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Logo of evaluation partner

Logo of innovation company

NHS Cancer Programme Innovation Open Call

**Evaluation Strategy Template**

MM/YYYY

## Preface

*This document should be used to guide the development of your evaluation strategy. The order in which present your evaluation strategy does not need to follow the same order as the sections and subsections found within this document, but all sections should be covered where relevant. If a section is not felt to be applicable, we would encourage you to justify this.*

*The evaluation partner, with support from the innovation company should develop this evaluation strategy.*

*This evaluation strategy will be submitted to the NHS Cancer Programme for final sign-off before any evaluation activities can commence.*

*We have included tips throughout the document, which highlight particular areas that are critical to the development of the evaluation strategy, and which have previously been missed.*

## Innovation Background

* *Please present a brief background and overview of the innovation being evaluated. Include the innovation aims/objectives and rationale, alongside a brief description of its real- world implementation and a description of the main program components to be evaluated.*
* *Provide a brief description of evidence to date for the aspects of the innovation being evaluated and how evaluation extends upon this evidence, including any relevant references.*
* *Provide a description of the key health inequalities that currently exist in the population this innovation will target, and whether there is any evidence on the potential impact of this innovation on health inequalities in this population (intended or unintended).*

**TIP:** The NHS Cancer Programme wants to understand what the innovation is and what evidence exists to date for its effectiveness. This may include any previous trials on clinical effectiveness and research demonstrating impact on service delivery or health economics. This section should also highlight what unanswered questions this evaluation will seek to address. Statements about evidence should be appropriately referenced.

## Logic Model

* *Please add your Logic Model here to demonstrate the relationship between the innovation resources, activities and intended outcomes.*
* *Information on how to develop a logic model can be found* [*here*](https://www.gov.uk/government/publications/evaluation-in-health-and-well-being-overview/introduction-to-logic-models)*.*
* *This logic model should include inputs, activities, outputs, outcomes and impacts and clearly show the links between these aspects.*
* *It should also explain the causal assumptions that underpin the project and any unintended consequences that might occur.*

## Evaluation Aims/Objectives and Evaluation Questions

*This section should be used to detail the overarching aims/objectives of the evaluation, the key question(s) which the work will address and, where appropriate, the main hypothesis*.

* *Include evaluation themes/aims and evaluation questions in the evaluation mapping table. [Where relevant, show how earlier feedback on this evaluation mapping table has been incorporated]*

**TIP:** It is important to show how the evaluation you are planning will answer your evaluation questions and address your aims/objectives. Completing the **evaluation mapping table** will help you demonstrate this and show what information you will need to collect. Evaluation questions should also be linked to what has been described in your logic model.

### Aims/Objectives

* *Outline aims and objectives for the evaluation, these need to be clearly defined and measurable and will be different to the aims of the intervention, although they will be related. Where appropriate include hypotheses.*
* *Clearly set out the type/s of evaluation (process, impact and/or economic) being carried out*

### Evaluation Questions

* *Include appropriate evaluation questions for the evaluation type, for example:*
* ***Planning and implementation questions****, (How well was the programme planned out and put into practice)*
* ***Assessment of objective attainment questions****, (How well has the programme or initiative met its stated objectives)*
* ***Impact questions,*** *(How much and what difference was made to patients or the community or the health service)*
* ***Economic questions,*** *(assessment of the cost effectiveness and resources required)*
* *Ensure that the evaluation questions clearly link with the intended outcomes reported in the Logic Model (Section 2).*
* *Show how the evaluation questions will produce evidence to understand the impact of the innovation on the key ambitions of the NHS Cancer Programme.*
* *Show how the evaluation questions will help the NHS Cancer Programme understand how the intervention impacts health inequalities.*

## Evaluation Methodology

*Please use this section to clearly explain your proposed methodology, using the suggested headings. Tables, figures and graphs can also be used to clarify the evaluation methodology.*

### Evaluation Design

*Provide a description of the evaluation* *design for each evaluation question. Please note: a randomised control trial (RCT), is out-of-scope for this project.*

### Evaluation setting

*Provide details of all settings and locations where data will be collected, and the time frame within which the evaluation will take place in this setting.*

### Comparator group

*Please describe the current practice or clinical pathway the innovation will be compared to. Consideration should be given to how this comparator differs between sites, to the national picture and sites that are not included in the evaluation. Any differences should be highlighted and the impact on the results of the evaluation considered. Please note: given randomised control trial’s (RCT) are out-of-scope for this project, your comparator should not be randomised but should be obtained through non-participating sites or retrospective data, and you should clearly articulate the risks and mitigations for any approach you are taking.*

### Participants

*A comprehensive description of the eligibility criteria used to select the patients who are included in the evaluation and how they will be recruited, should be provided.*

### Data items and metrics (Outcomes)

* *Complete the* ***data metric mapping table*** *to show the methods that will be used to collect the data required to answer each evaluation question. This should also include the precise data metrics that will allow the outcomes to be measured.*
* *When describing the quantitative outcome measures, include the method of aggregation, time point and description of instruments used to record along with their validity and reliability, where relevant.*
* *If a proposed measure is one that has been designed for this evaluation, provide justification for this approach, along with details on how the measure was developed.*
* *Identify which of the data metrics will be used to measure health inequalities.*
* Ide*ntify which of the data metrics will be available throughout the evaluation for regular monitoring and reporting.*

