY CARE EVALUATION Press Room
- Moderator: Morton Robins
 Acting Chief, Study Design and Analysis
 Staff, RMPS

(continued on next page)

Report: M.A. Rockwell, M.D.
 Director, Rand Health Program
 Rand Corporation
 . A Study of Coronary Care Unit Effectiveness
 Progress Report and Proposal for Further
 Work

Presentation: Morton Robins
 Acting Chief, Study Design and Analysis
 Staff, RMPS
 . Evaluation of Mobile Coronary Care
 Ambulances

Discussion

4. EVALUATION OF INSTRUCTIONAL TECHNOLOGY PROJECTS

Room 2-EF

Moderator: James E. Dyson, Ph.D.
 Director, Continuing Education Division
 Colorado-Wyoming Regional Medical
 Program

Short
 Presentations: Cecelia C. Conrath
 Chief, Continuing Education and
 Training Branch, RMPS
 . RMPS Policy on Instructional Technology

James Barrett, Ph.D.
 Continuing Education Division
 Colorado-Wyoming Regional Medical Program
 . Assessment of Interest of Participants

M. Gene Aldridge
 Continuing Education Division
 Colorado-Wyoming Regional Medical Program
 . Feedback Projected

Consultations Via Audio and Visual Telephone Conference:

William J. Paisley, Ph.D.
 Director, ERIC Clearinghouse on Educational
 Media and Technology
 Stanford University

Elizabeth Norman, Ph.D.
 Northeastern University College of Nursing

Frederick Breitenfeld, Jr., Ph.D.
 Executive Director
 Maryland Center for Public Broadcasting

(continued on next page)

EVALUATION OF INSTRUCTIONAL TECHNOLOGY PROJECTS (continued)

Consultations Via Audio and Visual Telephone Conference:

Gerald W. Gaston, D.D.S.
Project Supervisor, Computer Assisted
Instruction (CAI)
Ohio State Regional Medical Program

David L. Bell
Filmmaker
Altadena, California

Summary: William Engbretson, Ph.D.
President, Governor's State University
Park Forest, Illinois

5. EVALUATION OF PHYSICIAN EDUCATION

Room 1-C

Moderator: Daniel Fleisher, M.D.
Director of Health Professions
Temple University

Resource: William B. Munier, M.D.
Staff Assistant, Continuing Education
and Training Branch, RMPS

Audience will study and discuss three surrogate projects.

6. EVALUATION OF MULTIPHASIC SCREENING

Room 1-B

Presentations: Donald N. Logsdon, M.D.
Associate Director, Multiphasic Health
Screening Center
Department of Community Health
Brookdale Hospital Center
. State of the Art of Multiphasic Screening
Evaluation

Frank R. Mark, M.D.
Chief, Operations Research and Systems
Analysis, RMPS
. Suggested Evaluation of MPS Projects

Discussion of predistributed case history

7. EVALUATION OF STROKE - REHABILITATION

Room 2-A

Moderator: Jerome Tobis, M.D.
Chairman Department of Physican Medicine
and Rehabilitation
University of California at Irvine

(continued on next page)

EVALUATION OF STROKE - REHABILITATION (continued)

- Presentations: Charles M. Wylie, Ph.D.
 Professor, Public Health Administration
 University of Michigan
 . Overview of Stroke and Rehabilitation
 Evaluation
- Bertram L. Tesman, M.D.
 Assistant Coordinator, Stroke Program
 California Regional Medical Program - Area VIII
 . A Comprehensive Stroke Program, Irvine
 California
- B. Lionel Truscott, M.D.
 Director, Stroke Program
 North Carolina Regional Medical Program
 . A Comprehensive Stroke Program,
 North Carolina
- Philip A. Klieger, M.D.
 Assistant Director for Organizational
 Liaison for Stroke and Rehabilitation, RMPS
 . Stroke and Rehabilitation - The
 National Picture

Discussion

8. EVALUATION OF CANCER REGISTRIES

Library

- Moderator: Charles R. Key, M.D.
 Assistant Director for Cancer
 New Mexico Regional Medical Program
- Presentations: Charles R. Smart, M.D.
 Director, Intermountain Tumor Registry
 Salt Lake City, Utah
 . Methodologies for Evaluating Effectiveness
 and Value of Registries
- George Linden
 Chief, California Tumor Registry
 State Department of Health
 Berkeley, California
 . Alternative Methodologies for Evaluation
 of Registries

Discussion

9. EVALUATION OF REGIONAL ADVISORY GROUPS

Room 2-B

Moderator: James P. Harkness, Ph.D.
Deputy Coordinator, New Jersey Regional
Medical Program

Presentations: David A. Pearson, M.P.H.
School of Public Health
Yale University
. RAGs as a Factor in the Regionalization
Process

Homer Hagedorn, Ph.D.
Arthur D. Little, Inc.
. Findings of the A.D.L. Study of RMPs
Related to the Functioning and
Characteristics of RAGs.

