



Equity in Telehealth and the What, When, & How's of Evaluation

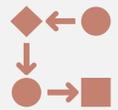
AMCHP's Equity, Epidemiology, & Evaluation Team

3/10/2022

Objectives



Attendees will be able to define and compare basic types of evaluations and the respective associated uses.



Attendees will be able to develop or confirm evaluation foci based on telehealth-related activities/efforts and expected results.



Attendees will be able to discuss the use of the Equitable Evaluation Framework in the development and implementation of their evaluation process.

National Survey Trends in Telehealth Use in 2021

Telehealth Use

During study period, April to October 2021

- 23% of adult respondents used telehealth services (video & audio) in prior 4 weeks
- 20% of respondents reported a child in household was involve in telehealth services in prior 4 weeks

Telehealth Use Rates

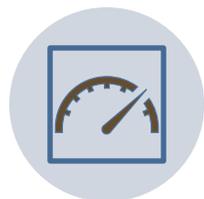
- Lower rates
 - Uninsured (9%)
 - Young Adults aged 18-24 (18%)
 - Midwest Census Region (19%)
- Higher rates
 - Medicaid (29%) and Medicare (27%) Insurance
 - Black Race (27%) & Multiracial/Other (26%)
 - Income less than \$25,000 (27%)

National Survey Trends in Telehealth Use in 2021

Differences in Telehealth Modality

- Highest Video Telehealth Use
 - Age: Young adults ages 18-24 (72%)
 - Income: Annual income \$100,000+ (69%)
 - Insurance Type: Private (66%)
 - Race: White (62%)
- Lowest Video Telehealth Use
 - Education: Without high school diploma (73%)
 - Age: 65+ (44%)
 - Race/Ethnicity: Black Race (54%), Asian/Pacific Islander (52%) & Latinx (51%)

Why Evaluate?



Measure
Effectiveness



Demonstrate
Accountability



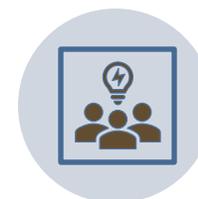
Justify Program or
Activities



Ensure Funding and
Sustainability



Improve New or
Existing Programs/
Initiatives



Share Effective
Strategies & Lessons
Learned

Underlying Evaluation Questions

What are you expecting the participants/partakers to get from event/process (before, during, after)?

How you measure the achievement or progress of these expectations (before, during, after)?

Discussion Scenario

Telehealth Access Disparities & Barriers

- Populations more likely to not complete video visits
 - Persons with Limited English Proficiency
 - 2015-18 CA Health Interview Survey: Less likely to use and inverse relationship between telehealth and increase ER visits
 - Lower SES Income
 - Non-White patients/clients
 - Rural residence
- Barriers (Health Affairs, 2021)
 - Limited/no access to quality broadband
 - Lower digital literacy
 - Less comfort with technology

Demonstration of Use: Underlying Evaluation Questions

What are you expecting clients to get from telehealth access and associated care provision (before, during, after)?

How did/will you measure the achievement or progress of these expectations (before, during, after)?



Primary Types of Evaluation

Formative

Process

Summative

- Outcome
- Impact

Formative Evaluation

What is it?

- A process to examine contextual factors in planning/design.
- Examples:
 - Feasibility
 - Relevancy
 - Cultural Appropriateness
 - Communications

When to use it?

- When a new program/initiative is being developed
- When an existing program/initiative is being edited or adapted

Process Evaluation



What is it?

- A process evaluation can determine whether activities have been implemented as intended.

When to use it?

- Periodically, throughout the course of the program
- To assure program's activities and outputs are aligned with plan and/or logic model.

Outcome Evaluation

What is it?

- Outcome evaluation determines effect or change by assessing objective progress or achievement status

When to use it?

- When event/activity is implemented onto subjects or in focus area

Could you help me predict my outcomes?

Sure, evaluations keep me in business.



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Impact Evaluation

What is it?

- “Impact evaluation assesses effectiveness in achieving its ultimate goals.”

When to use it?

- Usually after implementation; could be at a milestone, at attrition, or an agreed measurement point.
- Impact may not be immediate, so it may be some time before impact can be assessed.

A Mention of Economic Evaluation

What is it?

- A process to identify, measure, value, and compare the costs and consequences of actions/interventions.

When to use it?