### Health economics (if relevant)

*Please provide detail on the type of health economic modelling proposed, including your rationale for the selected approach, the literature/data collection on which the model will be based, the time horizon and any assumptions / limitations made e.g. target population and counterfactual. Detail should also include a list of costs and benefits, the metrics used for the benefit/cost calculations and scenario analysis, format of the outputs (e.g. ICER, ROI ratio).*

### Data collection methods

* *Describe your plans for the collection of both qualitative and quantitative data, where relevant. Include an assessment of the feasibility of collecting this data and how any barriers will be addressed.*
* *Include a description of the processes which will be incorporated to promote data quality, including an assessment of potential reliability and accuracy of the data.*
* *Include a description of the sources of data, identification of what data is already available and what will be newly collected data.*

**TIP:** Make sure you show how each of the data metrics/outcomes you discussed in the data metrics table will be collected. If these metrics are drawn from existing datasets, then include a description of the dataset and variable and describe how this metric is appropriate to answer the relevant evaluation question. If the metric is one that has been defined for this project, also show that you have considered how it will be measured and how it relates to the evaluation question.

### Data analysis

*Please use this section to describe the relevant data analysis procedures for the different types of data you will be collecting.*

#### Sample size calculation

*This section should detail the methods used to determine the sample size and a reference to tables or statistical software used to carry out the calculation. Sufficient information should be provided so that the sample size calculation can be reproduced. If the planned sample size is not derived statistically, then this should be explicitly stated along with a rationale for the intended sample size.*

#### Statistical analysis plan

*The section should describe the statistical analysis plan. This should include the method of analysis and plans for dealing with multiple comparisons. If an economic evaluation is to be undertaken this section should also include the means of analysis.*

#### Non-statistical analysis plan

*Please provide a description of any non-statistical methods that might be used (e.g. qualitative methods).*

**TIP:** If you intend to carry out any qualitative research as part of the evaluation, make sure you have also described how you will select participants, undertake the fieldwork and provide a full description of how you will analyse the qualitative data.

#### Interim analysis and stopping guidelines

*Where applicable, please explain any interim analyses that will be conducted and decision criteria for stopping the evaluation or amending the implementation and evaluation methods.*

## Evaluation Plan

### Evaluation Limitations

* *Show that you have scoped the challenges of this evaluation and briefly discuss what can't be found out through this evaluation.*
* *Considering how you will try to assess any unintended consequences of the intervention e.g., increased health inequalities.*

### Project Management

* *Please explain the practical arrangements for managing the evaluation. E.g., who will be responsible for each strand of the evaluation.*
* *If an evaluation partner/expert consultant will be involved in running the evaluation, provide necessary information here.*
* *Describe who will be responsible for gaining ethics and/or Information Governance approval, if this is relevant.*

### Evaluation Timetable

* *Please provide an overview of the evaluation timetable, including specific milestones and deliverables. Ensure the timeline includes covers all evaluation questions/aims and is realistic.*

## Stakeholder Involvement

*Please describe your key stakeholders (including patients and the public), including why and how they have been involved in developing the evaluation strategy and the value they bring, with reference to the following areas, where relevant:*

* *The design and implementation of the intervention*
* *Conducting the evaluation*
* *Who needs to be involved for any change to take place as a result of the evaluation?*
* *Who will be affected by any change stemming from an evaluation?*
* *In cases where patients and/or the public are NOT involved, please justify.*

## Dissemination

* *Describe the main knowledge products or outputs from the evaluation, both formative and summative, how they will be presented, disseminated, and used. For example, the format of the evaluation report and any outputs that are planned in addition to the evaluation report. E.g. this should include planned academic publications or input into policy development.*
* *Outline a process for regular reporting of key data metrics outlined in section 5.7*

## Management & Governance

### Ethics

* *Does the proposed evaluation raise ethical issues? If yes, discuss how these issues will be addressed.*
* *Please detail how and when you intend to obtain ethics approval.*

### Information governance

* *Please describe the data processing or data sharing agreements in place. Please refer to the IG guidance of the relevant organisations to support this section.*

## Key risks/barriers to proposed work

* *Please set out the key risks to delivering this evaluation and what contingencies you will put in place to deal with them.*
* *This should include a log of the identified risks in the form of a risk assessment matrix, the mitigation actions/plan and the types of critical risks that could be escalated to the NHS Cancer Programme/LGC PMO.*
* *Attention should be provided to escalation mechanisms put in place to monitor adverse events throughout the evaluation.*

**TIP:** The NHS Cancer Programme wants to see that you have considered the barriers that might impact your evaluation and considered how you might deal with these risks. For examples risks around accessing national datasets or collecting bespoke datasets should be described.

## Resources

* *Provide a breakdown of the costs associated with undertaking each workstream of the evaluation showing that appropriate resource and funding has been allocated for all evaluation questions, for the duration of the evaluation timeline.*

*Where appropriate, please breakdown these costs covering the following bullet points:*

* *Staff costs*
* *Data collection costs*
* *dissemination costs*
* *equipment*
* *patient and public involvement*
* *any other costs*

*For help with estimating PPI costs please see the* [*INVOLVE cost calculator*](https://www.invo.org.uk/resource-centre/payment-and-recognition-for-public-involvement/involvement-cost-calculator/)*.*