Evaluating the impact of WAAA's Insurance Navigation program

October 6, 2015
Today we will talk about…

• WAAA needs more evidence of how We are making a difference
• How program evaluation can help
• Our process – starting with a logic model
• WAAA program evaluation design
• Timeline and our next steps
We intuitively know we’ve had an impact on access, but need few hard facts to back it up

- How are families using WAAA resources?
- How successful are they now?
- What is our impact on providers, insurance carriers, and employers?
- Are we putting our people and funding to their best use?

Funders want proof of results, just like we do
How program evaluation can help

WHAT we’re doing

• Establishing an outcomes-based evaluation plan

WHY we’re doing it

• Prioritize activities
• Align resources
• Measure results
• Validate outcomes
The process we’re following

WAAA program evaluation

Tasks

- Establish team
- Hold exploratory workshop
- Develop evaluation plan
- Pilot and assess design
- Implement for health law advocacy
- Update over time
Chosen focus: Insurance Navigation

- **Date held:** Sept. 1, 2015

- **Attendees:** WAAA CEO, staff, evaluation consultant

- **Goal:** To create a “logic model” of WAAA’s insurance navigation program

What our work looked like at the end of the day
What we want to understand

The “logic model” structure reveals critical interconnections
Once we know what matters the most

We can

• **Prioritize** our outcomes and activities
• **Connect** needs to resources to intended results
• **Identify** what to evaluate
• **Improve** our offerings
• **Test** and adjust
• **Make the most** of every resource
Our top outcome goals

For families

• They understand the value of using services
• They know the value of ABA services and NDT treatment
• They can advocate for their benefits
• They can appeal a denial
Our top outcome goals

For providers, carriers, and employers

- Providers support WAAA objectives
- NDT Centers understand autism treatment and work with us
- Carriers have enough autism providers
- More self-funded employers add autism services
Our top outcome goals

For everyone

• All stakeholders gain greater awareness of autism
• We find partners and secure resources to meet our outcome goals
Next: Program evaluation design

• What evaluation questions should we ask?
• What and how should we measure?
### Rough timeline (subject to change)

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
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<tbody>
<tr>
<td>COMPLETE</td>
<td>4th Qtr 2015</td>
<td>1st Qtr 2016</td>
<td>2nd Qtr 2016</td>
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<tr>
<td>Gather team</td>
<td>From workshop:</td>
<td>Select indicators, review resources</td>
<td>Follow up on data collection</td>
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<tr>
<td>Hold workshop to create logic model</td>
<td>• Identify priority outcomes</td>
<td>Design data collection method</td>
<td>Begin to analyze and interpret data</td>
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<td>• Discuss scenarios for evaluation</td>
<td>Begin data collection</td>
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<td>Finalize questions to evaluate</td>
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<td>Decide what data to collect</td>
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Ongoing evaluation, data reporting, and adjustment
We invite your reflections and questions

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