

Retrospective Analysis of Advancing a Healthier Wisconsin Endowment-Funded Projects

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MPH Capstone
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ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT

Outline

- Background
- Purpose
- Literature Review
- Methodology
- Results
- Discussion
- Limitations
- Conclusions

AHW: Background

- Blue Cross/Blue Shield United of Wisconsin Conversion
- Over 300 research, education and community-based initiatives funded since 2004
- No methodology created to communicate the cumulative impact of these projects

AHW: Background

Funding Component	Definition	Example Projects
REP		
Strategic	Advance long-term change in research and education	Major cardiovascular, cancer, or other health project investment
Responsive	Test new approaches through pilot projects in research and education	Basic, clinical, or population sciences approaches
Capacity Building	Enhance collaboration and dissemination	Conversations with Scientists program
HWPP		
Strategic	Improve health through targeted community health investment	Targeted health priorities: currently behavioral health
Responsive	Change systems to influence key determinants of health	Grassroots policy, environmental or systems changes that address key determinants influencing health
Capacity Building	Ignite momentum for health improvement changemaking	Strengthening community capacity and enhancing leadership abilities

Table 1: Broad Scope of AHW-Funded Research

Purpose

- Many evaluative tools exist – but none that are suitable to an organization as broad in scope as AHW
- Hypothesis:
 - *A mixed method approach can be used to inform a quantitative calculation that defines the long-term impact of AHW funding and effectively communicates the comprehensive, transformative value of AHW investments.*

Literature Review: Evaluation Design

- CDC general framework
 - Highlights importance of stakeholder engagement
- AEA Evaluating Outcomes of Publicly-Funded Research, Technology and Development Programs
 - Highlights challenges and emphasizes need for a mixed methods approach



Figure 1: CDC Evaluation Framework

Literature Review: Social Return on Investment (SROI)

- Roberts Enterprise Development Fund
 - SROI accomplished through four steps:
 - True Cost Accounting Analysis: Can be found in budget queries in AHW's internal databases (Pearl/FileMaker Pro/Progress Reports)
 - Capital Structure Issues and Analysis for Social Purpose and Enterprise: Can be found in annual and progress reports
 - Social Outcome Analysis and Summary: Can be created by compiling a qualitatively coded library
 - SROI Portfolio Analysis: Completed with interviews to supplement data collected

Literature Review: Social Return on Investment (SROI)

- Sawhill and Williamson
 - Family of Measures to Encompass Breadth of Values:
 - Impact Measures
 - Measure progress toward the mission, vision and long-term objectives that drive organizational focus
 - Activity Measures
 - Measure progress toward goals, strategies, and program implementation that drives organizational behavior
 - Capacity Measures
 - Measure progress at all levels of the organization, thereby enabling it to get things done
- Adapted for AHW use (next slide)

Literature Review: Social Return on Investment (SROI)

