WISEWOMAN Evaluation

Field Placement with Center for Urban Population Health

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Medical College of Wisconsin, Fall 2020

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Well-Integrated Screening and Evaluation for WOMen Across the Nation

Outline

- Overview
- WISEWOMAN
- Evaluation
- Methods
- Results
- Challenges
- Competencies

Overview

- Assist Center for Urban Population Health with Year 2 Evaluation
- Focus: Process and efficiency
- CUPH:
  - Partnership: UW-Madison, UW-Milwaukee, Aurora Health Care
  - Mission: Advance population health research and education to improve health or urban communities (CUPH, n.d.)
  - Methods:
    - Identify social determinants
    - Design and implement interventions
    - Measure intervention effectiveness

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- **W**ell-**I**ntegrated **S**creening and **E**valuation in **WOM**en **A**cross the **N**ation
- Funded by CDC Center for Health Promotion and Disease Prevention
- Focus:
  - Reduce risk of heart disease and stroke by…
  - Promoting healthy behavior in…
  - Women who are:
    - Ages 40-64
    - Low-income
    - Uninsured or underinsured
- Sister program: Well Woman

WISEWOMAN in Wisconsin

- Centers for Disease Control (CDC)
  - Grantor
- Wisconsin Department of Health Services (DHS)
  - Grantee
- Wisconsin Women's Health Foundation (WWHF)
  - Program Administrator
- Aurora Walker's Point Community Clinic and St. Croix Co. Health Dept.
  - Provider Organizations
- Center for Urban Population (CUPH)
  - Evaluator

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WISEWOMAN Strategies

1. Track and monitor **clinical measures** shown to improve healthcare quality and identify patients with hypertension.

2. Implement **team-based care** to reduce CVD risk with a focus on hypertension control and management.

3. **Link community resources and clinical services** that support bi-directional referrals, self-management and lifestyle change for women at risk for cardiovascular disease.

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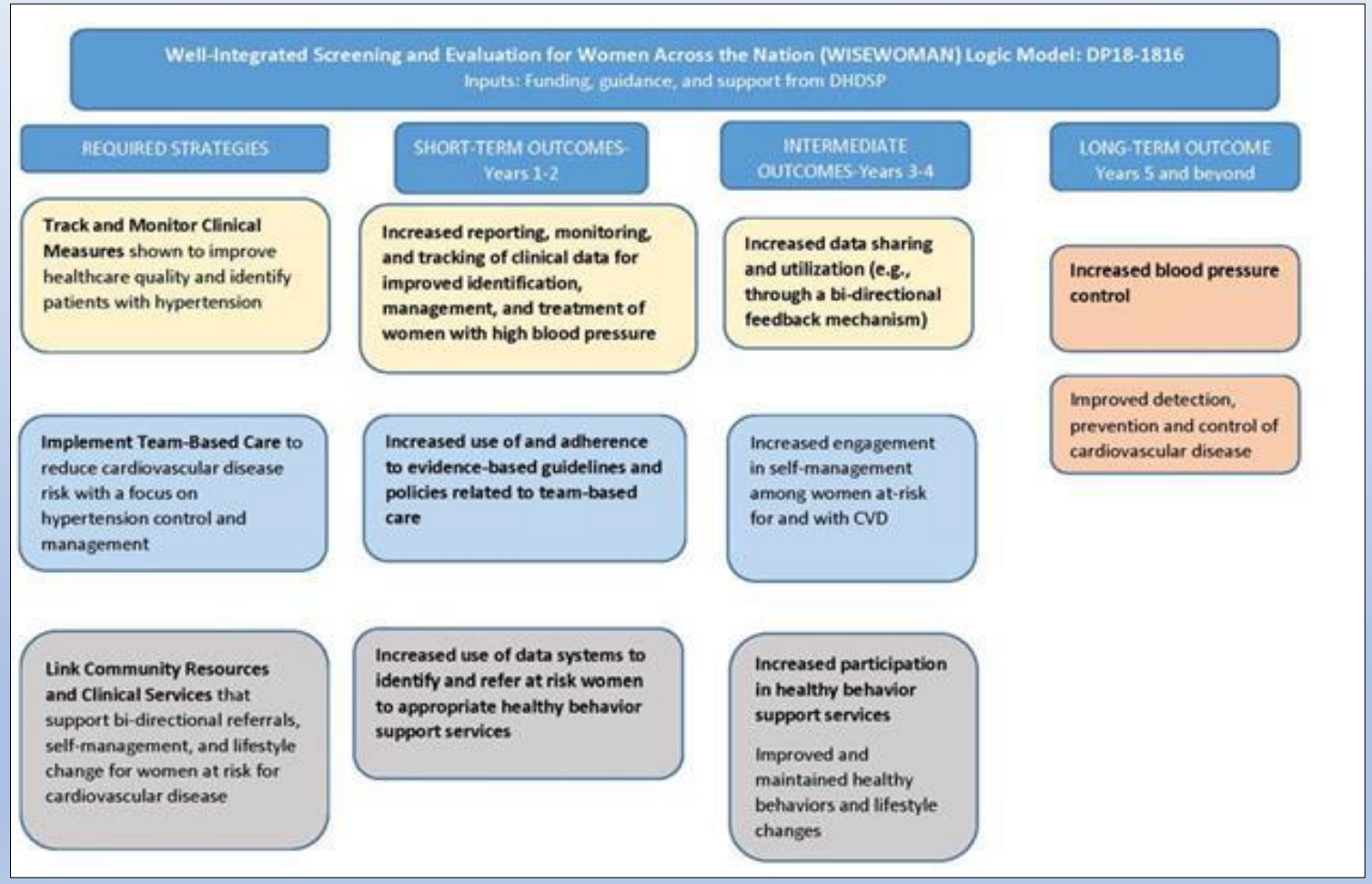
WISEWOMAN Logic Model*



