

How to implement **OUTCOME MEASURES**

A guide for Third Sector Organisations and their funders or commissioners



Introduction

Measuring the impact of third sector organisation activities can be challenging.

Researchers from the University of Sheffield have investigated how Patient Reported Outcome Measures (or PROMs) are designed, implemented and embedded in third sector organisations like charities and community groups to help organisations understand how their work is making a difference to service users.

The following guide aims to help you implement outcome measures specific to your organisations' needs. It takes you through six common questions that are asked, and guides you through the implementation process from measurement selection and design, right through to embedding measures and reporting outcomes.

It is appreciated the word 'Patient' is often not used in the third sector, but the term PROMs is commonly used, so we sometimes view the 'P' as standing for 'Person'

If you need further help, please refer to section six with links to further useful information and suggestions of who you could contact within your own networks.

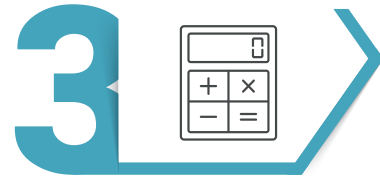
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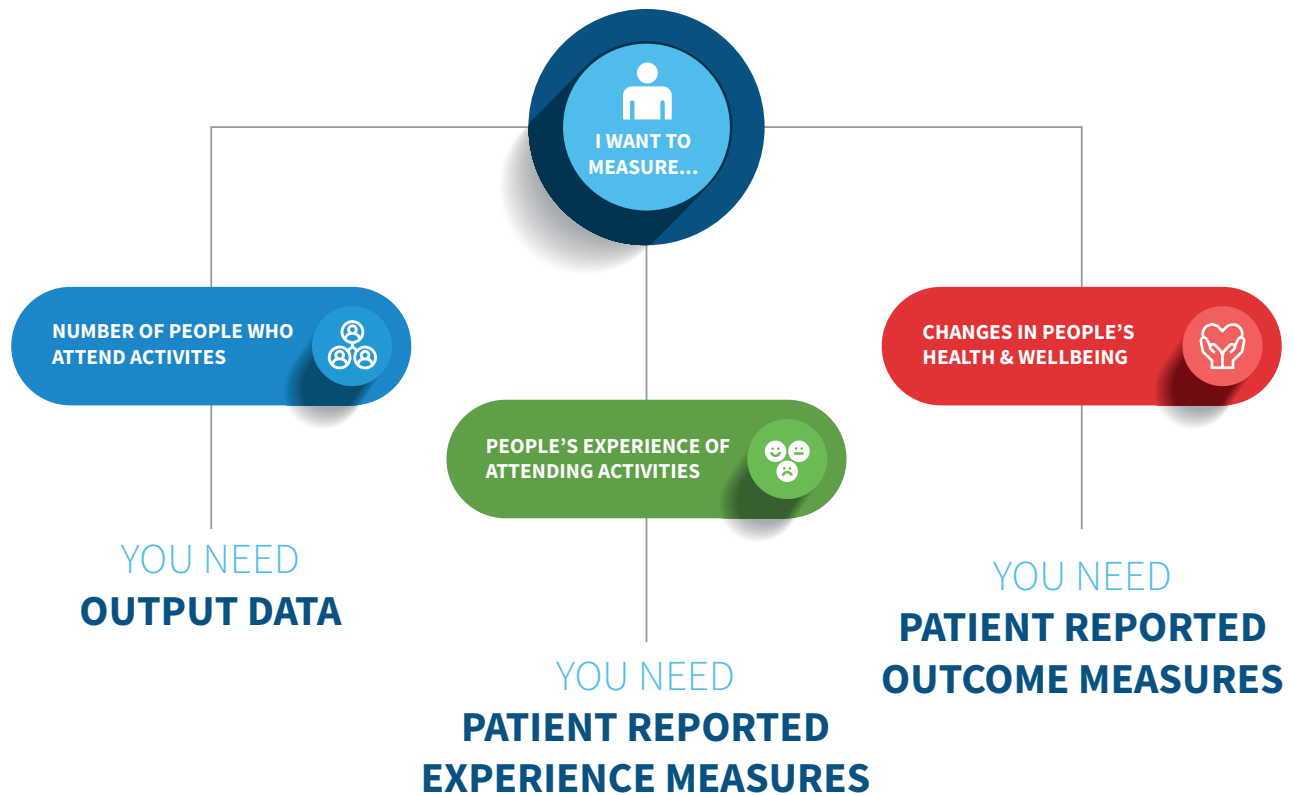
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What Am I Trying To Measure?

