NWD SYSTEM: BUSINESS CASE TOOLKIT

Section 7: Delivering and Evaluating Success
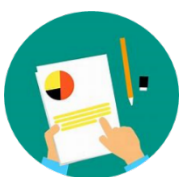
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Section 7. Delivering and Evaluating Success

Overview

Evaluation optimizes success. It enables the NWD System and its partners to know whether goals and objectives are met and paves the way to continual improvement and change. Additionally, evaluation supports overall governance by providing consistent opportunities for the NWD System to level-set and make data-driven decisions. Results of data collection and analysis can also drive continued advancement and sustainability of the NWD System as an integrated health and social service delivery system.

Do This!

Step 1. Evaluate and monitor program performance

Ideally, evaluating program performance will demonstrate to your partners the quality of your program and the return on investment for working with you. Ongoing data collection and monitoring will also provide you with information to leverage when attempting to build new relationships. As such, an evaluation plan is a critical part of any business plan, as demonstrated in Appendix B. Take into consideration that various partners will value or require different data elements or levels of data tracking. You may also want to monitor the impacts of partnerships you develop.

For more guidance on developing an effective evaluation plan, please use the tools and resources available through the Aging and Disability Business Institute.
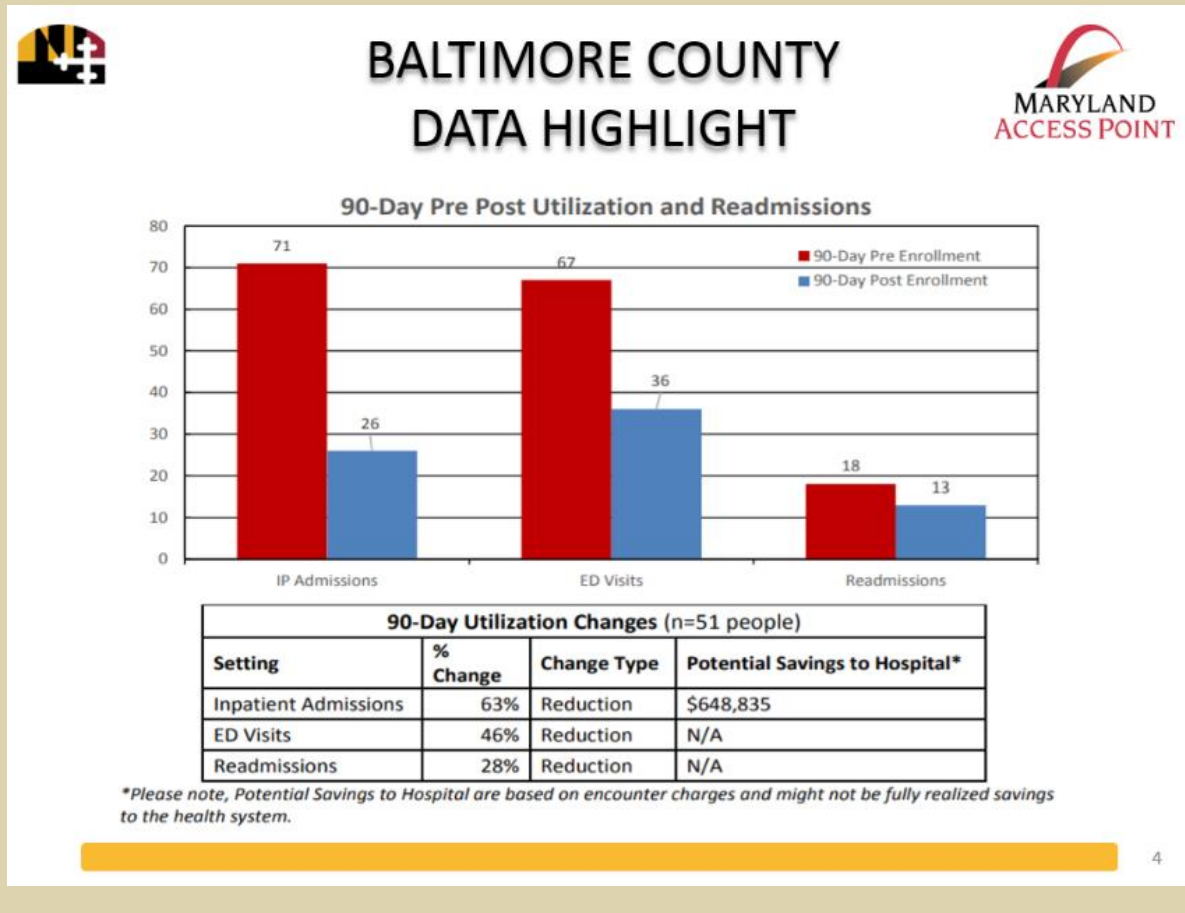
Step 2. Share relevant data with partners

It is important to communicate to a potential partner your plan for evaluating and monitoring your program, as well as sharing program data. You will likely want to discuss the partner's interest and priorities in receiving data so you can share accordingly. In your follow-up communications, you may describe your current program monitoring practices, share existing program reports, and outline how you will share performance data, as needed.

Snapshot from the 2019 NWD Grantee Business Case Collaborative:

Data Tracking and Evaluation Contribute to Future Partnership Development

To strengthen its business case for the Hospital Care Transitions program, Maryland collaborated with two local sites implementing the program to gather data on hospital utilization and readmissions. The pitch and slide deck effectively highlighted the impact of the Care Transitions program by comparing these metrics before enrollment in the program with the same metrics after program enrollment.

Additional Resources

- Aging and Disability Business Institute: Deliver Measurable Results: This page includes a variety of resources to help users measure and report impact. For example, the materials provide information on key outcomes important to healthcare organizations and government entities, how to identify appropriate measures and analyze data, and how to effectively report results.