

**An evaluation framework for the
National Prescribing Service
June 2006**

Appendixes 6–12

**A revised evaluation framework:
Micro level program logic diagrams,
evaluation questions and
evaluation data sources**

Consistent with the approach taken to evaluation at the macro or organisational level of NPS, the information presented in Appendixes 6 to 12 provide evaluation frameworks for each of the seven separate NPS programs: Education and Quality Assurance for Health Professionals (including field support); Community QUM; Curriculum and training; Pharmaceutical Decision Support; *Australian Prescriber*; New Drugs; and Information Services (TAIS and Medicines Line).

The information provided in the macro evaluation frameworks includes the key evaluation questions to be answered at different stages of the program logic flow: input; mechanisms or strategies; and impacts and outcomes. These key evaluation questions are identified by a boxed letter. Detail on these questions is then presented in the pages that follow the program flow diagram, together with information on the data sources that will be used by NPS Program Evaluation to answer the questions.

To help with interpreting the program logic flow diagrams, it is important to note the following.

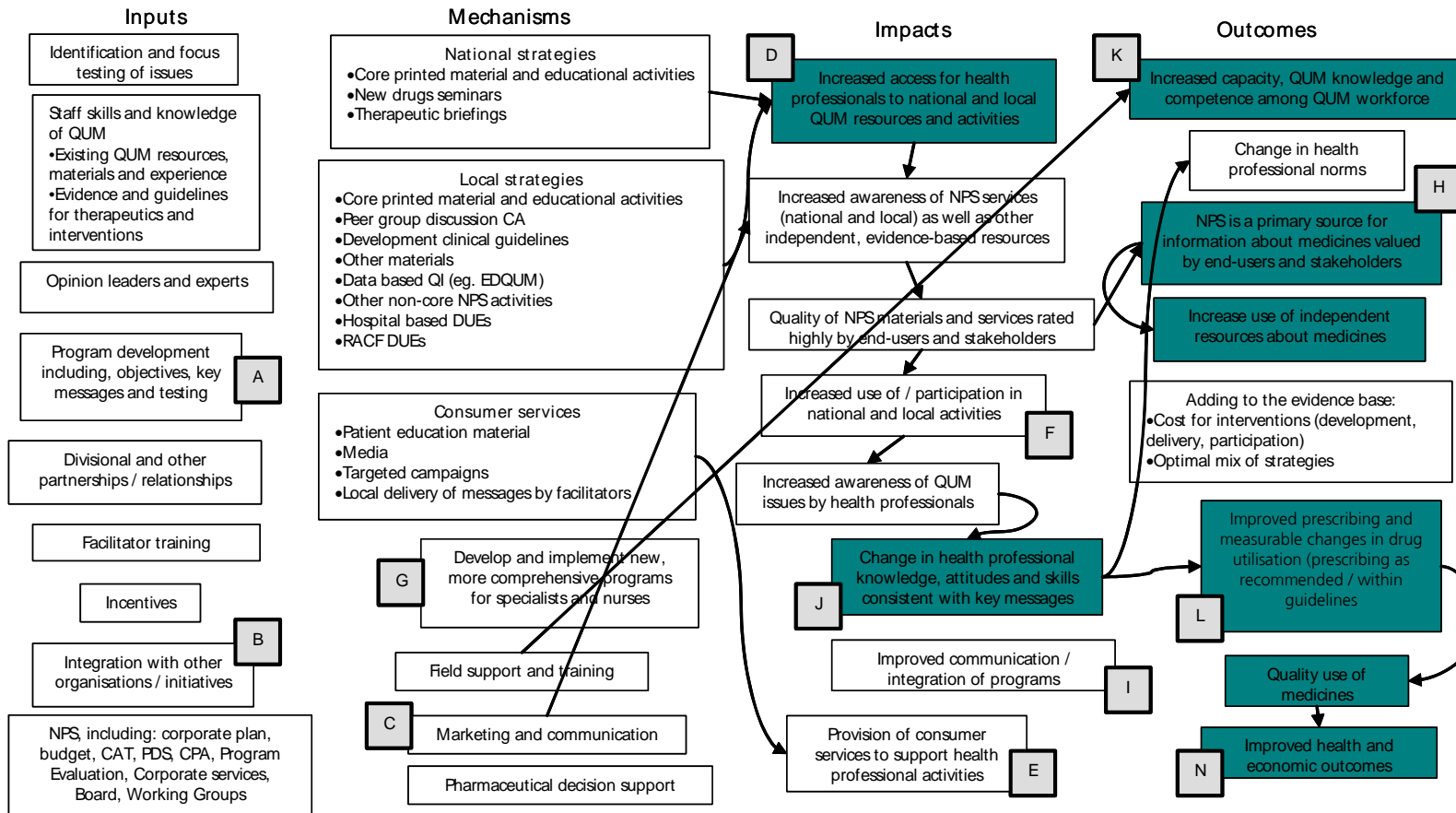
- The program logic flow diagrams also include arrows that highlight the flow of the logic, that is, how a mechanism leads to an impact and then an outcome. For simplicity, only the key connections are included in the diagrams presented in this document.
- Throughout the program logic flow, diagrams items highlighted in green reflect evaluation questions and measures that are important across more than one program area and in fact would in most cases reflect evaluation questions that contribute to information at the macro level evaluation.
- Items that are shaded out represent program impacts or outcomes that are only indirectly influenced by the particular program area. Alternatively, they are outcomes that realistically will not be achieved within the next few years of program implementation.

Appendix 6

**Education and Quality Assurance Program
for health professionals (including field support)
logic flow diagram,
evaluation questions and
evaluation data sources**

Figure A6: Education and Quality Assurance Program for health professionals — micro program logic flow diagram

Aim: To improve the quality of prescribing and use of medicines by health professionals
Objectives: To provide programs that incorporate adult education, social marketing and behaviour change strategies in therapeutic areas important to HPs and strategically relevant for QUM
 •To consolidate and extend the reach of programs for general practitioners and pharmacists that result in improved prescribing and measurable changes in drug utilisation
 •To develop and implement programs for specialists and nurses (including practice nurses) that engage and raise the knowledge and awareness of these groups about QUM issues
 •To clearly describe the knowledge, attitude or behaviour that each program seeks to address and how it is expected to change
 •To identify key messages consistent with and supportive of the behaviour change sought and use these to underpin all products developed for each program



The arrows highlight the flow of the logic, that is, how a mechanism leads to an impact and then an outcome. The boxed numbers reflect the key evaluation questions. The highlighted boxes reflect evaluation questions and measures that are important across more than one program area and in fact would in most cases reflect evaluation questions that contribute to information at the macro level evaluation.