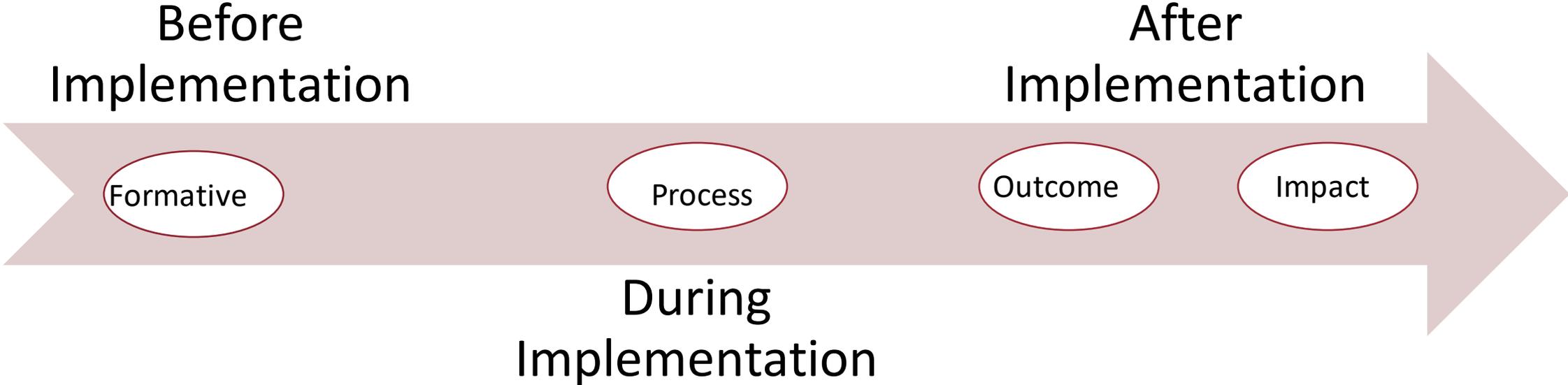
- At the beginning , during the program, and end.

Other Evaluation Subtypes

- Cost Benefit
- Cost Effectiveness
- Return on Investment – Economic or Social

(AMCHP Essential Series Module at <https://amchp.org/resources/return-on-investment/>)

Evaluation Timeline*



*not likely to be as linear as the graphic; subject to change based on evaluative assessments or circumstances