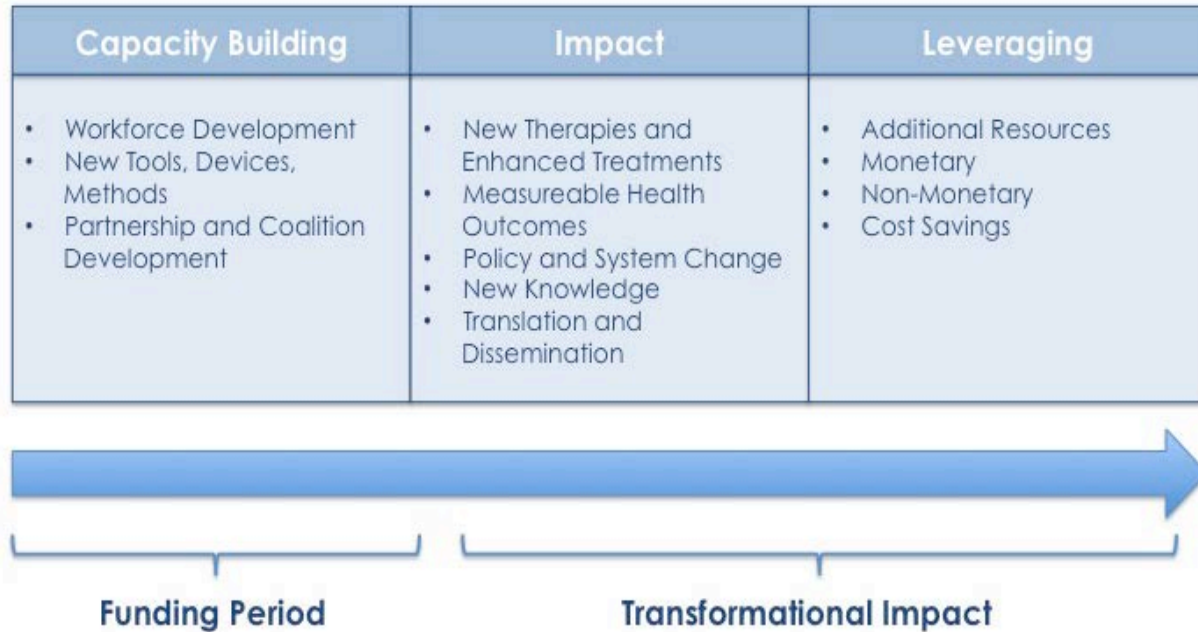


Figure 2: AHW Transformative Value Framework

Literature Review: Attribution and Contribution Analysis

- Attribution Analyses

- Used to determine “if and how much of an observed outcome/impact was caused by the program.”

- Contribution Analysis

- “Helps isolate the signal associated with the program in question...[acknowledging] multiple lines of funding, and often multiple funders [that] engage in parallel programmatic activity.”

Literature Review: Mixed Method Approaches

- Guthrie, “Measuring research: A guide to research evaluation frameworks and tools” – Recommends:
 - Document Review: used as a first step to identify and synthesize what is currently known.
 - Interviews: give data missing from the document review that is needed to properly analyze social return on investment.

Methods: Preliminary Interviews with Key Stakeholders

- Stakeholders determine the definition of “Value”
- Leadership, Staff and Funded Academic PIs were asked:

Internal Stakeholders	External Stakeholders
Leadership Team	Funded Academic Partners/PIs
Staff Members	Funded Community Partners
Faculty Members	Those directly affect by AHW-funded projects
Governing Bodies	Population of Wisconsin

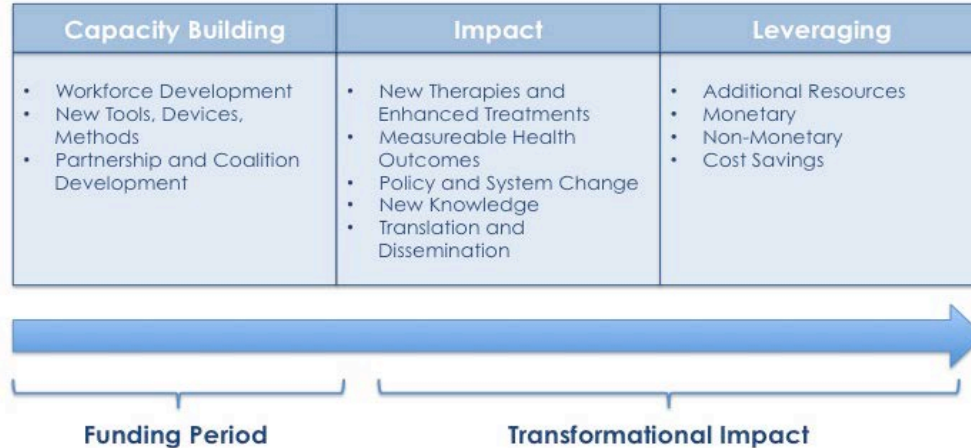
Table 2: AHW Internal and External Stakeholders

Methods: Assessment of AHW Documents

- Cohort of uniform documentation of AHW-funded projects was needed
- Most recent progress report/progress summary for each completed project was used
 - Contained comparable summaries, investment tools, and information about achievement
 - Determined to be an accurate representation of the major achievements of each project