**Source: WISEWOMAN Implementation Manual (Wisconsin DHS, 2020)*

Purpose of Evaluation

- Year 2-Efficiency Improvement Plan and Process Model
- Focus: Walker's Point
- CDC deliverables:
  - Process models
    - Visual representation of how processes link to outputs and short-term outcomes (CDC, 2020)
  - Analysis of inefficiencies
  - Program improvements
- My role:
  - Create process models
  - Help with analysis and recommendations

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Process Evaluation Concepts

- Purpose:
  - “How well the program is operating” (Rossi et al., 2004, pp 56-57).
- Based on process theory:
  - “Activities, resources, and interventions needed to achieve health change” (Issel & Wells, 2018, p 19).
- Two kinds:
  - Service utilization
  - Program organization

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Methods: Process Models

- Learn about the program
- Gather information
  - Program documents
  - Provider survey
  - Interviews/focus groups
- Write out processes
- Convert to models using MS Word Drawing Tools

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Methods: Analysis & Recommendations

- Compare to expected workflows
- Analyze data
  - Provider survey
  - WWHF Monthly Feedback Report for Walker's Point
- Discuss workflows with CUPH & WWHF
- Apply knowledge from school and work
  - Team-based care
  - Electronic health records
  - Program theory

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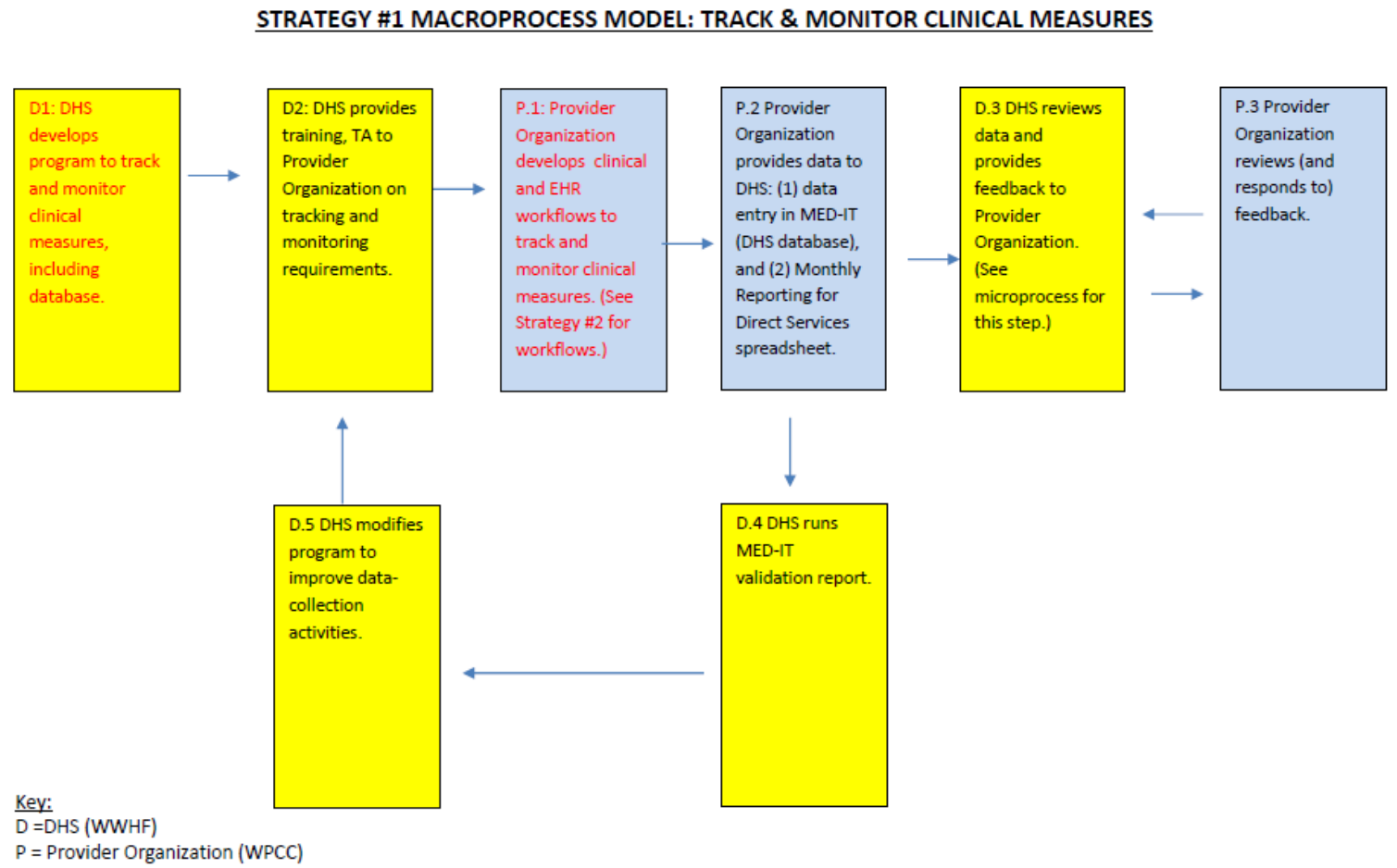
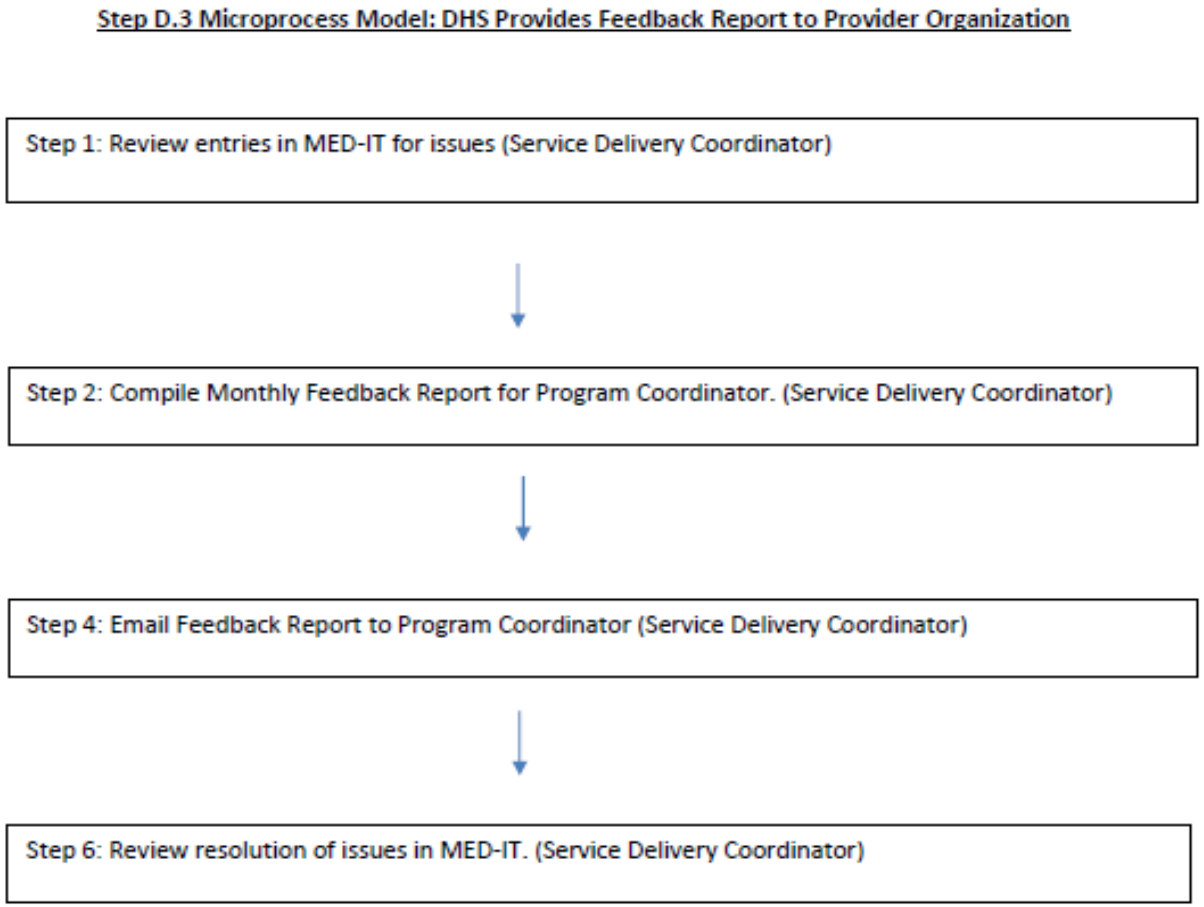
Results: Macro Process Model