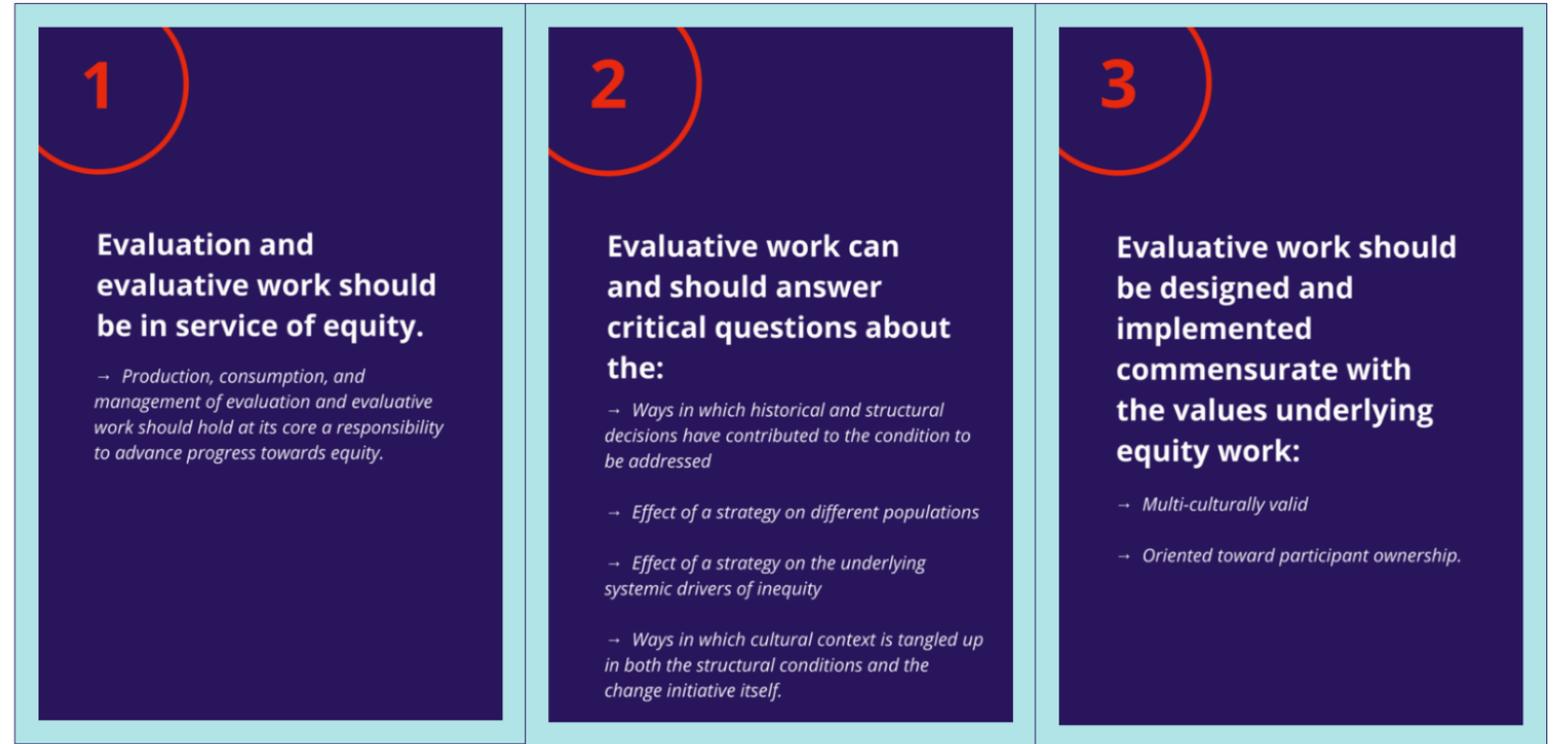
EXPLORE

Equitable Evaluation Framework

Equitable Evaluation Framework

Guided by three key principles, The Equitable Evaluation Framework provides a foundation for shifting the evaluation process from one that has been created and defined by U.S. colonialism and White Supremacy to one that is created and defined by participant ownership and equity.

Equitable Evaluation Principles



Equitable Evaluation Institute. (n.d.). *Framework*. Equitable Evaluation Framework. <https://www.equitableeval.org/framework>.

Equitable Evaluation Principles

1) Evaluation and Evaluative work should be in service of equity

- Production, consumption, and management of evaluation and evaluative work should hold at its core a responsibility to advance progress towards equity.

2) Evaluative work can and should answer critical questions about the:

- Ways in which historical and structural decisions have contributed to the condition to be addressed
- Effect of a strategy on different populations
- Effect of a strategy on the underlying systemic drivers of inequity
- Ways in which cultural context is tangled up in both the structural conditions and the change initiative itself

3) Evaluative work should be designed and implemented commensurate with the values underlying equity work:

- Multi-culturally valid
- Oriented toward participant ownership

Traditional Beliefs About Evaluation

Evaluation Orthodoxies

Common Themes:

- Centering foundations and evaluators
- Promoting traditional ideas of expertise
- Extracting and exploiting resources and relationships

The foundation defines what success looks like

Grantees and strategies are the evaluand, but not the foundation

The foundation is the primary user of evaluation

Evaluators are objective

Evaluators should be selected based on credentials that reflect traditional notions of expertise

Evaluators are the experts and final arbiters

Traditional Beliefs About Evaluation

Evaluation Orthodoxies

Common Themes:

- Centering foundations and evaluators
- Promoting traditional ideas of expertise
- Extracting and exploiting resources and relationships

Credible evidence comes from quantitative data and experimental research

Evaluations should provide generalizable lessons

Evaluation funding primarily goes to data collection, analysis, and reporting

Time frames and short-term outcomes serve as indicators of good stewardship

Evaluation is in service of the foundation's brand

Trust and relationships come from doing the work, but are not the starting point

Integrating Equity

By relying on the three key principles to integrate equity into evaluation and combat the underlying orthodoxies, we have the opportunity to dismantle the historical inequities that we seek to change.

National Survey Trends in Telehealth Use in 2021

Telehealth Use

Higher Use Rates (Ranked Percentages)

- NH Black (27%) & Multiracial/Other (26%)
- Medicaid (29%)
- 65+ yrs (25%)
- Income less than \$25,000 (27%)
- Less than High School & High School/GED (24%); Some College & Bachelor's (23%)
- Northeast (24%)

Multivariate Adjustment Higher Odds

- NH Black, Latinx & Multiracial/Other
- Medicare (vs. Private)
- 18-39 yrs (vs. 40-54 yrs)
- Income less than \$75,000

Lower Use Rates (Ranked Percentage)

- NH White (21%) & NH Asian/Pacific Islander (22%)
- Uninsured (9%)
- 18-24 yrs (18%)
- Income \$50,000-\$74,999 & \$75,000-\$99,999 (21%)
- High School/GED (21%)
- Midwest (19%)

Multivariate Adjustment Lower Odds

- Uninsured (vs. Private)
- 55+ yrs. (vs. 40-54 yrs.)
- Income less than \$75,000 (vs. \$100,000+)
- High School/GED, Some Collage/Assoc. Degree (vs. Bachelor's or higher)
- Northeast, Midwest, South (vs. West)

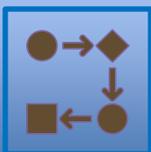
Closing Discussion Questions

1. What are your thoughts/reactions to the presentation?
2. What questions pertaining to evaluation do you have?
3. What topic(s) do you want to learn more about throughout this series?

Key Takeaways



It is important to know what is desired/expected from each step of telehealth promotion or provision efforts. These should be the foci of evaluation.



Evaluation should be a multi-evaluative process: planning, implementation, milestones, and outcomes/impact.



It is vital that equity practices and measures are intentionally infused throughout the evaluation process. “Be equitable when assuring and evaluating Equity.”

Key Takeaways: Illustrated

At the beginning of every evaluation

I know our project works



No, you don't



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This is our evaluator. Every time she collects data it will help us remember what we said we were going to do in the first place.



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Thanks for sharing your time with us!

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