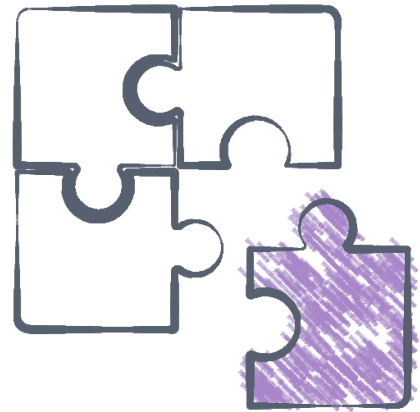# Impact Measures… at a glance

What?

An impact measure is something that can be collected and measured to assess and evaluate whether your project or change has had an effect or impact and made an improvement.

Why?

It is important when embarking on any change or improvement to capture data and information to support the rationale for the change.

By measuring the baseline of performance (the 'before') and then repeating this either during or after the project you will be able to compare the findings and demonstrate if the change or service improvement has been effective or not.

How?

Step 1 - Preparation and planning:

Once the aims and objectives of the project have been defined, then a measure of current performance or output aligned to this needs to be identified. The measure will be linked to what you are trying to change or improve e.g. waiting times in clinics, reduction in missed appointments, staff sickness rates. Your project may require more than one set of data or information as there may be several aims and objectives to the project.

Questions to ask….

- What do you want to know?
- What data will be able to answer this question?
- Where will you get the data from?
- How will the data be collected?
- Who will collate it?
- How often will it be collected?
- When will it need to be analysed?
- Who will do this?

Want to learn more?

Impact measures v1.0 September 2022

3 minute YouTube video:
https://www.youtube.com/watch?v=hJzJFVsUIyI

Step 2 - Baseline information:

It is important to know what the current position is in the team, department or service to ensure you can measure the impact of the change or service improvement. This data must:

- Have defined boundaries to ensure consistency
- Have an agreed start and end point to make sure that the data is up to date and related to the current project
- Be relatively easy to capture and review

This information needs to be gathered before any changes to services are made to ensure that it reflects the current position of the department. By doing this before any changes have happened, you will ensure that the data capture at the end will reflect the full impact of all the changes or service improvements. This information will be used to monitor the progress of the change or service improvement and to measure the impact of the project at the end.

Step 3 - Monitoring:

The information or data needs to be gathered at either agreed intervals during the project or on completion of the project. If there are some big changes or several step changes to a project, it is important to monitor the impact during the project to safeguard against any negative impacts of change, so the project can be revised accordingly.

Steps 4 - Analysing and reporting outcome:

Finally, the data should be reviewed and analysed to ascertain if the changes have made an impact. If the data is not what you expected you may need to do further investigations before you are able to share your results.

Top tips

- Use clear definitions and parameters
- Have clear aims and objectives for the project, also outlining what is out of scope
- Always collect a baseline
- Use meaningful data that underpins your aims and objectives
- Be consistent
- Chart progress to identify any issues with either data collection or the impact of the project
- Always ask questions if the data is not reflecting what you anticipate and do a deep dive where appropriate