To determine whether Patient Reported Outcome Measures (PROMs) would be useful to your organisation, we first need to understand what you want to measure.



If your organisation wants to measure changes in people's health and wellbeing over time as a result of engaging with your activities, then PROMs are the best tool to track this.

What Are PROMs?

Patient Reported Outcome Measures (PROMs) are tools used to measure an individual's perceptions of their health and wellbeing.

PROMs are usually standardised, validated questionnaires that ask questions about a persons' health and/or wellbeing. By asking the questionnaire before and after someone receives support, you can start to understand how things have changed for them.

Examples of PROMs include the Warwick Edinburgh Mental Wellbeing Scale (WEMWBS), Outcome Star & the Patient Activation Measure (PAM).

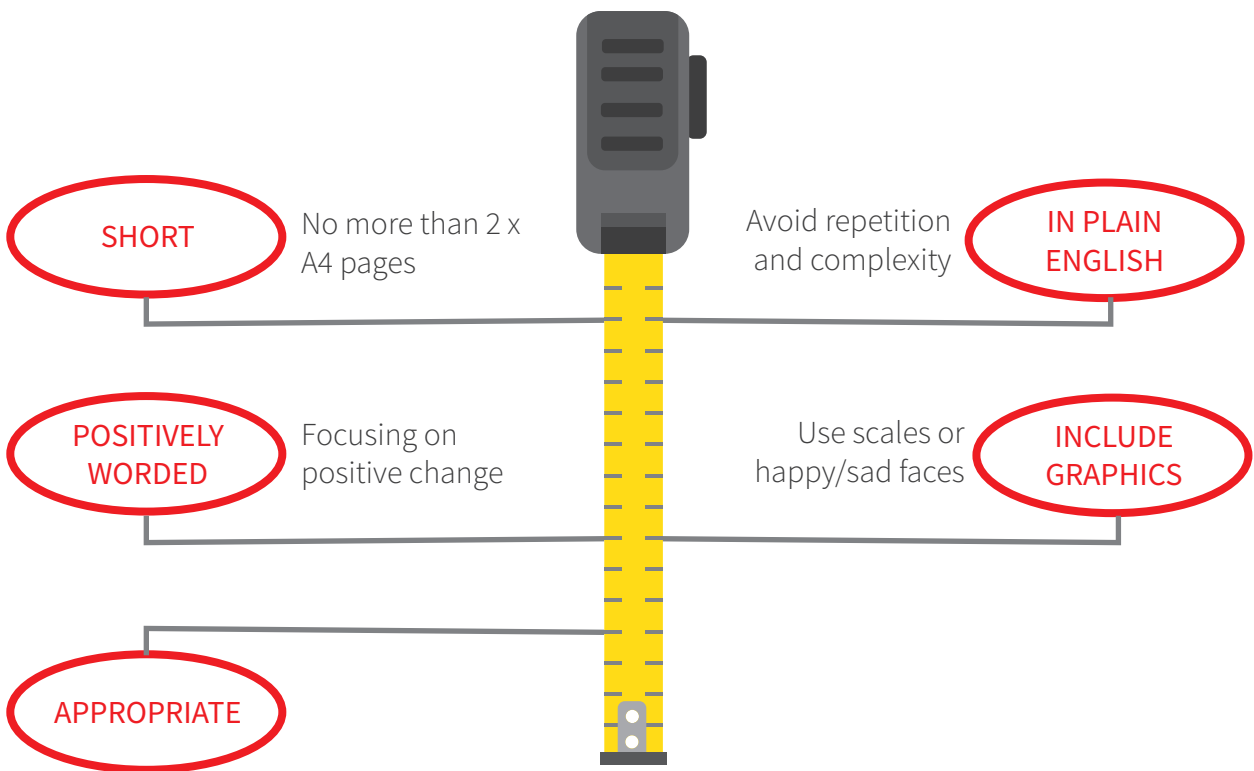


Which PROMs do I need?

