



STEP 2.1: Clarify where you want to end up

➡ What is the purpose of this step?

The purpose of this step is to maximize the value of your PHDS project by making sure that you meet your specific project goals and reporting requirements. It is easy to miss opportunities for collaboration, data collection, and dissemination of your PHDS findings if time is not spent up front clarifying where you want to be at the end of the project.

In this step you will:

- Clarify the purpose(s) for collecting PHDS data.
- Set overall goals for what you want to accomplish by using the PHDS.
- Identify overall measures you will use to determine if you have achieved your goals.
- Clarify internal or external audiences that will evaluate your project's success.
- Specify evaluation measures for each "evaluation" audience.
- Confirm audiences for reporting PHDS results (e.g., providers, families).
- Specify key messages for each "reporting" audience.



Guidelines and Issues to Consider

Be as specific as possible about your PHDS implementation goal(s). As with any project, you need to set the goal(s) you wish to accomplish. And these goals need to be specific. For example, administering the PHDS because you want to implement a quality measurement project is not specific enough.

It is imperative that—at the beginning of the project—you think about the ideal "ending" of the project.

You need to answer two primary questions:

- Who will use the results?
- What do you want them to do with the results?

WHO



- **Who** do you want to use the results?
- **Who** in your health system is focused on health care quality measurement and improvement efforts?
- **Who** is focused on the components of care measured in the PHDS (anticipatory guidance and parental education, assessment of families for risk factors, identifying and treating children at risk for delay)?

Examples of key potential users of the PHDS findings in your health systems include: Pediatric providers (physicians, nurses), other office staff, parents of enrolled children, health system leaders focused on quality measurement and improvement, health education departments, health system leaders focused on electronic medical record prompting systems and/or patient education materials in the electronic medical chart.

WHAT



➔ **What** will you want them to do with the results?

The data could be used to:

1. Guide and inform improvement efforts at the system-, office- and/or provider-level. (Each level requires consideration at the time of sampling.)
2. Compare performance across offices and/or providers. Identify high and low performers that can be rewarded and/or penalized based on the PHDS findings.
3. Compare the PHDS findings to currently used quality measures such as the HEDIS well-visit or survey-based satisfaction measures.
4. Design parent education and activation tools and strategies. The results could be used to encourage parents to ask their providers about key topics not routinely addressed during a well-child visit.

Involve each evaluation and reporting audience member in specifying goals, measures of success, and key messages. You can do this through in-person meetings, e-mail, or phone calls. Past CAHMI experiences have found that the first meeting should occur in person and that subsequent discussions can take place electronically.

This important step can lead to small but critical changes to the design of your project that will enhance its relevance and value, as well as improve "buy-in" by essential stakeholders. Like you, many stakeholders use information to guide their efforts. Additionally, they are likely to have unique and valuable information about the health and health care of the children you are trying to reach. Past users have found that because the PHDS captures more than just health care quality improvement information (e.g. child health and health care characteristics, parental health and behaviors), they have been able to partner with organizations that they do not normally collaborate with on quality measurement projects the quality measurement department working with the patient education and information department.

Therefore, before deciding on contacting the reporting and audience member, make sure you:

1. Identify specific benefits for potential partners.
2. Specify information and resources these partners can bring.
3. Identify how these partners can ease data collection and analysis and/or the dissemination of the results.
4. Clarify the best time to include these partners.
5. Specify how these partnerships will affect the timeline, staffing, and budget of the project.

Example Worksheet 2.1: Specifying Evaluation and Reporting Audience Members

Reporting and Audience Member	Value of the PHDS to them	How you want them to use the PHDS findings	Information/resources partner can bring	How partner can ease administration, analysis, and/or dissemination	Best time to include partner	Impact on timeline, staffing, budget
#1:						
#2:						
#3:						

Decide whether you want to be able to compare PHDS findings across groups, such as providers' offices, provider types, and geographic areas. If so, this will have many implications for your PHDS project sampling, administration, and scoring steps.

Confirm whether you intend to repeat the PHDS in the future or if this is a "one-time" effort. If you will repeat it, when will you do so? Repetition will allow for trending of PHDS measures and could affect your project's initial design.