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# Evaluating Your Project's Impact: Important Considerations

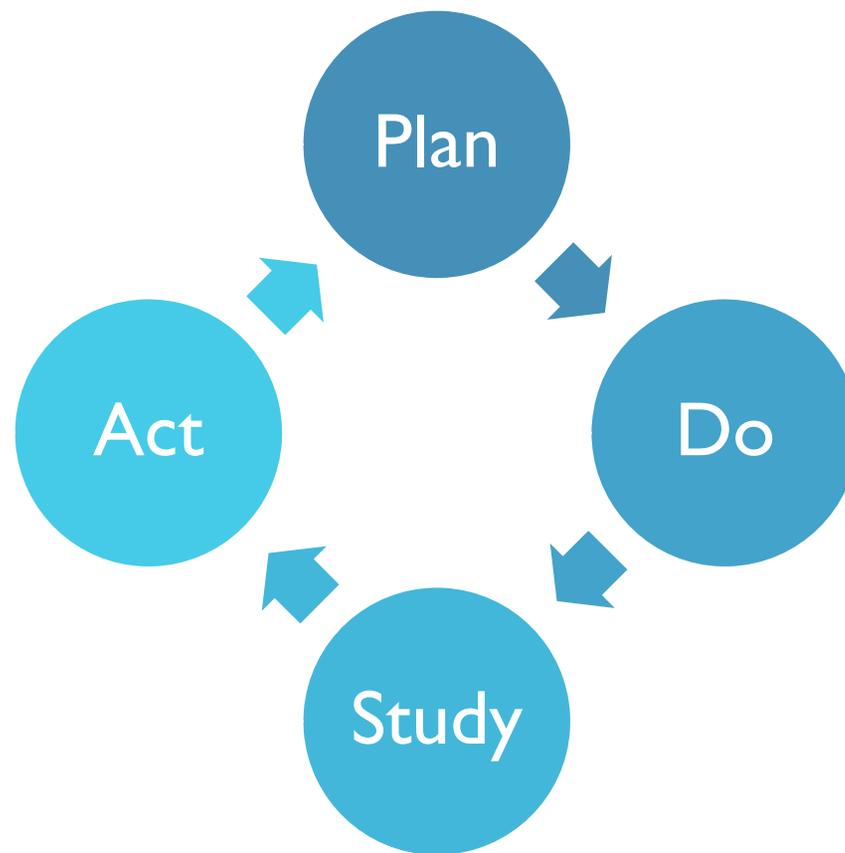
## Three Levels of Analysis

- What potential impact does the project's findings have on practice?
- What impact did conducting this project have on you and your future practice?
- What are the next steps?
  - What needs to be done as a result of your project?
  - Is there more research to be done?

## Evaluate the Impact on Practice

- One way to evaluate a project is with the principles of continuous quality improvement (CQI)
- Framework for Quality
  - Plan: set goals for the project based on the needs of the site
  - Do: Implement the project
  - Study: Analyze what happened
  - Act: Determine if the findings are sustainable

PLAN.DO.STUDY.ACT.



## Evaluate the Impact on Practice (Continued)

- Answer Key Questions
  - Can the service or intervention be sustained?
  - What resources would need to be devoted to making the service more broadly available? And who will offer the services?
  - Are there sources of funding that are sufficient to offset the costs of making the service available consistently?
  - How did the intervention improve the practice site?
  - Will the intervention allow the practice to meet quality metrics?

## Evaluate the Impact on Practice (Continued)

- Answer Key Questions
  - How did the intervention impact patients?
  - Did you see what you expected?
  - How many patients can the practice manage?
  - How will you market the service to a boarder population?
  - What additional services might be offered?

## Evaluate the Impact on Practice (Continued)

- Calculating ROI (Return on Investment)
  - Savings that are generated by your intervention
  - $ROI = (\text{Gain from Investment} - \text{Cost of Investment}) / \text{Cost of Investment}$
  - Useful to sustain intervention and expand intervention
  - Difficult to produce sometimes as gain or savings are often in soft dollars
    - Hard Dollars = Savings that effect the bottom line now
    - Soft Dollars = Savings that should result in the future

## Evaluate the Impact on You

- How has the project affected your career plans?
- Do you want to continue to pursue similar activities?
  - If so, make sure you discuss these thoughts during your conversations with your employer/prospective employer
- Strong research skills are needed in practitioners
  - Typically thought of as a skill for academia
  - Need research to be a norm to prove out contributions to the health care team and patient outcomes

## Evaluated the Next Steps

- Your project results should not end on your supervisor's desk or within a journal
- Next steps will vary significantly based on findings, size, and scope of the work
- Think how can you expand the reach of your project
  - Is a larger sample size needed?
  - Does the study need greater diversity?
  - Is there an aspect that needs investigated further?
  - Are there new areas of potential interest that have emerged?

# Conclusion

- A critical step in the research process is evaluating the impact of the project once completed
  - Internal impact
  - External impact
- Your efforts should not stop after one intervention
  - What needs to be done to further the reach or further understand the impact
- Research should be a practice norm incorporated into the practice of pharmacy