There's no exact science to choosing the right PROMs as it depends on your organisation and service-users. However, some helpful things to think about are:



Whichever PROMs your organisation chooses to use, it's useful if they are:
:



If you use an existing PROM, these have usually undergone testing to make sure they are reliable. Although many have not been tested for use in community activities. If you design your own measure then this has not undergone testing & so you won't know how well it is capturing change.

How do I get my organisation ready?

ROUTE TO PROMs

STEP 1 PEOPLE

Implementation lead - need a manager passionate about PROMs and proactive in getting them used

Data management support - a person with technical expertise to ensure PROMs are collected, processed and analysed

Service users - organisation needs to consider their needs & ensure the PROMs process is flexible to account for these

Front line workers - consider how to engage them in process

Senior managers/trustees - need to have buy-in to PROMs so there is organisational commitment and investment of resources into using measures

STEP 4 TRAINING

Training front-line workers - ensure people receive sufficient training including on why measures are being used, how to use them with service users and on understanding the collected data

Have ongoing training, support and reminders for staff on using PROMs e.g. crib notes and discussions in team meetings

Build training into the induction process for new members of staff

STEP 2 DESIGN

Use a co-production approach to involve front-line workers in choosing a PROM

Decide which PROMs to use and which activities to measure

Determine time points for collection and be consistent

Define how measures will be collected - usually they are administered by front-line workers, but will they be collected by paper or electronically?

STEP 3 SYSTEMS & PROCESSES

Processing the collected PROMs - who will be responsible for ensuring collected PROMs are inputted into a spreadsheet or database and when?

Analysis of PROMs data - who can do this, how will they communicate data including sharing it with staff and service users?

Have a database or spreadsheet - need a system where individually collected PROMs can all be recorded & the data used for analysis e.g. a management information system

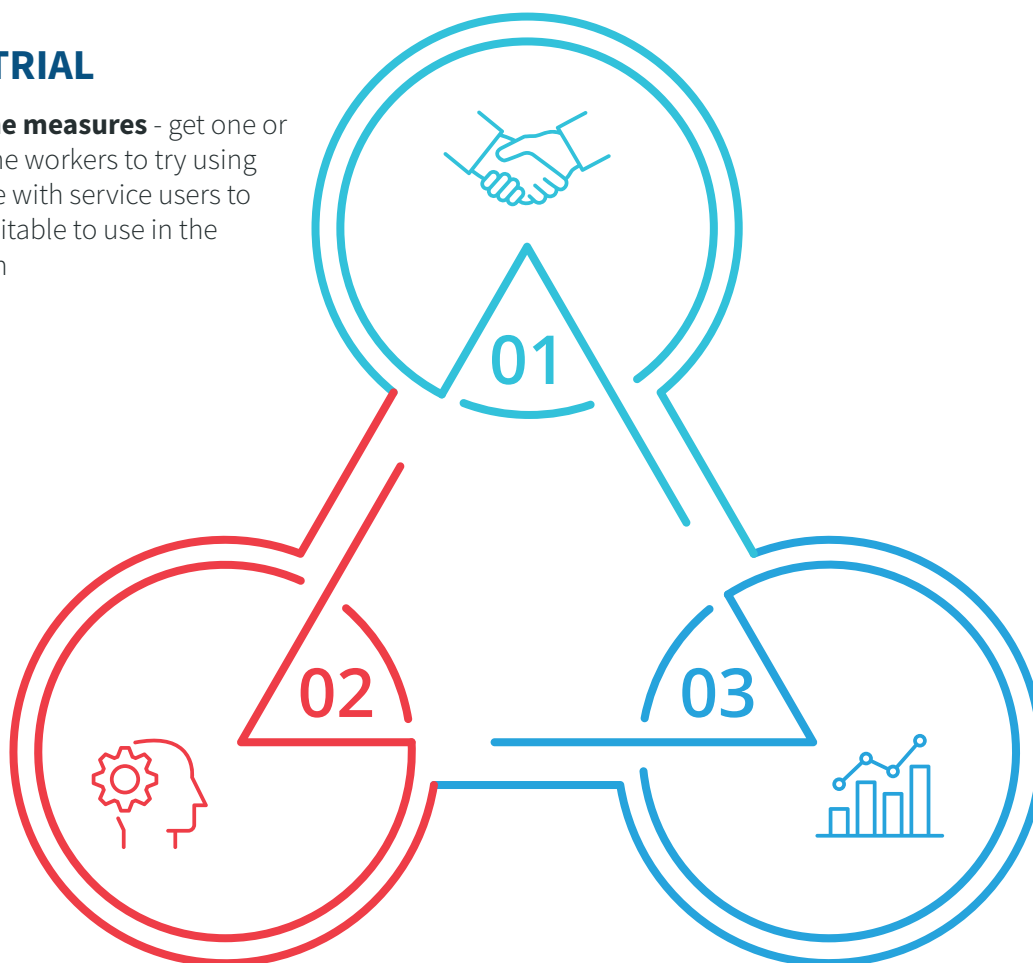
Sharing results with referers - what permissions and processes are needed?