Micro level evaluation questions for the Education and Quality Assurance Program for health professionals

A. Is there a corporate strategy in place to ensure development and implementation of the Education and Quality Assurance Program?

Specific evaluation question(s) include:

- Is there a strategic plan that outlines the program and its deliverables?
- Have activity plans been prepared for each sub-program and strategy / service including plans for documentation of the development processes?
- Has there been a working group appointed to oversee program development and implementation?
- Have program objectives been defined to ensure contractual obligations and NPS objectives are met?
- How are topics selected? What consultation occurs?
- Have health professionals been consulted to provide input into program objectives?
- Is the program integrated with other organisations / initiatives?
- Has the parallel Medication Management Review facilitator program helped build capacity?
- What is the value of working with pharmacists?
- What is the value of integrating the GP program with the pharmacist program?

Specific data source(s) include:

- Corporate and program records

B. Does the program consult with stakeholders and do stakeholders support the program?

Specific evaluation question(s) include:

- Have relationships been developed and consolidated with key partners?
- Are leaders of the key stakeholder organisations satisfied with the level of consultation throughout the Program?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups

C. Is there a marketing and communication strategy in place to promote the Education and Quality Assurance Program and resources?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to promote the Education and Quality Assurance Program and resources?
- What % of health professionals are aware of NPS?
- What % of health professionals have heard, seen or read something about medicines from NPS?
- What % of health professionals are aware of independent, evidence-based QUM resources?

Specific data source(s) include:

- Corporate and program records
- National surveys of GPs and health professionals

D. Has accurate, reliable, balanced and timely independent information about medicines, therapeutics and QUM issues been provided to health professionals?

Specific evaluation question(s) include:

- Have national materials / services / activities been made available / delivered / offered? Is distribution appropriate? Is access equitable across Australia?
- Have programs been developed and implemented, with consistent key messages that incorporate adult education, social marketing and behaviour change strategies in therapeutic areas that are important to health professionals and strategically relevant for QUM?
- Have national and local materials / services / activities been developed and implemented?

Specific data source(s) include:

- Corporate and program records
- NPS orders and registration databases
- NPS activities database (and 6-month report database)
- NPS participation database
- Monitoring NPS websites

E. Have materials for consumers, to support strategies of the Education and Quality Assurance Program, been developed?

Specific data source(s) include:

- Corporate and program records
- NPS orders and registration databases

F. Has the reach of services (national and local) for GPs and pharmacists been consolidated and expanded?

Specific evaluation question(s) include:

- Has awareness and use of education and quality assurance activities increased?
- How many health professionals participate in / use NPS Education and Quality Assurance Program activities?
- Do we see repeat participation?
- What is the cost per participant?
- What are the costs for the different national coordinated interventions (development, delivery and participation)?
- How many divisions have a contract with NPS?
- How many facilitators are employed by divisions to provide local delivery of NPS messages?
- What hours are the facilitators employed to work for NPS?
- What is the GP ration per facilitator?
- Have local materials / services / activities been made available / delivered / offered? Is distribution appropriate? Is access equitable?
- Do Divisions meet contractual obligations (i.e., delivery of message to 50% of contracted GPs)?
- What are the costs for the different locally coordinated interventions (development, delivery and participation)?
- What are the costs and effects associated with the delivery of different mixes of strategies?
- What is the optimal mix of strategies for changing influencing health professional behaviour in Australian primary care?

Specific data source(s) include:

- Corporate and program records
- NPS orders and registration databases
- NPS activities database (and 6-month report database)
- NPS participation database
- Monitoring NPS websites

G. Have new, more comprehensive programs for specialist medical practitioners, nurses (including practice nurses) and hospitals been developed and implemented?

Specific evaluation question(s) include:

- Do these programs engage and raise the knowledge and awareness of these groups about QUM issues?
- Has a literature review been completed to identify the key prescribing / QUM / intervention issues for other medical specialists?
- Has a program for other medical specialists been designed?
- Has a literature review been completed to identify the key prescribing / QUM / intervention issues for nurses?
- Has a program for nurses been designed?

Specific data source(s) include:

- Corporate and program records

H. Has NPS been positioned as a trusted source of reliable and independent information on medicines and therapeutics

Specific evaluation question(s) related to the Education and Quality Assurance Program include:

- Is NPS recognised by health professionals and health professional organisations as an independent provider of evidence-based information about medicines?
- Who/what do health professionals and health professional organisations use as their primary source of evidence-based information about medicines?
- Is NPS viewed by health professionals and health professional organisations as a primary source of information about medicines?
- Do health professionals and health professional organisations perceive NPS to be independent and evidence-based
- What is the perceived value of NPS to health professionals?
- What type of organisation is NPS perceived to be by health professionals?
- Are NPS activities perceived by health professionals to support the enhancement of QUM?
- Is the information provided by NPS perceived by health professionals to be trustworthy, complete, independent, evidence-based and appropriate to their needs?
- Do stakeholders perceive the value of NPS to be high?
- What is the quality of local delivery?
- How do NPS facilitators perceive NPS materials?
- Are NPS facilitators happy with the quality of the materials?
- What is the prime motivation for participation?
- What can we learn from non-participants? Why don't they participate?
- Does participation in an educational visit promote participation in other activities?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- Data from health professional education and quality assurance activities
- NPS feedback database

I. Has NPS taken a nationally coordinated and collaborative approach to QUM for health professionals?

Specific evaluation question(s):

- Has NPS worked closely with Divisions of general Practice on innovative models of program delivery that encourage local ownership and respond to local needs?
- Has NPS worked closely with specialist medical bodies, disease-based foundations, guideline groups and other stakeholders for a nationally consistent and coordinated approach to QUM programs and messages for health professionals?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- NPS feedback database

J. Has communication between GPs, pharmacists and consumers about medicines and therapeutics improved?

Specific evaluation question(s) include:

- What % of GPs report to have had contact with a pharmacist in previous week?
- What proportion of pharmacists report to have had contact with a GP in the previous week?
- What % of health professionals believe that NPS services have helped them to provide consumers with appropriate advice about their medicines?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- National consumer surveys

K. Has the capacity of a QUM workforce to ensure effective delivery of NPS and other QUM programs been built?

Specific evaluation question(s) include:

- What is the relationship between health professional and NPS facilitators?
- How do health professionals perceive the value of NPS facilitators (social marketing: step 1 in getting a message across is to build the relationship)?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists

L. Have there been measurable improvements in health professional attitudes, skills and knowledge?

Specific evaluation question(s) include:

- Has awareness of NPS key messages / guidelines by health professionals increased?
- What % of health professionals report knowledge and attitudes consistent with NPS messages?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- Surveys of GPs pre and post implementation of local programs
- Data from health professional education and quality assurance activities

M. Has the quality of prescribing and use of medicines improved?

Specific evaluation question(s) include:

- Has prescribing of prescription medicines changed to be consistent with principles of QUM and program key messages?
- Has use of OTCs changed to be consistent with principles of QUM and program key messages?