Paul E. White, Ph.D.
Division of Behavioral Sciences
Johns Hopkins School of Hygiene and
Public Health
. Regional Advisory Groups and Decision
Making - Preliminary Findings From
a Contractual Study

Discussion

10. MEDICAL CARE EVALUATION

Room 2-C

Moderator: Glen E. Hastings, M.D.
Coordinator, Nassau-Suffolk
Regional Medical Program

Resource
Consultant: John W. Williamson, M.D.
Professor, Department of Medical Care
and Hospitals
Johns Hopkins School of Hygiene and
Public Health

Discussion: Group will consider end results evaluation
and its applicability to assessing quality
of health care, including definition of
categories of appropriate measures, examples
of end results measures, and implementation
of end results evaluation.

11. EVALUATION OF NEW CATEGORIES OF MANPOWER

Room 2-D

Panelists: Harriet Kitzman
 Department of Pediatrics
 Strong Memorial Hospital
 University of Rochester
 . Expanded Role of the Nurse

Sarah Mazelas
 Evaluation Director
 California Regional Medical Program - Area I
 . The Physician Assistant Program

Resource: Veronica L. Conley, Ph.D.
 Head, Allied Health Section, Continuing
 Education and Training Branch, RMPS

Discussion

12. TRAINING FOR EVALUATORS

Assembly Room

Presentations: George E. Miller, M.D.
 Director for Study of Medical
 Education
 University of Illinois

Donald Pochyly, Ph.D.
 Chief of Training, Center for Study
 of Medical Education
 University of Illinois

Resource: Marian E. Leach, Ph.D.
 Head, Educational Sciences Section,
 Continuing Education and Training
 Branch, RMPS

This interactive session will focus on two kinds of training:
 a) that which prepares operational staff with basic under-
 standings about evaluation and, b) that which is applicable
 to persons with special training and already highly qualified
 in their own areas. Examples of the Center's work in evalua-
 tion and training with individual Regions will be presented.

10/26/70

STATUS REPORT
EARMARKED EVALUATION FUNDS

Background

The 1968 legislative extension of Regional Medical Programs earmarked up to one percent of appropriated funds for evaluation to be utilized at the discretion of the Secretary of HEW. This legislative proviso has become increasingly common to most health, education, and other DHEW service-oriented grant programs. It is expected that this provision will remain in the legislation for the foreseeable future and that the Regional Medical Programs Service will be asked to program approximately one-half of the one percent earmarked funds, with DHEW and HSMHA splitting the other one-half for programming by them.

Available Funds and Implementation

It is estimated that during FY-71 approximately \$700,000 will be available to the Regional Medical Programs Service for the earmarked evaluation studies. The final amount available is, of course, dependent upon the appropriation now under Congressional consideration. Departmental policy requires that the funds be used for grants, contracts and consultant services; they may not be used to support RMPS staff and in-house evaluation activities. In this connection, the new multiprogram grants (Section 910 of the Regional Medical Programs Service legislation) may be one possible mechanism to support these activities, and the recently-issued guidelines on these grants included a statement to this effect.

The Office of the Secretary, DHEW, must approve the use of all evaluation earmarked funds, and each Program has been asked to develop an evaluation plan on how it tentatively anticipates to program the funds. Departmental guidelines on the development of the plans were broad and suggested that the evaluation activities be primarily (1) retrospective, (2) results oriented and, (3) of assistance to the decision-making levels of the Federal establishment and perhaps to the grantees (collectively) themselves. "Quick and dirty" studies as well as long-range studies should be considered. In addition, evaluation methodologies, information systems, and some types of training were considered appropriate if they were judged to be priority areas.

On-going and Proposed Activities

A. On-going

Of the estimated \$700,000 available to the Regional Medical Programs Service in FY-71 for this activity, approximately \$200,000 may be considered already committed to two contracts initiated in late FY-70 and an additional \$20,000 has been spent on the evaluation conference held in Chicago in late September. The two on-going contracts include:

- (1) Information Support System for Regional Medical Programs --
Harvard Center for Community Health

Director: Harold Keairnes, M.D.

Amount: \$110,000

This contract is testing and developing a socio-political information support system for management and self-appraisal to assist a Region in assessing regional status, identifying changes in the medical system resulting from Regional Medical Program activities, and comparing the effectiveness of organizational processes in promoting change. Four Regional Medical Programs are now participating in this study begun July 1, 1970, including one Region which "bought into" the study on an independent basis. The first series of interviews with Regional Advisory Group members, selected key regional health leaders and core staff members have been held and feedback to the Program Coordinators is now underway. Document analysis is underway and the field interviewer for each RMP has been selected from the core staffs.

- (2) Training of Health Professionals in Characteristics of Effective Evaluation -- University of Illinois College of Medicine

Director: George Miller, M.D.

Amount: \$85,000

This contract supports short-term training for an estimated 250 evaluators and health professionals in Regional Medical Programs on the use of special evaluative techniques. One workshop has already been held and four more are planned for the fiscal year.

B. Proposed

The RMPS evaluation plan covers a wide range of subject areas, including (1) the development of management information systems, (2) evaluating the extent and effectiveness of cooperative arrangements, (3) evaluating the role of RMPs in the implementation and adoption of the heart guidelines, and (4) assessing demonstration activities. This plan is now under review by the Department and final clearance is expected shortly. Several of these proposed evaluation activities (items 1 and 3) are under active consideration.