Methods: Coding Analysis

- ATLAS.ti used to code 286 project documents according to the AHW Transformative Value Framework



Methods: External Interview Framework Design and Thematic Analysis to Outline Interview Approach

- Documents created to guide completion of evaluation, reviewed, and approved by the IRB



AHW Retrospective Analysis: Data Collection Form
Last Updated: 11.30.14 by Jessica Olson, PhD (jolson@mcw.edu)

Project Title:
 Process of Selection:
 Capacity Building:
 Duration/Period:
 Approximate Number of Participants:
 Study/Issue Name:
 Value of Training:
 Impact:
 Goals:
 Program (during the study):
 Medium/Term (Immediate): Following the Study:
 Long-term (over a year after conclusion of the study):
 External/Policy/Value Changes not accounted for a feature:
 Knowledge:
 Resources/Strategies:
 Researcher/Institution/Information:



AHW Retrospective Analysis: Letter to Interviewees
Last Updated: 10.06.14 by Jessica Olson, PhD (jolson@mcw.edu)

Dear _____

Since its establishment in 2004, the Advancing a Healthier Wisconsin Endowment has been committed to improving the health of the people of Wisconsin. In this time, approximately \$200K has been invested in the community, in research, and in education initiatives. To date, no one else has investigated the transformative societal impact of these investments. As a priority (see www.advancingwisconsin.org) of AHW funding, we would like to discuss the impact produced by the _____ project.

Jessica Olson, PhD, a fellow and professor in the Institute for Health and Behavior, would like to schedule approximately 30 minutes of your time to explore the following questions:

- Did any funding from you go to something that you consider to be a success? If so, what and so, you think were the primary beneficiaries of the care that you did give, and how are they benefiting today?
- As you look back on the project, what indicators would you look at to tell you that it was worth going? If the project's impact frame is "five years from now, what would the indicators be that [PROJECT] was worth going?"
- Looking back on the grant material and program report, I notice (AMTHERO-DN, MATHEMATICS, BUDGET, EXERCISE). Can you tell me more about that?
- What should have been going that would enhance the impact of your study?
- Is there anything that you would like to communicate to AHW?

We have asked Dr. Olson to complete this important project in order to communicate the significance and value of investing in community health, improvement, research, and education. At your earliest convenience, please let Dr. Olson know if you would be available for a 30-minute meeting, and the best time/method to get in your calendar.

Thank you in advance for helping us complete this work.

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 414.224.8333

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AHW Retrospective Analysis: Informational Letter
Last Updated: 10.06.14 by Jessica Olson, PhD (jolson@mcw.edu)

Dear _____

Thank you for your participation in the former retrospective analysis of AHW funded projects. The purpose of this study is to investigate the transformative societal impact of the approximately \$200K invested in community, research, and education initiatives. Although you will not get personal credit from being part of this research study, your response may help us understand more about the value of investing in projects like yours to improve health.

This interview will take approximately 30 minutes to complete. Your presence, and responses to all questions, you have a choice about whether or not to participate. If you choose to participate, you are free to skip any questions or discontinue the interview at any time. The interview will be recorded to allow for rapid data collection. This recording will be transcribed within one week of the interview. Notes on a password-protected hard drive, and de-identified briefing compilation of portions of publication materials.

There are no fees to participating in this study. Your responses in the interview are kept confidential to the extent allowed by the law. When we write about this study, your name will not appear or be used on research documents, or be used in presentations or publications with the exception of Dr. Olson. The research report will not include any information you provided, come from you, nor appear where you participated in this study.

If you have questions about the study, please feel free to ask. My contact information is given below. If you have questions about your rights as a research participant or want to report any problems or concerns, you can call the Medical College of Wisconsin Research Response Resource Center: 414.224.8333 or 414.224.8344.

Thank you in advance for your assistance with this important project.