Specific data source(s) include:

- Data on prescribing and use of medicines

N. Have better health and economic outcomes as a result of QUM been achieved?

Specific evaluation question(s) include:

- Have NPS activities resulted in savings to the PBS?
- Does the NPS meet contractual obligations for savings to the PBS?
- Have NPS activities resulted in measurable improvements in health and health care utilisation?

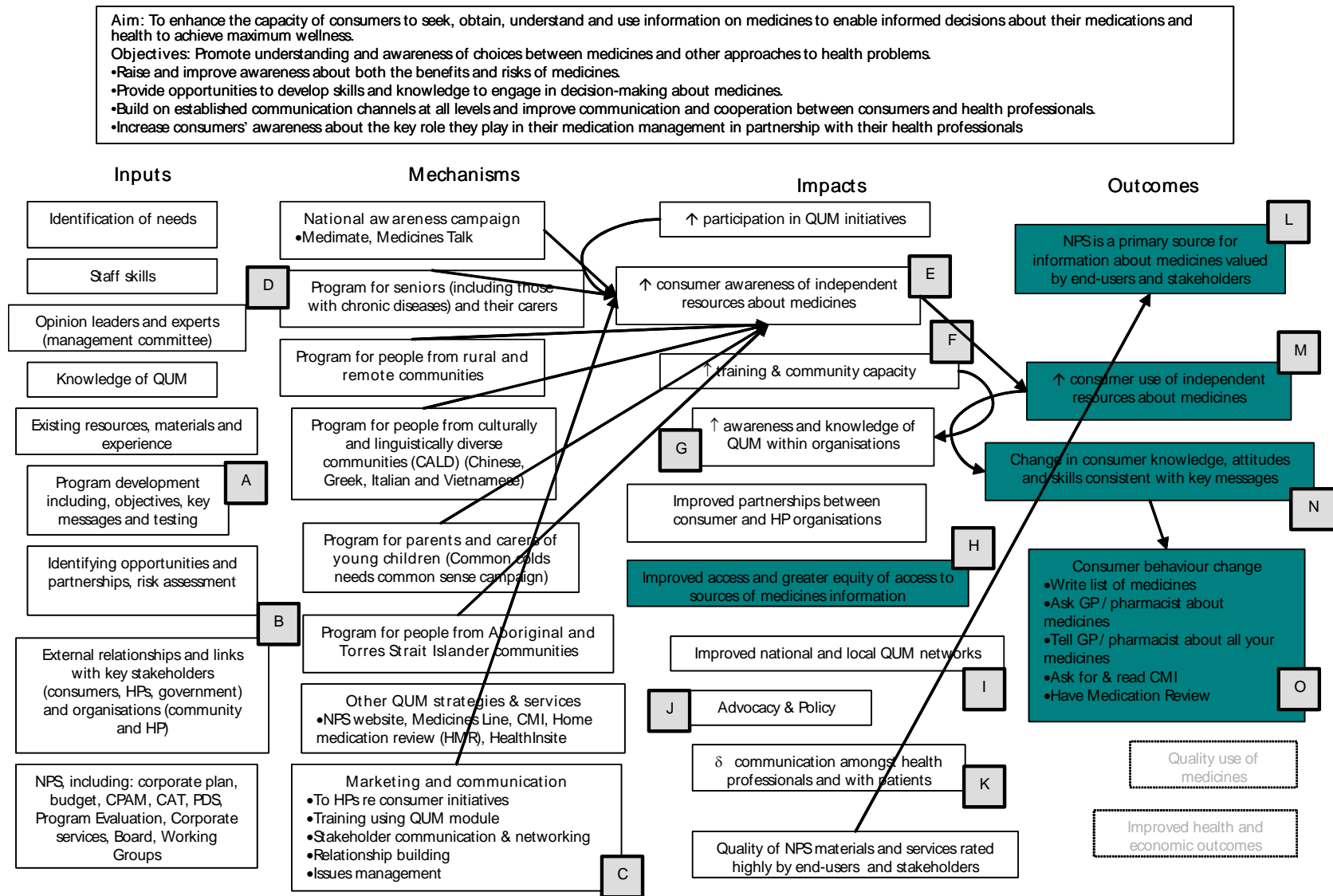
Specific data source(s) include:

- Data on prescribing and use of medicines
- Data on health care utilisation and outcomes
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Appendix 7

**Community QUM Program
logic flow diagram,
evaluation questions and
evaluation data sources**

Figure A7: Community QUM Program — micro program logic flow diagram



The arrows highlight the flow of the logic, that is, how a mechanism leads to an impact and then an outcome. The boxed numbers reflect the key evaluation questions. The highlighted boxes reflect evaluation questions and measures that are important across more than one program area and in fact would in most cases reflect evaluation questions that contribute to information at the macro level evaluation.

Micro level evaluation questions for the Community QUM Program

A. Is there a corporate strategy in place to ensure development and implementation of the Community QUM Program?

Specific evaluation question(s) include:

- Is there a strategic plan that outlines the program and its deliverables?
- Have activity plans been prepared for each sub-program and strategy / service including plans for documentation of the development processes? Has there been a working group appointed to oversee program development and implementation?
- Have program objectives been defined to ensure contractual obligations and NPS objectives are met?

Specific data source(s) include:

- Corporate and program records

B. Does the program consult with stakeholders and do stakeholders support the program?

Specific evaluation question(s) include:

- Have relationships been developed and consolidated with key partners?
- Are consumer organisations, health professional and government peak bodies satisfied with the consultation about and progress with the program?
- Are leaders of the key stakeholder organisations satisfied with the level of consultation throughout the program?
- Are interviewed leaders satisfied with progress of the program?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups

C. Is there a marketing and communication strategy in place to promote the Community QUM Program and resources?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to promote the Community QUM Program and resources?

Specific data source(s) include:

- Corporate and program records

D. Has accurate, reliable, balanced and timely independent information and services about medicines, therapeutics and QUM issues been provided to consumers?

