

Build your Measurement Strategy

Step 4: Build your Measurement Strategy

A clear measurement strategy (part of the Implementation Strategy developed in Step 2) describes the monitoring and evaluation goals for your project, key questions associated with those goals, the data needed to answer those questions, and the methods you'll use to collect and analyze the data. Developing and aligning on your measurement strategy ensures that you can systematically and continuously learn about what is going well and what opportunities there are for improvement.

Data informed decision making and iteration is essential to reach your implementation goals. Without systematically collected monitoring and evaluation data, you won't know what your strengths are, what needs to change, and whether you've successfully achieved impact.

With input from your teams, align on a shared understanding of:

GOALS & LEARNING QUESTION	<input type="checkbox"/> What specific monitoring & evaluation questions do you hope to answer in order to reach your goals (see Implementation Strategy in Step 2), in the short- and long-term?
DESIRED DATA	<input type="checkbox"/> What types of data do we need in order to answer our learning questions? (aka What indicators and metrics do we need?) <input type="checkbox"/> Which data are highest priority <input type="checkbox"/> What are the possible sources of this data?
METHODS	<input type="checkbox"/> How, when, and for whom are you going to collect your priority data? <input type="checkbox"/> How will you analyze the data and how will you use your findings for decision making and improvement?
DATA COLLECTION TOOLS	<input type="checkbox"/> What data collection do you already have and what tools need tailoring or development?

TeamBirth implementation requires input from patients and care teams. At minimum, your strategy should include:

Context Assessment	Patient Survey	Continuous Feedback Opportunities
Pre-implementation survey of leaders and staff to identify strengths and opportunities in your organization	TeamBirth paper or digital survey to collect first hand experiences of patients throughout implementation	Staff progress surveys and other touch points to elicit input from staff about what is working and what needs to improve

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WORKSHEET

As you articulate your measurement plan consider these steps, and remember that iteration or PDSA cycles are often necessary throughout implementation to ensure data collection is effective.

	Prepare Strategy	Tool Development	Data Collection	Analysis & Review	Sharing Results
<i>EXAMPLE: Patient Survey</i>	<i>Methods</i>	<i>Tailor questions from template</i>	<i>Distribute surveys Collect Surveys</i>	<i>Enter data into qualtrics Summarize findings</i>	<i>Share findings with clinical teams</i>

Start drafting your ideas here, using the questions above as guidance:

GOALS & LEARNING QUESTION	
DESIRED DATA	
METHODS	
DATA COLLECTION TOOLS	