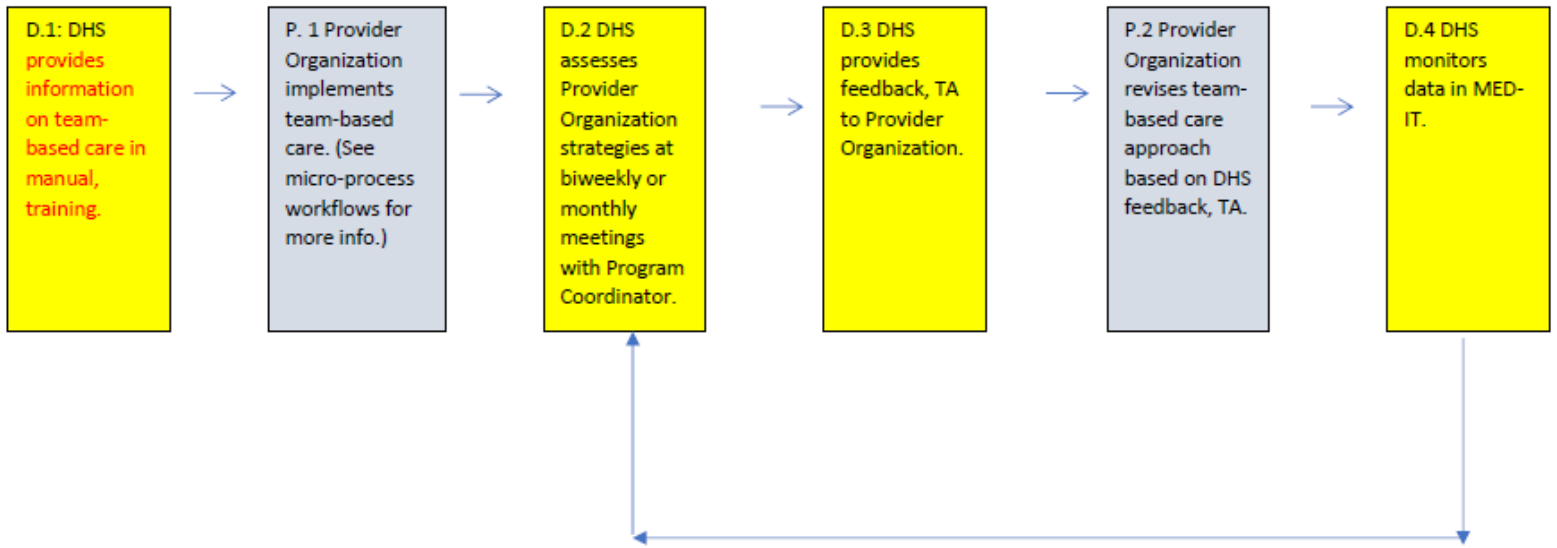
Red font used to depict most-recent changes to CUPH and WWHF