Specific evaluation question(s) include:

- How has the QUM module been promoted as a training resource for consumer organisations?
- Is there an activity plan for promoting the QUM module to consumer organisations?
- How are consumer organisation informed about the availability of the QUM module?

Specific data source(s) include:

- Corporate and program records

E. Among target groups, has the Community QUM Program increased consumer awareness of QUM resources?

- Specific evaluation question(s) include:**
- Has there been a change over time in consumer awareness of reliable sources of medicines information (GPs, PHs, CMI, NPS website, Medicines Line)?
 - Are consumers more aware of the core information that they need about medicines?
- Specific data source(s) include:**
- Stakeholder and end-user key-informant interviews, surveys and focus groups
 - National consumer surveys
 - Omnibus / pulse surveys of consumers
 - Case study of program implementation at the community level

F. Is the QUM module an effective way of training consumer organisations about QUM?

- Specific evaluation question(s) include:**
- How many consumer organisations have received training via QUM module?
 - Are members of consumer organisations more aware & knowledgeable about QUM?
- Specific data source(s) include:**
- Stakeholder and end-user key-informant interviews, surveys and focus groups
 - Case study of program implementation at the community level

G. Among target groups, has there been an improvement in QUM awareness, attitudes & practices among member/ partner consumer organisations (and staff) as a function of membership/ partnership?

- Specific evaluation question(s) include:**
- According to opinion leaders, how have member/ partner organisations improved in awareness, attitudes and practices or QUM?
 - How far down through member organisations do QUM Program messages go? (as backup if consumers show little change)
- Specific data source(s) include:**
- Stakeholder and end-user key-informant interviews, surveys and focus groups
 - Case study of program implementation at the community level

H. Has access to sources of medicines information improved for all consumers?

- Specific evaluation question(s) include:**
- Do consumers report improved access to QUM resources & services?
 - Is there equity of access across different consumer groups?
- Specific data source(s) include:**
- Stakeholder and end-user key-informant interviews, surveys and focus groups
 - Case study of program implementation at the community level
 - National consumer surveys
 - Omnibus / pulse surveys of consumers

I. Has the Community QUM Program led to improvements in the national and local QUM networks?

Specific evaluation question(s) include:

- How many consumer organisations have become member organisations of NPS?
- Are new consumer partners distributed throughout Australia, including urban and rural areas?
- How many consumer organisations have participated in grants or as partners who had not previously had involvement with QUM?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups

J. Has the Community QUM Program referred important advocacy and policy issues to relevant committees for review?

Specific evaluation question(s) include:

- What advocacy or policy issues have been raised with PHARM , APAC or other committees in the conduct of the Community QUM Program?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups

K. Has communication among health professionals and between health professionals and consumers improved regarding QUM?

Specific evaluation question(s) include:

- Has there been an increase in consumers reporting asking GPs for information about their medicines?
- Has there been an increase in consumers reporting asking pharmacists for information about their medicines?
- Have there been improvements in consumer, GP and pharmacist perceptions of the consumer – health professional relationship?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Case study of program implementation at the community level
- National surveys of GPs and pharmacists
- National surveys of consumers

L. Has NPS been positioned as a trusted source of reliable and independent information on medicines and therapeutics

Specific evaluation question(s) related to the Community QUM Program include:

- Who / what do consumers and consumer organisations use as their primary source of information about medicines?
- Do consumers and consumer organisations recognise NPS as a primary provider of information about medicines?
- Do consumers and consumer organisations perceive that the information about medicines provided by NPS is independent and evidence-based?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of consumers
- NPS feedback database; Media monitoring

M. Among target groups, has the program resulted in an increase in the uptake of key QUM resources, activities and services?

Specific evaluation question(s) include:

- How many consumers have a copy of Medimate?
- Has there been an increase in consumers asking for CMI when receiving a new medicine?
- Has there been an increase in use of NPS website by consumers?
- Has there been an increase in consumers ringing Medicines Line?
- Has there been an increase in consumers reporting Medication Reviews?
- Has there been an increase in consumers reporting asking GPs and Pharmacists for information about their medicines?
- Has there been an increase in consumers participating in CQUM education activities?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- NPS orders and registration databases
- Monitoring of NPS websites
- NPS activities database (and 6-month report database)
- National surveys of consumers
- Omnibus / pulse surveys of consumers
- Databases of calls to NPS telephone services
- Case study of program implementation at the community level
- Data on health professional workforce and Australian population

N. Among target groups, has the Community QUM Program improved consumer knowledge, attitudes, and skills relevant to QUM?

Specific evaluation question(s) include:

- Are consumers able to identify GPs, pharmacists, CMI, Medimate, NPS website and Medicines Line as reliable sources of medicines information?
- Has there been an increase in consumer ability to identify what information they need to manage medicines more effectively?
- Has there been an increase in consumer attitudes about the importance of medicines information?
- Has there been an increase in consumers asking GPs and pharmacists for information about their medicines?

Specific data source(s) include:

- National surveys of GPs and pharmacists; National surveys of consumers
- Omnibus / pulse surveys of consumers
- Case study of program implementation at the community level

O. Among target groups, have consumers shown behavioural changes relevant to QUM?

Specific evaluation question(s) include:

- Is there an increase in consumers writing a list of their medicines for reference?
- Is there an increase in consumers asking their GP/ pharmacists about their medicines?
- Is there an increase in consumers telling their GP/ pharmacists about ALL their medicines?
- Is there an increase in consumers asking for and reading CMI?
- Is there an increase in consumers having a Medication Review?

