

Masterclass:

Conducting Service Evaluations

SUMMARY

Tuesday 5 November 2024

1pm - 2pm, via Zoom



Welcome

Co-chairs Dr Kate Lippiett, South West General Practice Nurse Research Clinical Fellow & Senior Research Fellow, NHS Bristol, North Somerset and South Gloucestershire Integrated Care Board & /University of Southampton and Helen Marshall, Lecturer, University of Liverpool

- Welcome to everyone - this forum (900 members-strong) is for nurses who are undertaking or considering carrying out research in the community and those keen to be more research aware. It aims to strengthen the capacity of community-based nursing research through peer support, mentorship, and supporting personal development and research opportunities. We offer monthly newsletters about research and research activities, webinars, masterclasses.
- We have a private Facebook group, join it here:
<https://www.facebook.com/groups/qnicommunitynursingresearchforum>
- This is the 6th masterclass of 2024. The next one will be in 2025 but we have a research surgery drop in session with Donna Clements on 27 November. To sign up and/or find out more, go to:
<https://qni.org.uk/nursing-in-the-community/community-nursing-research-forum/> or scan the QR code here:



Conducting Service Evaluations

Rachael Moses, Consultant Respiratory Physiotherapist; Clinical Advisor in Respiratory, NHS England; Head of Clinical Leadership Development, NHS Leadership Academy

My background

- I'm delighted to join you today. I'm not an academic or a nurse, but I bring lived experience as a clinician.
- My background includes work across community settings, military, voluntary sector. I currently active as a humanitarian aid worker. I have extensive experience in commissioning, from small initiatives to managing full services.
- My focus is on home ventilation for individuals with life-limiting diseases, neurological conditions requiring home ventilation. Few non-medical professionals are in these roles; more nurses are needed - please consider it.

What does service evaluation mean to you?

- Some of you may have already done work in this space, while others may have ideas of what you want to evaluate but aren't sure where to start. Hopefully, this session will help clarify the next steps.
- What words come to mind about service evaluations? Common examples include effectiveness, experience, monitoring, outcomes, and current care. It's about purpose, worth, and value. What aspects of that service bring purpose, worth, and value to your patients, professionals, and populations? How do we evaluate what we do across different populations? It's not just about specialisms—deprivation and other factors may play a role.



Conducting Service Evaluations

Rachael Moses, Consultant Respiratory Physiotherapist; Clinical Advisor in Respiratory, NHS England; Head of Clinical Leadership Development, NHS Leadership Academy

NHS Evaluation Toolkit

- This was developed about 10 years ago, I've found this very helpful, [find out more here](#), it has incredible resources

Definition of evaluation

- 'A study in which data collection methods are used in a systematic way to judge the quality or value of a service or intervention, providing evidence that can be used to improve it.' West of England Evaluation Strategy Groups, 2013
- Two common reasons you would want to carry out evaluation:
 1. Accountability: set out what it achieved to do?
 2. If it worked why did it work and set out quality improvement

Three Key Areas of Service Evaluation:

1. **Formative:** Focuses on implementation and learning, including process breakdown, referrals, allocation, and timelines.
2. **Process:** Examines service delivery, metrics for effectiveness (e.g., improved independence, A&E visits). Service evaluation audits won't change patient care (that's research). Consult organisational R&D experts for guidance.
3. **Summative:** Assesses overall effectiveness—what worked.

Also: involve research/evaluation teams early to track ongoing evaluations; consider data collection, storage, and consent from the concept phase.

Conducting Service Evaluations

Rachael Moses, Consultant Respiratory Physiotherapist; Clinical Advisor in Respiratory, NHS England; Head of Clinical Leadership Development, NHS Leadership Academy

Benefits of carrying out a service evaluation

- 1. Intelligence:** Provides feedback and learning.
Assesses impact, need fulfilment, and fosters a deeper understanding.
- 2. Information:** Identifies what's working (and what isn't). Ensures inclusivity, benchmarks performance, and checks efficiency and sustainability. Defines current practices.
- 3. Improvement:** Identifies areas for improvement in patient safety, satisfaction, and resource allocation. Enhances accountability, supports organizational learning, and provides evidence for decisions.

Who can do a service evaluation?

- Anybody!
- Each evaluation will have a slightly different approach.
- Consider why you want to do an evaluation. Maybe you've heard about service evaluation and want to understand it better, or you have an idea for one (perhaps in higher education) but aren't sure where to start. What's your 'why' for being here today?

Where to start?

- Be really clear about what you want to evaluate: explain its relevance to your service.
- Check if it's been done before and its impact.
- Define necessary data and collection methods.
- Understand the potential impact of your findings.

