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# METHODS OF PROCESS EVALUATION AND CONCEPT OF CLIENT SATISFACTION APPROACH

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# Introduction

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- Process evaluation and outcome evaluation are the basic types of evaluation
- The results of this two types of evaluation are necessary for economic evaluation
- The process evaluation results provide framework for understanding the client's satisfaction assessment and the cost analyses

# The main reasons for conducting process evaluations

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- Accountability and credibility
  - justification for resources used by program
  - base for program promotion
- Program development and improvement
  - Identification of weak and strong points of the program and its implementation
  - identification of areas for improvement
- To help others set up similar services or networks

# What is the process evaluation

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- Process evaluations – measure what is done by the program, and for whom these services are provided.
- Ideally, process evaluations:
  - assist in the identification of “active ingredients” of treatment,
  - assess whether a program is meeting accepted standards of care.
- Process evaluations pose questions in two areas: **coverage** and **process**.

# Coverage area

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- The coverage analyses are focused on evaluating the profiles of clients
- The analyses consist in comparisons between characteristics of clients and the type of client reflected in program objectives
- When the differences are detected the reason for that should be identified
- The result could be change of program objectives or attempts to change the program implementation

# Example questions on coverage

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- What proportion of those who might need the activity, service, or agency actually used it?
- Has the activity, service, or agency served the intended clients?
- What were the demographic and clinical characteristics of clients?
- What proportion of clients completed treatment and what were the characteristics of those who dropped out?

# Typical information collected for evaluation of program coverage

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- age,
- gender,
- education and employment status,
- source of referral,
- place of residence,
- current drug use pattern and related problems,
- participation in previous treatment,
- stability in various life areas.

# Process area

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- Process evaluations help to make judgments about the quality of administrative and clinical processes treatment services, against local or more widely used standards about what is expected in a “quality” treatment facility.
- The reference point for assessment can be also treatment plan
- A set of standards has been developed by the World Health Organization (WHO, 1993) – if it is used, it need cultural adjustment



# Areas covered by WHO care standards

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- Access, availability, and admission criteria
- Assessment
- Treatment content, provision, and organization
- Discharge, aftercare, and referral
- Outreach and early intervention
- Patients' rights
- Physical aspects of treatment settings
- Staffing

# Examples of questions on process

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- By what route did clients enter treatment?
- What actually happened to clients in treatment and is this what was intended?
- What was the average length of stay or the average number of appointments kept?
- Questions on program delivery
  - How many hours of counseling were provided to each client individually and in groups?
  - What proportion of these hours involved direct contact with the client compared to the proportion of hours involving contact with others about the client?

# Identification of active ingredients

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- Complexity of treatment process – the program could encompass a variety of distinctive components
- The process evaluation could identify the components which are successfully implemented and those which failed
- The results give opportunity to improve procedures or its implementation

# Implementation strategy

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- Assessment of adherence to basic standards
  - assesses current practice against pre-established performance criteria or standards
  - looks for deviation from the standards
  - focuses on the quality of clinical care delivered by professionals and received by clients
- Continuous quality improvement approach
  - strives to raise the performance of everyone, not just the poor performers
  - comprehensive approach - focuses on the quality and inter-relationship of all services, products and processes for clients and other stakeholders
  - Continuous work involving all stakeholders

# Data sources for process evaluation

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- Statistical data
- Program routine documentation
- Reporting systems created for process evaluation
- Survey among patients and staff members
- Structured observations
- Supervisions

# Conclusions

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- Process evaluation is a critical step to better understanding the day to day functioning of services
- The information that process evaluations provide should be used to redirect treatment services and to improve implementation
- Process evaluation provides information useful for other type of evaluation exercise
- The client satisfaction is one of key factor of successful treatment

# Questions for discussion

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- Are the special profile of clients included in your program objectives?
  - If yes, which one?
- Have you got any standards of treatment care which could be applied to your treatment facility?
- Have you got treatment procedures in written form?
- How important for you is client satisfaction?