

## Adult Service Evaluation and Considerations for Effecting Change

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- How do you know whether what you're doing is working?
- Who needs to know?
- How do you introduce something new?

## Why Bother?

- Clinical governance requires NHS services to be evaluated continuously
- Healthcare scientists must practice Evidence Based Healthcare
- Particular need to justify time- consuming service
- Personal motivation

## How do you know whether what you're doing is working?

*Can we rely on what patients tell us?*

- Not EBH
- Not quantifiable
- Eagerness to please
- Different ideas of success
- Different ways of expressing self

## Using Questionnaire Data

- Keep database
- Easy to calculate average improvement
- Ideally measure at several points, including baseline (ENT visit?)
- Not same as research data

## What questionnaires don't measure

- General satisfaction with service
- Suggestions for improvement  
*Patient feedback important*
- Feedback form, conversation, focus group?

### Who needs to know?

- Tinnitus team
- Rest of dept
- Referrers (ENT)
- GPs
- Managers

### Spreading the word

- Reports on each patient (referrer + GP)
- Invite self to meetings

### Implementing change the evidence based way

- Your evaluation leads to a new idea- what do you do?

### Process

- Search for evidence
- Evaluate evidence
- Talk to others with experience
- Get colleagues on board

- Plan
- Implement
- Evaluate
- Modify

- Example: introducing a validated outcome measure to your tinnitus clinic

### Search for Evidence

- Make friends with your librarian
- Medline, CINHL etc
- Benefits/ drawbacks of OM use in healthcare
- Strengths & weaknesses of different OMs for tinnitus

### Evaluate Evidence

- Quality of study
- Relevance to you

### Talk to others with experience

- Course contacts
- BAA forum
- Paper authors

### Get colleagues on board

### What **doesn't** work

- Issuing guidelines  
*Haines & Jones (1994): BMJ*
- Course/ conference presentations!  
*O'Brien et al (2001): Cochrane review*

### What **does** work

- Interactive workshops  
*O'Brien et al (2001)*
- Involving everyone affected  
*Keep (1998)*
- 'Educational outreach'  
*O'Brien et al (2007)*

### Plan/ implement

- Involve everyone affected

### Evaluate

- Effect on patient outcomes (??)
- Changes in clinician behaviour (easier)
- Attitudes: clinicians and patients

### Modify

- Tackle problems raised
- Process should be cyclical

### The time issue

- DNA & cancellation slots
- BAA CPD
- Eventual time saving

### Side benefits

- Teamwork
- Update knowledge
- Practise research skills
- Lead to something bigger?