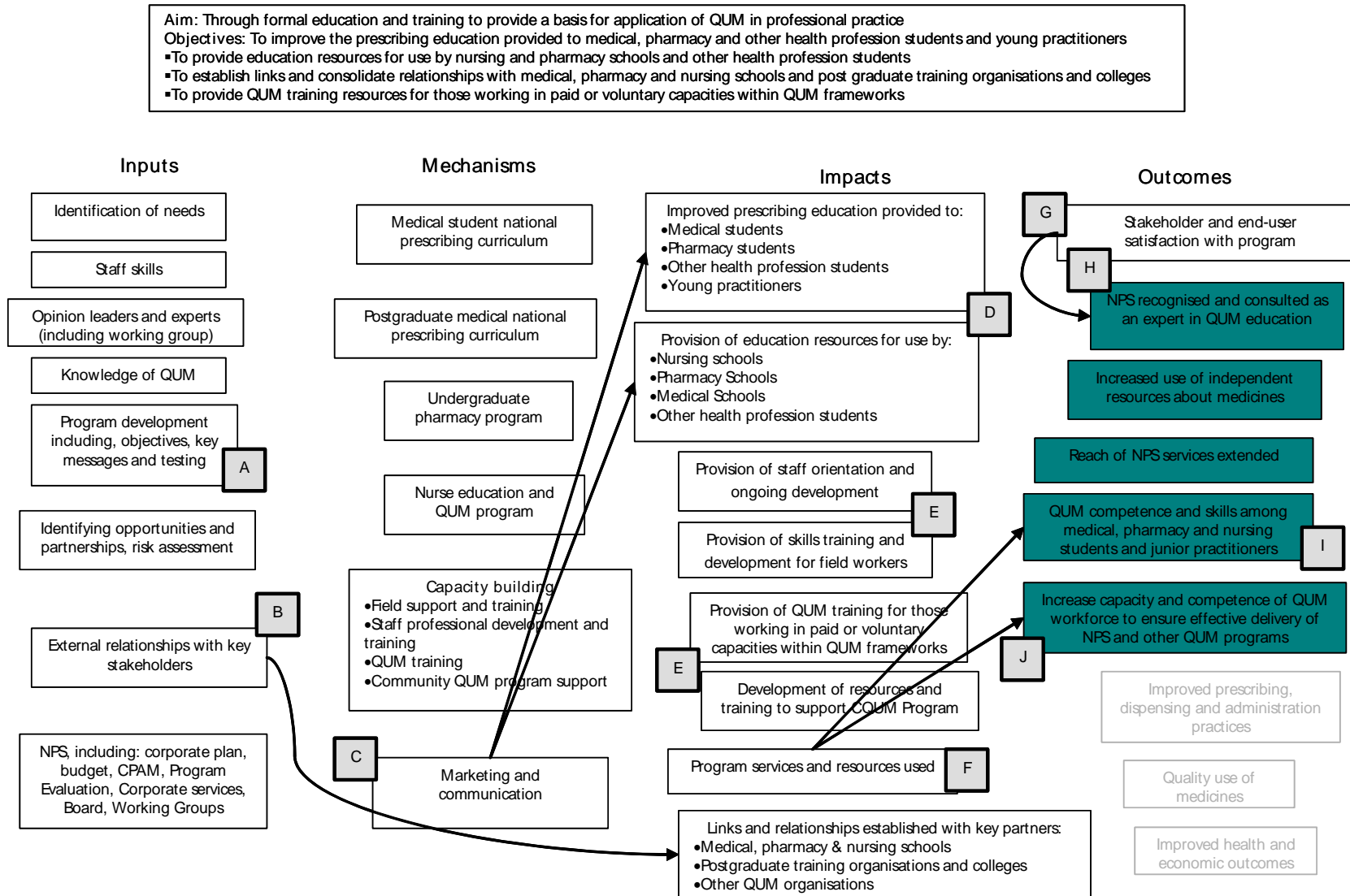
Specific data source(s) include:

- National surveys of GPs and pharmacists; National surveys of consumers
- Omnibus / pulse surveys of consumers
- Case study of program implementation at the community level

Appendix 8

**Curriculum and Training Program
logic flow diagram,
evaluation questions and
evaluation data sources**

Figure A8: Curriculum and Training Program — micro program logic flow diagram



The arrows highlight the flow of the logic, that is, how a mechanism leads to an impact and then an outcome. The boxed numbers reflect the key evaluation questions. The highlighted boxes reflect evaluation questions and measures that are important across more than one program area and in fact would in most cases reflect evaluation questions that contribute to information at the macro level evaluation.

Micro level evaluation questions for the Curriculum and Training Program

A. Is there a corporate strategy in place to ensure development and implementation of the Curriculum and Training Program?

Specific evaluation question(s) include:

- Is there a strategic plan that outlines the program and its deliverables?
- Has there been a working group appointed to oversee program development and implementation?
- Have program objectives been defined to ensure contractual obligations and NPS objectives are met?

Specific data source(s) include:

- Corporate and program records

B. Does the program consult with stakeholders and do stakeholders support the program?

Specific evaluation question(s) include:

- Have relationships been developed and consolidated with key partners?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups

C. Is there a marketing and communication strategy in place to promote the Curriculum and Training program and resources?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to promote the Curriculum and Training program and resources?

Specific data source(s) include:

- Corporate and program records

D. Have education resources been provided and continually developed that better equip medical, nursing, pharmacy and other health profession students to be good QUM practitioners?

Specific evaluation question(s) include:

- Have appropriate education materials been developed for medical students and postgraduate doctors?
- Have appropriate education materials been provided for pharmacy students?
- Have appropriate education materials been provided for nurse education?
- Have appropriate education materials been provided to other health profession students, as their needs are identified?

Specific data source(s) include:

- Corporate and program records

E. Have skills training and professional development been provided for NPS staff, facilitators and the QUM workforce, including peer educators?

Specific evaluation question(s) include:

- Have appropriate educational material and training resources been developed for NPS programs?
- Has the program provided the necessary skills training and development for field workers to ensure effective delivery of local NPS programs?
- Has NPS provided skills training and professional development for staff?
- Has NPS provided QUM training for those working in a Community QUM framework, e.g. peer educators within the NPS Community QUM Program for Seniors?

Specific data source(s) include:

- Corporate and program records

F. Are the program services and resources used?

Specific evaluation question(s) include:

- Are education materials for medical students and postgraduate doctors used in all schools?
- Are education materials for pharmacy students used in all schools?
- Are education materials for nurse education used in all schools?
- Are QUM skills training for NPS facilitators and the QUM workforce used?

Specific data source(s) include:

- Corporate and program records
- NPS orders and registration databases
- NPS participation database
- Monitoring of NPS websites
- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Data on health professional workforce and Australian population

G. Does the training provided meet needs of primary audience(s)?

Specific evaluation question(s) include:

- Are the program resources practical and valued?
- Is the training program appropriate to relevant stakeholders?
- Have training needs been met?
- Are users satisfied with the program?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- NPS feedback database

H. Has NPS been positioned as a trusted source of reliable and independent information on medicines and therapeutics?

Specific evaluation question(s) related to the Curriculum and Training Program include:

- Is NPS a recognised provider of high quality QUM skills training and education?
- Who / what do health professionals use as their primary source of evidence-based information about medicines?
- Do health professionals perceive NPS to be independent and evidence-based?
- Do other stakeholders consult NPS as recognised experts in the education of health professionals?
- Do other stakeholders consult NPS as recognised experts in the education and training of consumers?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups
- NPS feedback database

I. Have QUM competence and skills among medical, pharmacy and nursing students and junior practitioners in these fields been built?