Results: Micro Process Model



Results: Macro Process Model

STRATEGY #2 MACRO-PROCESS MODEL: TEAM-BASED CARE*



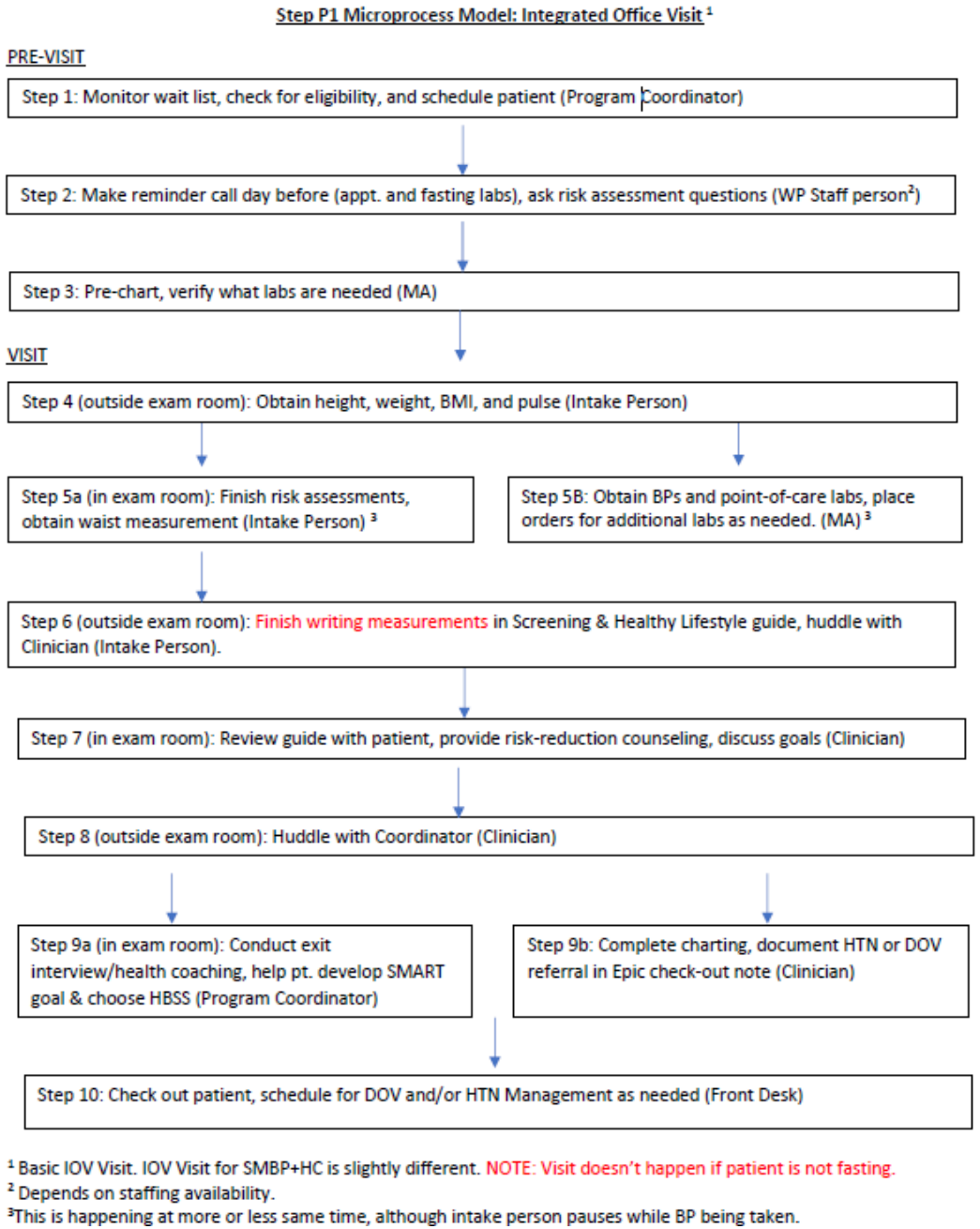
Key:

D =DHS (WWHF)

P = Provider Organization (WPCC)

