

Lecture Transcript

Module Name	Mental Health in the Community		
Week 5	Implementation in Health Care		
Topic	Implementation Outcomes (Part 2 of 4)		
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Slide 1

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Having looked at Procter's framework, as well as some other examples, in Part 2 of this talk we are now going to consider how to measure and apply implementation outcomes.

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So just before we begin, please note that this lecture contains a multiple choice question which will appear as an automatic pop-up on slide 10. This question is not marked and does not count towards an overall grade. It is simply intended as a point of reflection on the topic discussed. Once you have chosen your multiple choice answer, hover your mouse over it and press 'Select'. At this point, the lecture video will automatically resume.

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There are several ways of measuring implementation outcomes. The selection of a suitable measurement approach will depend on the researchers' experience and resources they have available to them. Acceptability is most commonly explored by researchers using qualitative interviews or focus groups. Qualitative interviews or focus groups are a useful approach if you want to explore patient, practitioner, and other stakeholder views in depth.

However, they are time and resource intensive and require expertise in qualitative methods. Surveys or questionnaires can also be used to assess the acceptability of evidence-based interventions or services. They are useful for ascertaining views from a larger number of people, but in less depth. Observation is a qualitative research technique which is used to assess adoption and fidelity to an intervention. And finally, routinely collected data is another commonly used measurement approach to assess a range of implementation outcomes.

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When you select an implementation outcome, it's important to think about the level of analysis. So whether you are interested in the views of the individual provider, the consumer or patient, or the organisation as a whole. The implementation stage is another important consideration. Are you assessing acceptability before, during, or after you deliver the intervention? You may wish to measure outcomes at all three stages, and finally, how are you going to measure your implementation outcomes? So as mentioned in the previous slide, there were lots of methods to choose from.

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To try and bring these concepts alive, I will talk you through an implementation research project that Zarnie Khadjesari conducted. This implementation study aimed at improving the uptake of apps that support people quitting smoking or reducing their alcohol intake. So here, the apps are the evidence-based intervention. The implementation strategy was a text message sent to hospital patients identified as smokers or risky drinkers via the electronic health record.

On the right of this slide, you can see two examples of the type of messages which were sent. They included text messages such as, 'Thinking about quitting smoking? Try the free NHS app, you can do it'.

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The implementation outcomes they selected were acceptability, feasibility, and adoption. So feasibility was explored using the hospital electronic health record which is a form of routinely collected data. This was to assess how many patients were recorded as smokers and drinkers at risky levels and whether they had mobile phone numbers. Acceptability was explored before sending the text messages, and this was done via focus groups with patients and staff to help develop the message content and refine the process.

Feasibility was also explored via a validated survey after sending the text messages to seek the views of patients who received the messages. And thirdly reach, also known as penetration or coverage, was assessed by recording the proportion of patients who access the apps. These were patients that had received the link to the apps via the text message. So in this study, three implementation outcomes were assessed using routinely collected data, focus groups and surveys at different stages of the implementation process, focusing on patient and healthcare practitioner perspectives.

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We have a multiple choice question here which I would like you to answer. Which of the following is not a key consideration when analysing implementation outcomes?

A: the implementation stage before, during, after implementation.

B: the measures used, surveys, interviews, observation, et cetera.

C: the level of analysis of individual provider, patient, organisation, or

D: relationship between implementation outcomes. How this implementation outcome relates to other implementation outcomes.

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So in summary, implementation outcomes can be measured using a variety of different approaches which will depend on the researcher's experience and the resources they have available to them. When measuring implementation outcomes, it is important to consider the level of analysis, the implementation stage you intend to investigate, and the methods of measurement which you are going to adopt.

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