Specific evaluation question(s) include:

- Do the educational materials provide a basis for QUM in professional practice?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- NPS feedback database

J. Has the capacity of a QUM workforce been built to ensure effective delivery of NPS and other QUM programs?

Specific evaluation question(s) include:

- Do the skills training workshops provide the framework for QUM in professional practice?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- NPS feedback database

Appendix 9

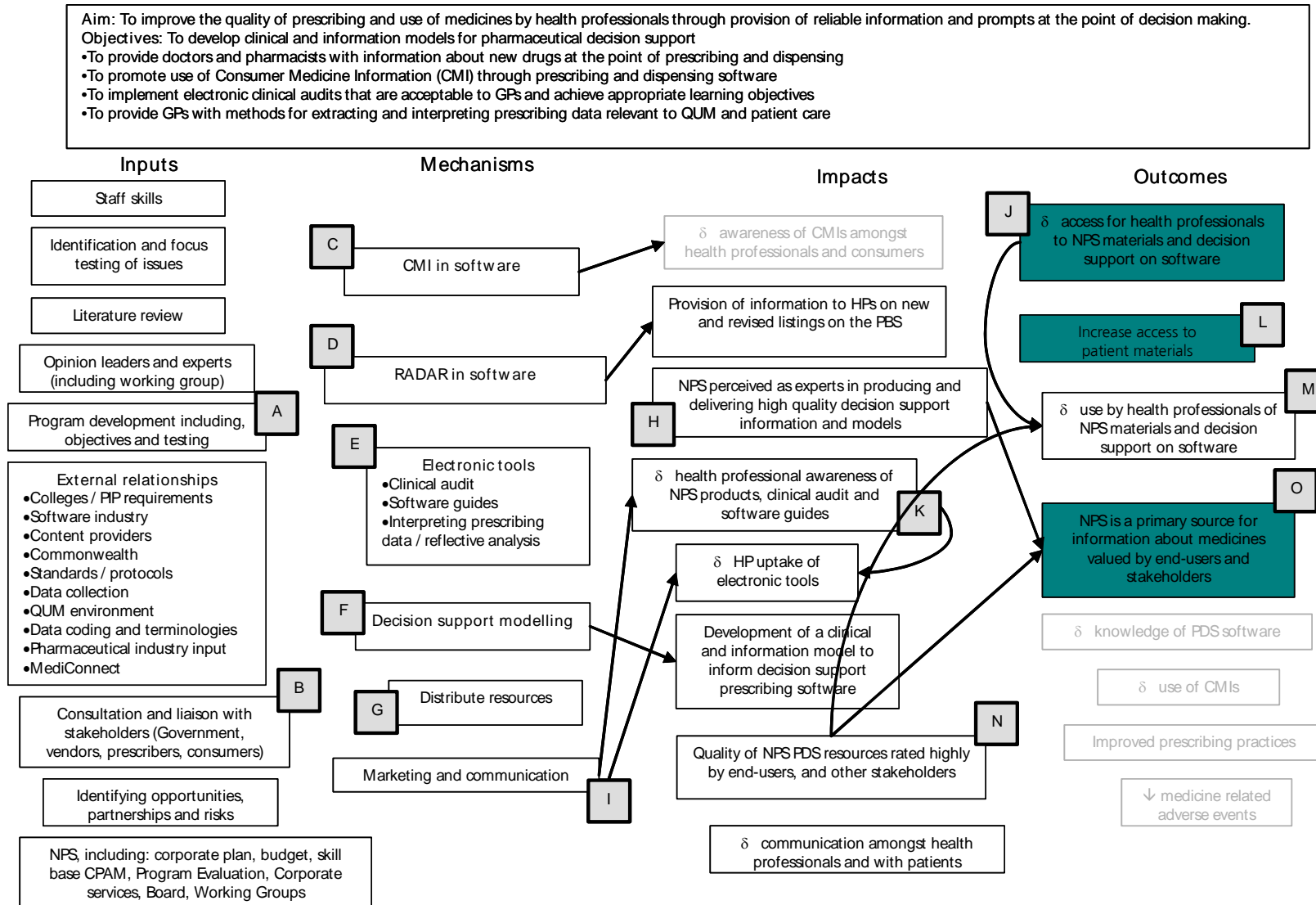
Pharmaceutical Decision Support Program

logic diagram,

evaluation questions and

evaluation data sources

Figure A9: Pharmaceutical Decision Support Program — micro program logic flow diagram



The arrows highlight the flow of the logic, that is, how a mechanism leads to an impact and then an outcome. The boxed numbers reflect the key evaluation questions. The highlighted boxes reflect evaluation questions and measures that are important across more than one program area and in fact would in most cases reflect evaluation questions that contribute to information at the macro level evaluation.

Micro level evaluation questions for the Pharmaceutical Decision Support Program

A. Is there a corporate strategy in place to ensure development and implementation of the New Drugs Program?

Specific evaluation question(s) include:

- Is there a strategic plan that outlines the program and its deliverables?
- Has there been a working group appointed to oversee program development and implementation?
- Have program objectives been defined to ensure contractual obligations and NPS objectives are met?

Specific data source(s) include:

- Corporate and program records

B. Does the program consult with stakeholders (GPs, other medical specialists, pharmacists, consumers and other) and do stakeholders support the program?

Specific evaluation question(s) include:

- Has NPS established good working relationships with the General Practice Computing Group (GPCG) and other stakeholders?
- Has NPS established good working relationships with software vendors?
- Has the program provided new ways of working with industry?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups

C. Has use of Consumer Medicines Information (CMI) in software been developed?

Specific evaluation question(s) include:

- Has material been developed?
- Are the processes feasible?

Specific data source(s) include:

- Corporate and program records

D. Has access to *NPS RADAR* in prescribing software been developed and implemented? (see Appendix 11)

Specific evaluation question(s) include:

- Has material been developed?
- Are the processes feasible?
- Can this be achieved in a timely manner?
- Has access to reliable information and prompts at the point of decision-making been improved?

Specific data source(s) include:

- Corporate and program records

E. Has electronic delivery of NPS education tools and resources been developed?

Specific evaluation question(s) include:

- Has the material been developed (clinical audit, software guides, interpreting prescribing data / reflective analysis)?
- Are the processes feasible?
- Have doctors been provided with methods for extracting and interpreting prescribing data relevant to QUM and patient care?