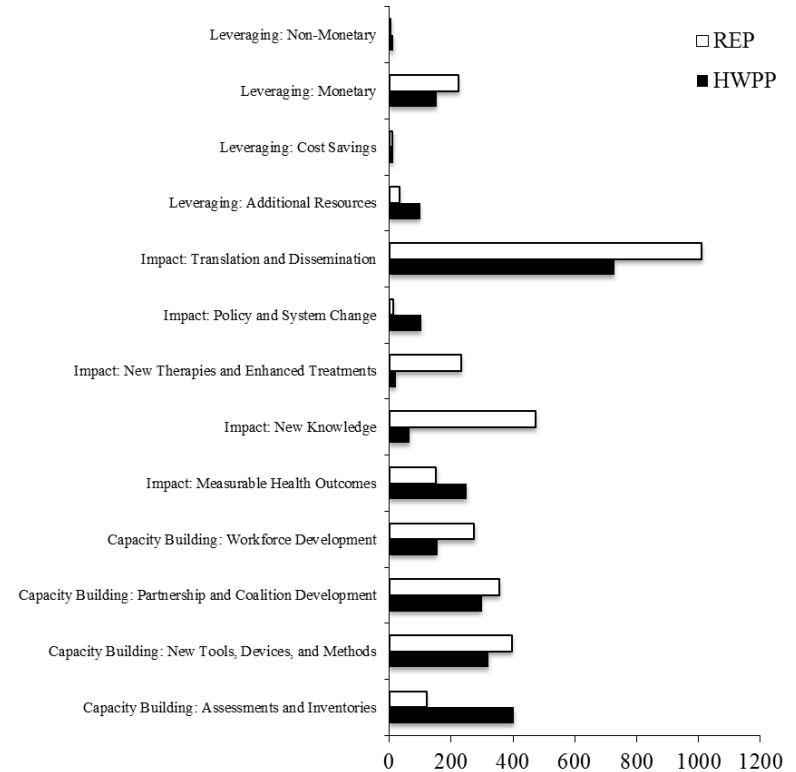
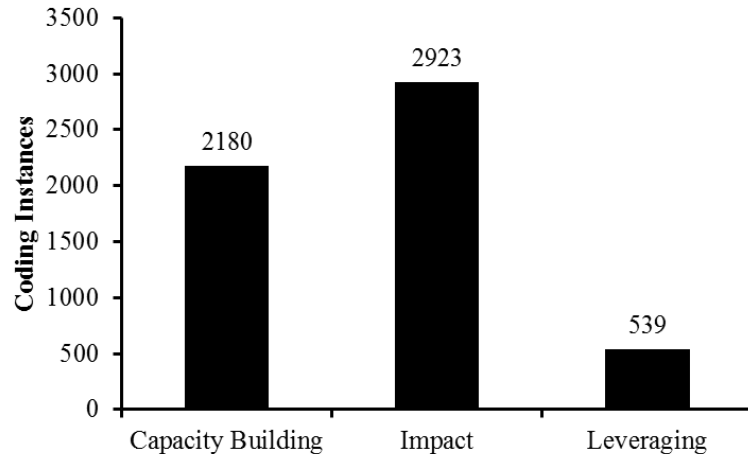
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Results: Transformative Value Framework Coding



Results: Calculation of Amount Invested

- Incomplete source in the Progress Reports – Query from databases would be needed
 - Cohort pulled had \$35,985,547 invested from HWPP and \$23,796,168 from REP