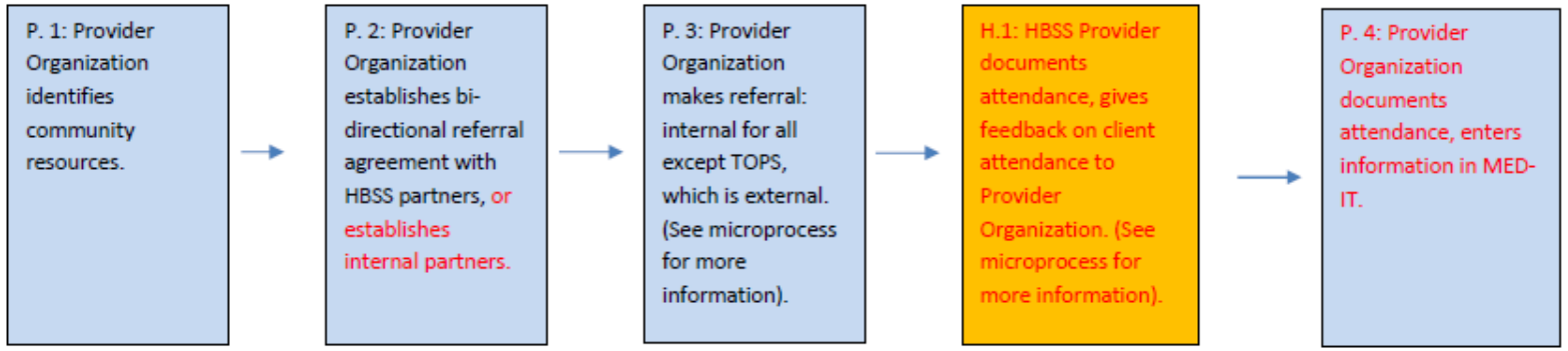
Red font used to depict most-recent changes to CUPH and WWHF

Results: Micro Process Model



Results: Macro Process Model

STRATEGY #3 MACROPROCESS MODEL: COMMUNITY LINKAGES*



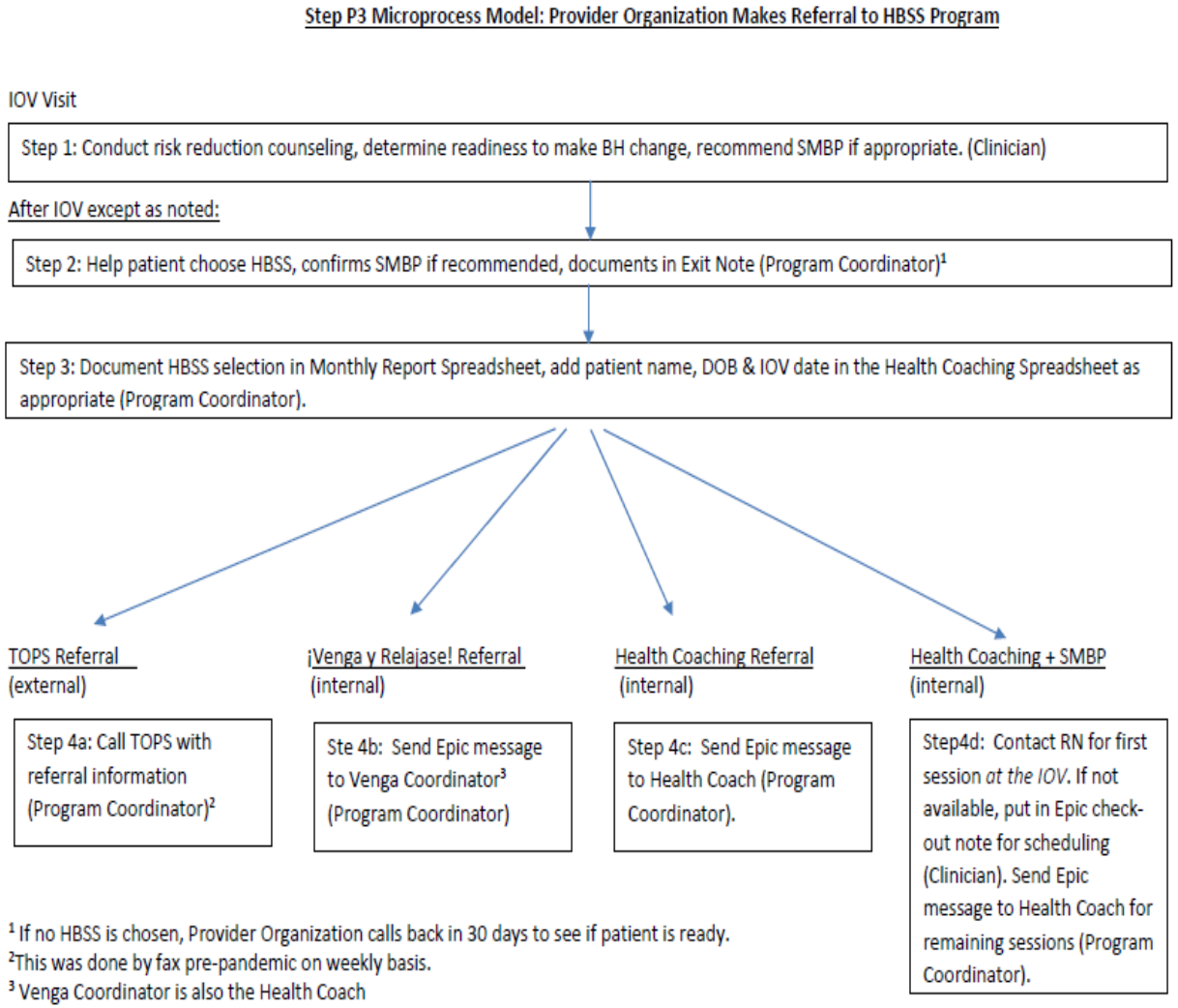
Key:

