How to invest in effective, scalable social interventions

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LESSONS FOR FUNDERS

Design  Implementation  Evaluation  Scale
LESSON 1

How to spot good design
LESSON 1:
How to spot good design
<table>
<thead>
<tr>
<th>Barrier</th>
<th>Intervention</th>
<th>Trait</th>
<th>Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patients want to be heard and do not want to feel judged</td>
<td>CHW conducts open-ended, strengths-based interview</td>
<td>-Nonjudgmental</td>
<td>Motivational Interviewing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Listens &gt; talks</td>
<td></td>
</tr>
</tbody>
</table>
Lesson 1: How to spot good design

Builds on history

Engages end-users
Keys to a successful implementation
LESSON 2: Keys to a successful implementation

HIRING PROTOCOLS
Strategies to select the right people for each role
LESSON 2: Keys to a successful implementation

STANDARDIZED WORK PRACTICES

Manuals for CHWs, managers and program directors
TECHNOLOGY

Documentation and reporting system

LESSON 2: Keys to a successful implementation
LESSON 2: Keys to a successful implementation

TRAINING & CERTIFICATION
Based on core competencies for each role

Director  Manager  CHW  Certification
## FLEXIBILITY FOR PATIENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Patient Example</th>
<th>Root Cause</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychosocial</td>
<td>35 year-old gun shot victim hospitalized for infection in his wounds</td>
<td>Depression from recent paralysis</td>
<td>Connect to wheelchair basketball</td>
</tr>
<tr>
<td>Resource/ Advocacy</td>
<td>32 year-old single mom with HIV, chronic asthma and COPD</td>
<td>Living in moldy shelter basement with no elevator</td>
<td>Advocate for patient to move to 1st floor with a window</td>
</tr>
<tr>
<td>Navigation</td>
<td>46 year-old patient with hypertension not taking his medications</td>
<td>Cannot afford co-pay</td>
<td>Coordinate with physician to prescribe zero co-pay alternative</td>
</tr>
</tbody>
</table>
STANDARDIZE STRUCTURE
BUT FLEXIBLE USER INTERFACE
Evaluation that you can trust
LESSON 3: Evaluation that you can trust
LESSON 3: Evaluation that you can trust
IMPaCT RESEARCH

3 RCTs

- CHRONIC DISEASE CONTROL
- MENTAL HEALTH
- QUALITY OF COMMUNICATION
- REDUCTIONS IN HOSPITAL DAYS of 65%

Evaluation that you can trust
LESSON 3: Keys to a successful implementation

LOOK FOR RANDOMIZED TRIALS
Secrets of Scale
LESSON 4: Secrets of scale

IMPaCT DISSEMINATION

>1000 Toolkits downloaded

20 Client partnerships
FIND A BALANCE BETWEEN FIDELITY AND FIT
LESSONS FOR FUNDERS

**Design**
- Build on history
- Engage end-users

**Implementation**
- Standardize approach with flexible user interface

**Evaluation**
- Look for randomized clinical trials

**Scale**
- Balance fidelity and fit
Thank you!

http://chw.upenn.edu/