Cancer Prevention Works

COMMUNITY CLINICAL LINKAGES
Applying an Outcomes Driven Approach: Guidance for Grantees

This document builds on the community-clinical linkage (CCL) infographic. You will find:

- Guidance on applying an evaluation approach to your planning
- Information on reporting to CDC about CCL activities

Evaluation Guidance

The strategy goals are to reach high-need individuals in the community, facilitate their access to clinical services, and ensure screening completion. At the time of initial outreach, individuals may or may not be affiliated with a health system. CCL activities should be designed to link individuals to primary care for healthcare needs, including screening. You should aim to design activities so that screening completion can be confirmed using medical records.

Evaluation-Centric Program Planning

In planning, consider these questions to ensure that you will be able to evaluate your CCL activities:

- How will we follow/track the individuals reached in the community and confirm screening completion verified by medical records?

- What data can be collected to monitor how CCL activities are delivered (e.g., number of individuals reached, number of individuals referred for clinical services)?

- Will individuals reached through CCL activities receive CDC-funded screening and/or CDC-funded navigation? If so, are processes in place to collect Minimum Data Elements (MDEs)?

- How will we obtain confirmation of screening completion for individuals who do not receive CDC-funded screening or navigation?

As you explore CCL strategies, consider:

- Developing agreements between all involved organizations (e.g., your program, community-based partner, <u>and</u> health system/clinic) that support linking individuals to clinical services (screening), sharing client information for referral purposes, and collecting evaluation data.

- Collecting reliable evaluation data that will support continuous feedback for program improvement and help to demonstrate outcomes (e.g., screening completion).

Review the peer reviewed and grey literature to identify model CCL strategies and inform your planning and evaluation. The following resource provides criteria for identifying organizations to work with and sample elements for evaluation:

> Centers for Disease Control and Prevention. *Community-Clinical Linkages for the Prevention and Control of Chronic Diseases: A Practitioner's Guide.* Atlanta, GA: Centers for Disease Control and Prevention, U.S. Department of Health and Human Services; 2016.

Reporting to CDC

Continuing Application and Evaluation Reports

Your CCL plans should be reflected in your reporting to CDC. Below are some examples, and there may be other opportunities. Work with your CDC Program Consultant to discuss your plans and ensure you are including the right information.

- Workplan – As you plan for each program year, *set an annual target for the number of individuals to be screened due to your CCL efforts*. Goal setting can help keep the focus on your outcome of getting individuals from the community to clinical services and ultimately to ***complete screening***. The workplan template includes a column for baseline and target values. As you plan your CCL activities and set targets, consider how you will collect reliable data to assess progress in meeting your targets.

  - ❖ State your objective and target for the number of individuals to complete screening based on CCL. Screening completion should be verified by medical records.

  - ❖ Include other objectives for your CCL activities and include targets where appropriate, whether performed by a contractor or grantee personnel. For example, if you propose:

    - Group education and navigation for individuals participating in the groups - set targets for the number of individuals educated, navigated, and screened.

    - A partner refers and tracks individuals into clinical services - set targets for the number of individuals referred, followed-up, and screened.

  - ❖ Indicate your plans for monitoring, evaluation, and oversight, including training and technical assistance for your partners and staff.

- Budget – The contractual elements "scope of work," "itemized budget and justification," and "methods of accountability" can be used to specify what CCL activities a contractor will do (scope of work), the payment structure (itemized budget and justification), and the processes that you and the contractors will perform to evaluate the contracted work (method of accountability that is outcome driven and has clear deliverables). Note: This aligns with the CDC Budget Preparation Guidelines which you should review and use.

- NBCCEDP Service Delivery Projection Worksheet – If your CCL plans include CDC-funded navigation from the community to the health system or through completed screening, account for this as you prepare this worksheet. Additional details are included in the section below on MDEs.

- Progress Reports and Evaluation Reports – These reports should include a summary of the CCL activities conducted and related evaluation data, including whether targets were met. If targets were not met, describe barriers to meeting the targets and proposed changes to your CCL activities to improve program efforts. These reports should also document process measures or information lessons learned, and challenges.

Annual NBCCEDP Grantee Survey*

Types of CCL information that you can anticipate being collected include:

- Description of your CCL activities
- CCL activities conducted by partners
- Use of patient navigators or community-based workers (e.g., health educator, community health worker, community nurse, promotora)
- Whether individuals reached through CCL activities were tracked through the completion of screening
- Numbers of individuals reached through CCL activities that completed screening/diagnostics
- Data source used to confirm screening completion for individuals participating in CCL activities
- Planning activities regarding future CCL efforts
- Where individuals were identified for patient navigation (in the community and/or in a clinic/hospital)
- *The survey will be fielded in 2019.

Minimum Data Elements (MDEs)

As part of CCL activities, individuals may be identified in the community, linked to clinical services, and navigated to or through screening. If CDC funds are used to pay for an individual's navigation/or clinical services, an MDE record should be reported. See the NBCCEDP policy and manual on patient navigation posted at www.nbccedp.org.