P = Provider Organization (WPCC)

H = Healthy Behavior Support Service (HBSS) Provider

Red font used to depict most-recent changes to CUPH and WWHF

Results: Micro Process Model



Results: Data Analysis

- Provider survey, limited data
- Feedback report for Walker's Point

Task	Instances	Percent
Re-enter cycle note as Hypertension Referral Visit	10	40%
Schedule client for Hypertension Management Visit	9	36%
Obtain missing blood pressure of A1C measurement	4	16%
Other	2	8%
Total	25	100%

Results: Efficiencies

- Team-based care
  - Different roles
  - Communication via messaging, huddles
  - Some cross-training
- Internal HBSS providers
  - Communication advantages

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Results: Inefficiencies

- Database not optimized, causing:
  - Re-entry of data.
  - Challenges with monitoring quality
- Limits on database expertise
- Clinical support staff absent from team meetings?

- Unclear how patients are identified

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Results: Recommendations

- Continue to optimize database:
  - Modify fields to capture all data
  - Improve QA mechanisms
  - Better use of report functionality
- Provide additional training on database
  - To: WWHF, CUPH and Walker's Point
  - About: Data entry, report writing
- Ensure clinical support staff are included in team-based care
  - Appoint Medical Assistant Champion

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Field Placement Challenges:

- Pandemic
  - Virtual meetings
  - Limited data sources
- Absence of Walker's Point Program Coordinator
- Limited access to quantitative data
- Different expectations
  - CUPH: Focused on CDC deliverables
  - WWHF: Focused on details of workflows

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Field Placement Competencies:

- Apply public health theories, concepts and models.
- Select data collection methods
- Analyze data using biostatistics, informatics, etc.
- Interpret results of data analysis
- Demonstrate how evaluation design and data analysis are used to conduct outcome and impact analysis.

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Gratitude List

This field placement was brought to you by….

- Virtual platforms (Zoom, MS Teams & Box)
- Weekly meetings with preceptor, Michelle, and Carrie, two fellow data nerds
- Feedback and support from preceptor & Dr. Zusevics
- Patient instruction from WWHF re: the complexities of WISEWOMAN
- Walker’s Point staff persevering in the presence of the pandemic and the absence of their Program Coordinator

References

Center for Urban Population Health. (n.d.). *Approach.* Retrieved December 6, 2020 from https://www.cuph.org/approach.html

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Issel, L.M., & Wells, R. (2018). *Health program planning and evaluation: A practical, systematic approach for community health (*4th ed). Jones & Bartlett Learning.

Rossi, P.H., Lipsey, M.W., & Freeman, H.E. (2004). *Evaluation: A systemic approach* (7th ed). Sage Publications.

Wisconsin Department of Health Services. (2020, May 20). *Wisconsin WISEWOMAN provider organization implementation manual* [DRAFT].