Specific data source(s) include:

- Corporate and program records

F. Have clinical and information models been developed for pharmaceutical decision support that support an integrated approach to use of QUM resources?

Specific data source(s) include:

- Corporate and program records

G. Is there a strategy in place for the dissemination of PDS resources?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to disseminate PDS resources to health professionals?
- Is the information available when needed?
- Does the dissemination strategy provide PDS resources to health professionals at the point of prescribing, as well as at other time points that are useful?

Specific data source(s) include:

- Corporate and program records

H. Does the information provided meet information needs of primary audience(s)?

Specific evaluation question(s) include:

- Is the electronic format of *NPS RADAR* appropriate?
- Do health professionals like the way the information is provided? (format, presentation, mode of delivery)

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Communication research
- National surveys of GPs and pharmacists
- NPS feedback database

I. Is there a marketing and communication strategy in place to promote the PDS program and resources?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to promote the PDS program to health professionals?

Specific data source(s) include:

- Corporate and program records

J. Are PDS resources provided to health professionals?

Specific evaluation question(s) include:

- What proportion of the target audience is sent the information?

Specific data source(s) include:

- Corporate and program records
- NPS orders and registration databases
- NPS participation database
- Monitoring of NPS websites
- Data on health professional workforce and Australian population

K. Are health professionals aware of the availability of the information?

Specific evaluation question(s) include:

- What proportion of the target audience is aware that the information exists?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- Readership surveys
- Data on health professional workforce and Australian population

L. Is there improved access to patient materials?

Specific evaluation question(s) include:

- Is there increased use of CMI's?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National GP and pharmacist surveys
- National consumer surveys
- Monitoring of NPS websites

M. Are the information/resources used?

Specific evaluation question(s) include:

- What proportion of the target audience who are provided the information use it?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- NPS orders and registration databases
- NPS participation database
- Monitoring of NPS websites
- Data on health professional workforce and Australian population

N. Is the information useful and valued by target audiences?

Specific evaluation question(s) include:

- Does it serve the intended purpose? (content, delivery, format, language, structure, navigation)
- Is the information source what is needed? Is the focus appropriate?
- Does the target audiences like what we are telling them, is it useful, appropriate to their needs?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Communication research

O. Has NPS been positioned as a trusted source of reliable and independent information on medicines and therapeutics?

Specific evaluation question(s) related to the Pharmaceutical Decision Support Program include:

- Is NPS a recognised provider of high quality PDS systems, models, interventions and tools?
- Who / what do health professionals use as their primary source of evidence-based information about medicines?
- Do health professionals perceive NPS to be independent and evidence-based?

Specific data source(s) include:

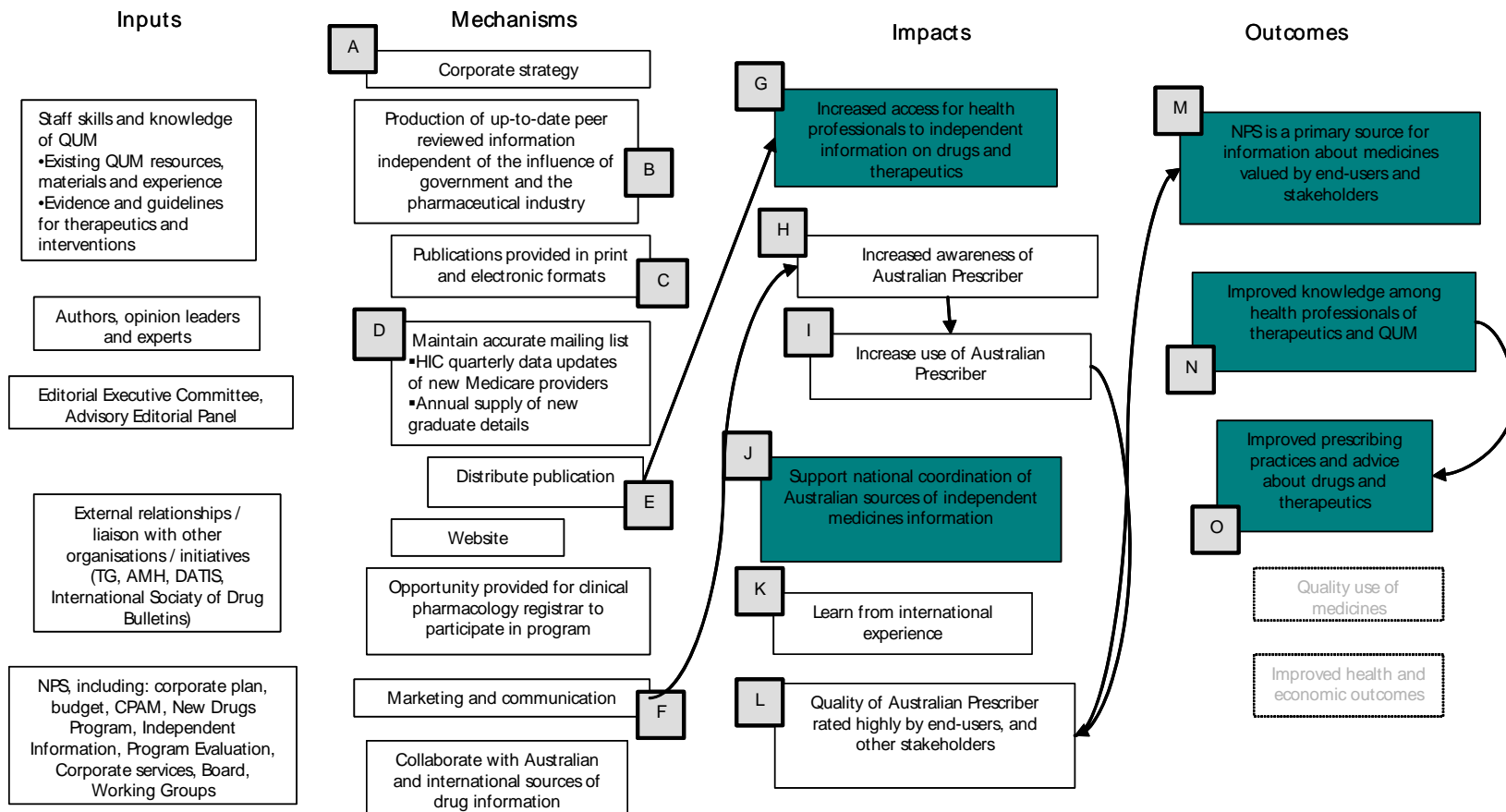
- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Readership surveys
- National surveys of GPs and pharmacists
- NPS feedback database