#	Name	Type	Quotations	Comment
192	Development and Evaluation of a Stud...	Text	23	Investment: \$300,000
193	Development of a Center for Science,...	Text	25	Investment: \$360,000
194	Development of a Voxel-Wise Databas...	Text	5	
195	Development of Selective Estrogen Re...	Text	1	
196	Dynamic Imaging of Embryonic Stern...	Text	15	Investment: \$150,000
197	Empirical Ethics Group Roberts, L 201...	Text	79	Investment: \$330,663.58
198	Enhancement of a Research and Trans...	Text	58	Investment: \$1,000,000
199	Establishment of a Neuroscience Rese...	Text	21	
200	Expression and Function of SmgGDS i...	Text	28	Investment: \$150,000
201	fMRI Abnormalities in Geriatric Depres...	Text	8	
202	Forward Genetic Analysis of Glaucom...	Text	2	Investment: \$75,000
203	Funds to support 0.5 FTE Partnership...	Text	2	
204	GABAergic Inhibition and Cocaine Add...	Text	7	
205	Gene Expression in HS Rats to Identif...	Text	14	
206	Genetic Determinants of Susceptibility...	Text	10	Investment: \$249,000
207	Genetic Screen for HIV Restriction Fac...	Text	15	Investment: \$126,970
208	Growth Control in the Zebrafish Intesti...	Text	14	Investment: \$150,000
209	Healthy Wisconsin Leadership Institut...	Text	27	
210	Hemoglobin, Haptoglobin and Sickle...	Text	16	Investment: \$150,000
211	HIGH-THROUGHPUT CRYSTALLIZATI...	Text	30	Investment: \$225,000
212	Human ES Cell Laboratory Duncan, S...	Text	10	Investment: \$162,000
213	Hydrogen Sulfide as a Putative Transm...	Text	17	Investment: \$148,675

Figure 5: Snapshot of Coding Analysis

Results: AHW Interview and Transformative Value Calculation Framework

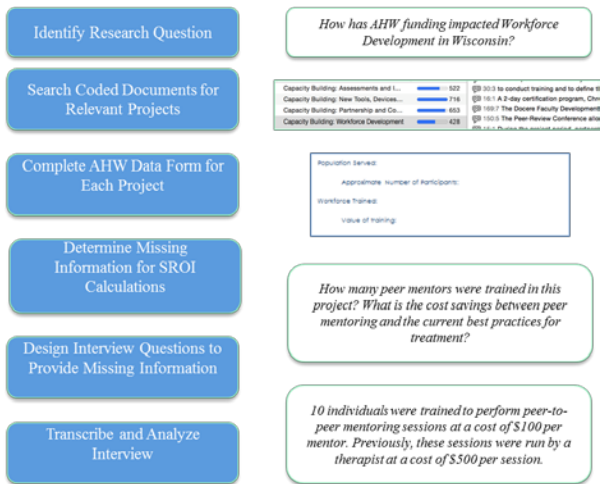


Figure 6: Interview Framework



Figure 7: Transformative Value Calculation Framework

Results: Complete Transformative Value Protocol

Phase 1: Identify Research Questions and Resources → COMPLETED

Identify Stakeholders

Conduct Document Review

Phase 2: Create and Code Existing Measures of Value → COMPLETED

Determine Family of Measures

Create a Coded Library of Measures

Phase 3: Conduct Interviews to Fill Gaps and Calculate Value → INCOMPLETE

Conduct Interviews

Calculate Transformative Value

Figure 8: Complete Transformative Value Protocol

Discussion

- CDC Evaluation Framework highlighted the importance of carefully defining stakeholders to inform the metrics of evaluation.
- Social Return on Investment models consulted to produce a Transformative Value Framework.
- Coded library compiled for 286 projects.
- Protocol created and IRB approved for Interviews and Transformative Value calculations.
- Complete SROI protocol Outlined.

Limitations

- Previously collected data used to answer questions in a retrospective analysis. Data was not collected with the intent of informing a calculation of Transformative Value.
 - Challenge to find truly transformative metrics between funded projects
 - Projects do not contain uniform benchmarks or prospective goals to determine value
 - Calculations need to be made that emerged from funding, rather than calculated from planned outcomes
- Attribution and Contribution analysis will need to be conducted after this protocol to determine the AHW's impact on investments made by multiple funders.

Conclusions

- A protocol has been created that demonstrates the lasting impact of investing in research, education, and community initiatives.
- Tools have been created that may be used to communicate Transformative Value both within the Endowment and other grant making organizations.
- Successful completion of the Transformative Value Framework can be used to inform modifications that will insure improved investment practices in the future.

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MPH Team

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