Conducting Service Evaluations

Rachael Moses, Consultant Respiratory Physiotherapist; Clinical Advisor in Respiratory, NHS England; Head of Clinical Leadership Development, NHS Leadership Academy

Stakeholders

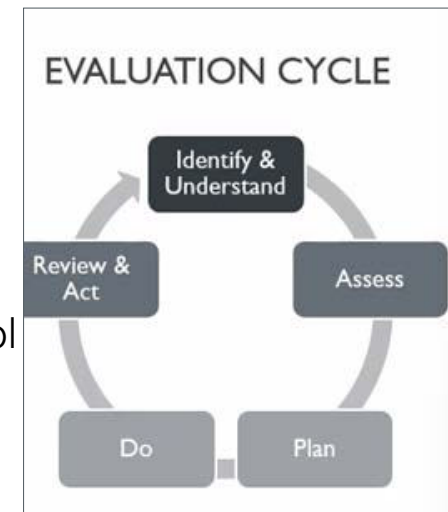
- Identify your stakeholders: for eg patient service users, carers, families, staff colleagues, managers, commissioners. Look at the influence/interest matrix, [find more here](#).
- The King's Fund Kings Fund have a great (free) library service - [find out more here](#) - to see what has been carried out around your question previously.
- Ask an NHS librarian if you have access to them NHS Knowledge and Library Hub - [Knowledge and Library Services](#)

Understanding your service: process mapping

- Driver diagrams can be really good at identifying who can be helpful along the way.
- Logic models are also helpful.

Planning Your Evaluation

- Use an evaluation template
- Define purpose, aims, and objectives
- Outline design, methods, and data needs
- Consider ethics, governance, and public involvement
- Assemble team, set timeframe (always add on two months! Think of school holidays etc too) and define outputs
- Address other considerations and include references



Conducting Service Evaluations

Rachael Moses, Consultant Respiratory Physiotherapist; Clinical Advisor in Respiratory, NHS England; Head of Clinical Leadership Development, NHS Leadership Academy

Carrying out your evaluation

- Collecting data: primary, secondary, questionnaires, surveys, focus groups
- Analysing data: qualitative, quantitative, data analysis guides, themes, patterns
- Write up: templates, reports, outcomes, case studies, recommendations, dissemination

Review, share and act

- Review: clearly interpret and present your findings
- Share: communicate to your intended audience (s)
- Act: use your findings to inform your decision making

Resources

- [Watch](#) this video of approaches to evaluation
- Step 1 of the evaluation cycle: Identify and understand: [watch it here](#)
- Step 2 of the evaluation cycle: Assess: [watch it here](#)
- Step 3 of the evaluation cycle: Plan: [watch it here](#)
- Step 4 of the evaluation cycle: Do: [watch it here](#)

My Service Evaluation

Rebecca Daniels, QN, Chair UK CCN Network, CCN Project Lead, QNI, Children's Community Matron, ELFT

Recording of Rebecca Daniels

- I did a service evaluation on community children's asthma nurse specialists in 2019 as part of my Masters
- We'd been given winter funding and wanted to try to reduce hospital admissions for children's inpatient ward and reduce the length of stay.
- We wanted to find out the real impact of the service on families

How I did the service evaluation

- We did a literature review and ethics - explored the qualitative and quantitative data
- Anecdotal data from patient records, carried out semi structured interviews to provide individual perspective
- We used 6 parents from 5 families (data source caseload 101 with exclusions)
- We carried out a thematic analysis, with themes and sub themes which was powerful understanding the impact
- We shared our conclusion within local asthma network including commissioners as well as service leads



My Service Evaluation

Rebecca Daniels, QN, Chair UK CCN Network, CCN Project Lead, QNI, Children's Community Matron, ELFT

The impact

- Such a huge impact: families being able to return to normal, recognise symptoms, manage the condition.
- You can watch Rebecca's recording on the main summary page.
- Contact Rebecca to find out more at @becksdaniels (X); rebecca.daniels@qni.org.uk

Before referral to service	After referral to service
<p>"...that's when it's you know, you panic yourself but you try not to... words can't describe, it just takes, you know you see the blue light and you think is that it?... it was upsetting and I felt like crying as there was nothing I could do...my heart just wanted to pop out, I couldn't think"</p> <p>P3</p>	<p>"...cause there is a plan there I am less worried. I even like when the weather change...he may get the attack, but I am not like, is he okay? you know I am not in that state of I may get that phone call from the wife. I feel better now, I feel a bit more comfortable knowing that he has got a programme, he has got someone we can talk to...anxiety has got lifted, that's a relief you cannot describe."</p>



Thank you to all delegates who attended the Masterclass.

The next masterclass will be in 2025 but we have a **Nursing Research Advice drop in session on Wednesday 27 November, 1.10pm - 1.50pm** with Donna Clements, Clinical Research Nurse and Senior Research Leader at Norfolk Community Health and Care NHS Trust.



To join the forum or book your free place, scan the QR code [or go to www.qni.org.uk/news-and-events/events/](http://www.qni.org.uk/news-and-events/events/)

As a Community Nursing Research Forum member we'd be very grateful if you could take our short survey.



Take part in our survey



Join our private Facebook group:

<https://www.facebook.com/groups/qnicommunitynursingresearchforum>

Thank you to all delegates who attended today's meeting.

FEEDBACK:

Thank you so much for sharing your knowledge and expertise.

Thank you so much - it has been really beneficial

Thank you for the very informative session.

Great session thank you!

A really interesting presentation.

This is so helpful, thank you