How do I start to use PROMs?

Making PROMs part of an organisation's practice takes time and involves developing and improving the PROMS process. A three step approach can help:

STEP 1 TRIAL

Trial out the measures - get one or two front-line workers to try using the measure with service users to check it's suitable to use in the organisation



STEP 2 EMBED

Allow time for front-line workers to get use to PROMs - during this time they need support, encouragement and feedback about the data that is being used

Reminders for people to use PROMs - have systems in place to help remind workers to use PROMs and when to use them

Accept that some workers are more compliant and engaged with PROMs than others - consider how to support those front-line workers who are less engaged with PROMs e.g. giving them peer support, additional training or support through supervision

Support organisational culture change - using PROMs does require organisational change, which can take time

Expect differences between the PROMs process and what happens in practice - reflect on what is happening and whether the PROM needs changing, the process or systems need improving or more training is required

STEP 3 ITERATE

PROMs process can always change - continually test measures, adapt processes and make changes to training to ensure the measures get used

Accept that it takes time to implement measures - length of time will vary depending on the organisation including whether PROMs are prioritised, whether a co-production approach is taken to designing the measure and whether the organisation have to start using PROMs immediately because of funding requirements

KEY TAKEAWAYS

Choose a PROM and collection process suitable for your specific organisation

Allow time for front-line workers to get use to administering PROMs and ensure they are provided with training, support and regular reminders

Accept that it takes time to implement PROMs, and that changes will need to be made to the process

What if I need help?



If you would like further support it may be useful talking to other organisations in your locality who are using PROMs as they can provide helpful advice - although remember to adapt any learning to your specific organisation.

You can speak to your funders or commissioners - especially if they are requiring you to use a PROM. It can be useful to work together on trying to get PROMs used and they may have tips from working with other organisations.



ADDITIONAL **SOURCES OF INFORMATION** INCLUDE:



What Works for Wellbeing have more detailed information on choosing a measure and undertaking analysis - available from: <https://measure.what-works-well>

The Social Prescribing Network - Decision making tool for PROMs in social prescribing 2019. Suggestions on potential PROMs which have been used within social prescribing (and could be relevant to other wellbeing activities) - <https://www.socialprescribingnetwork.com/resources>

The National Lottery have information on demonstrating impact- available from: <https://www.tnlcommunityfund.org.uk/-funding/managing-your-grant/gathering-evidence-and-learning/data-and-evidence>

NCVO have lots of useful information for organisations who want to demonstrate their impact: <https://knowhow.ncvo.org.uk/organisation/impact>

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