Appendix 10

Australian Prescriber
**program logic diagram,
evaluation questions and
evaluation data sources**

Figure A10: Australian Prescriber —micro program logic flow diagram

Aim: To promote the quality use of medicines by providing, readable, reliable, educational information about drugs and therapeutics
Objectives: To promote health professionals' knowledge of therapeutics and QUM by the production of up-to-date peer-reviewed information in print and electronic formats
 •To publish material that is independent of the influence of government and the pharmaceutical industry
 •To support national coordination of Australian sources of independent medicines information and learn from international experience through collaboration with Australian and international sources of drug information



The arrows highlight the flow of the logic, that is, how a mechanism leads to an impact and then an outcome. The boxed numbers reflect the key evaluation questions. The highlighted boxes reflect evaluation questions and measures that are important across more than one program area and in fact would in most cases reflect evaluation questions that contribute to information at the macro level evaluation.

Micro level evaluation questions for *Australian Prescriber*

A. Is there a corporate strategy in place to ensure development and implementation of *Australian Prescriber*?

Specific evaluation question(s) include:

- Is there a strategic plan that outlines the program and its deliverables?
- Has there been an editorial executive committee appointed to oversee journal publication?
- Have program objectives been defined to ensure NPS objectives are met?
- Are there mechanisms in place for the editorial executive committee to report to the Board?
Does the program link into broader NPS program aims and objectives?

Specific data source(s) include:

- Corporate and program records

B. Is information about drugs and therapeutics developed?

Specific evaluation question(s) include:

- Has material been developed?
- Are the processes feasible? Were they achieved in a timely manner?
- Is the information peer-reviewed and independent of the influence of government and the pharmaceutical industry?

Specific data source(s) include:

- Corporate and program records

C. Is the information provided in a range of forms to meet information needs of primary audience(s)?

Specific evaluation question(s) include:

- Is the information available in print and electronic formats?
- Do health professionals like the way the information is provided? (format, presentation, mode of delivery)
- Why do health professionals read it? What are the motivators for reading? Do they read it in a different way to how they read other NPS publications? Why don't health professionals read it? What are the barriers and things they don't like?

Specific data source(s) include:

- Corporate and program records
- Readership surveys
- Communication research
- Stakeholder and end-user key-informant interviews, surveys and focus groups (readers and non-readers)

D. Is there a strategy in place to maintain accuracy of the mailing list?

Specific evaluation question(s) include:

- Is HIC data on new Medicare providers provided and updated quarterly?
- Are contact details of new graduates provided and updated annually?
- What proportion of mail is 'return to sender'?

Specific data source(s) include:

- Corporate and program records

E. Is there a strategy in place for the distribution of the journal?

Specific data source(s) include:

- Corporate and program records

F. Is there a marketing and communication strategy in place to promote AP?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to promote AP to health professionals?
- Has an advertisement for conferences been produced and is it regularly made available at appropriate conferences?
- Are media releases provided in a timely manner close to the release of every issue of journal?

Specific data source(s) include:

- Corporate and program records

G. Do health professionals have access to accurate, readable, reliable educational information about drugs and therapeutics?

Specific evaluation question(s) include:

- What proportion of the target audience (GPs, pharmacists, other medical specialists, medical schools etc) is sent the information? What proportion of the target audience receive journal?

Specific data source(s) include:

- Corporate and program records
- NPS orders and registration databases
- Monitoring of NPS websites
- Data on health professional workforce and Australian population

H. Are health professionals aware of the availability of the information?

Specific evaluation question(s) include:

- What proportion of the target audience is aware that the information exists? Do they know about the web site?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- Data on health professional workforce and Australian population

I. Is the information used?

Specific evaluation question(s) include:

- What proportion of the target audience who are provided the information read it?
- What is the web traffic (number of unique users, sheer volume)?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Readership surveys
- National surveys of GPs and pharmacists
- Monitoring of NPS websites
- Data on health professional workforce and Australian population

J. Does the program support national coordination of Australian sources of independent medicines information?

Specific evaluation question(s) include:

- What are the sources of drug information available in Australia?
- Has the program established good working relationships with Australian sources of drug information? Is there consistency of messages?
- Do credible Australian sources of drug information mutually promote each other?
- Is there useful networking when choosing authors and reviewers?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups

K. Does the program learn from international experience?

Specific evaluation question(s) include:

- What are the sources of drug information available internationally?
- Has the program established good working relationships with international sources of drug information?
- Has the program learnt from other International Society for Drug Bulletins (ISDB) members, e.g. dealing with transparency issues?
- How frequently are requests received from international journals and universities to reprint / translate the journal / specific articles?

Specific data source(s) include:

- Corporate and program records

L. Is the information useful and valued by target audiences?

Specific evaluation question(s) include:

- Has AP been tested with the intended audience to obtain feedback on its structure, content and usability?
- Does the target audience like what we are telling them, is it useful, appropriate to their needs (e.g. for primary care)?
- Where else does the target audience go to get more detailed / appropriate information?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Readership surveys
- National surveys of GPs and pharmacists
- NPS feedback database

M. Has NPS been positioned as a trusted source of reliable and independent information on medicines and therapeutics?

Specific evaluation question(s) related to *Australian Prescriber* include:

- Who / what do health professionals use as their primary source of evidence-based information about medicines?
- Is NPS recognised by health professionals as a regular publisher of independent, evidence-based information about medicines?
- Do health professionals recognise *Australian Prescriber* as an NPS publications?
- Do health professionals perceive *Australian Prescriber* to be independent and evidence-based?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Readership surveys
- National surveys of GPs and pharmacists
- NPS feedback database
- Media monitoring

N. Is there a change in knowledge, attitude and skill base among health professionals?

Specific evaluation question(s) include:

- Do health professionals have a better understanding of medicines and therapeutics?
- Does the program improve the skills base of health professionals (e.g. knowing how to appropriately assess information on drugs and therapeutics, knowing basic Evidence Based Medicine terminology, knowing where to go for medicines information, knowing which sources of medicines information should be trusted)?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Readership surveys
- Communication research
- National surveys of GPs and pharmacists

O. Is there a change in prescribing behaviour among health professionals?

Specific evaluation question(s) include:

- Does provision of information about medicines and therapeutics promote QUM?

Specific data source(s) include:

- Data on prescribing and use of medicines

Unintended impacts of the program to consider

- Resources not available to meet needs identified by evaluation recommendations

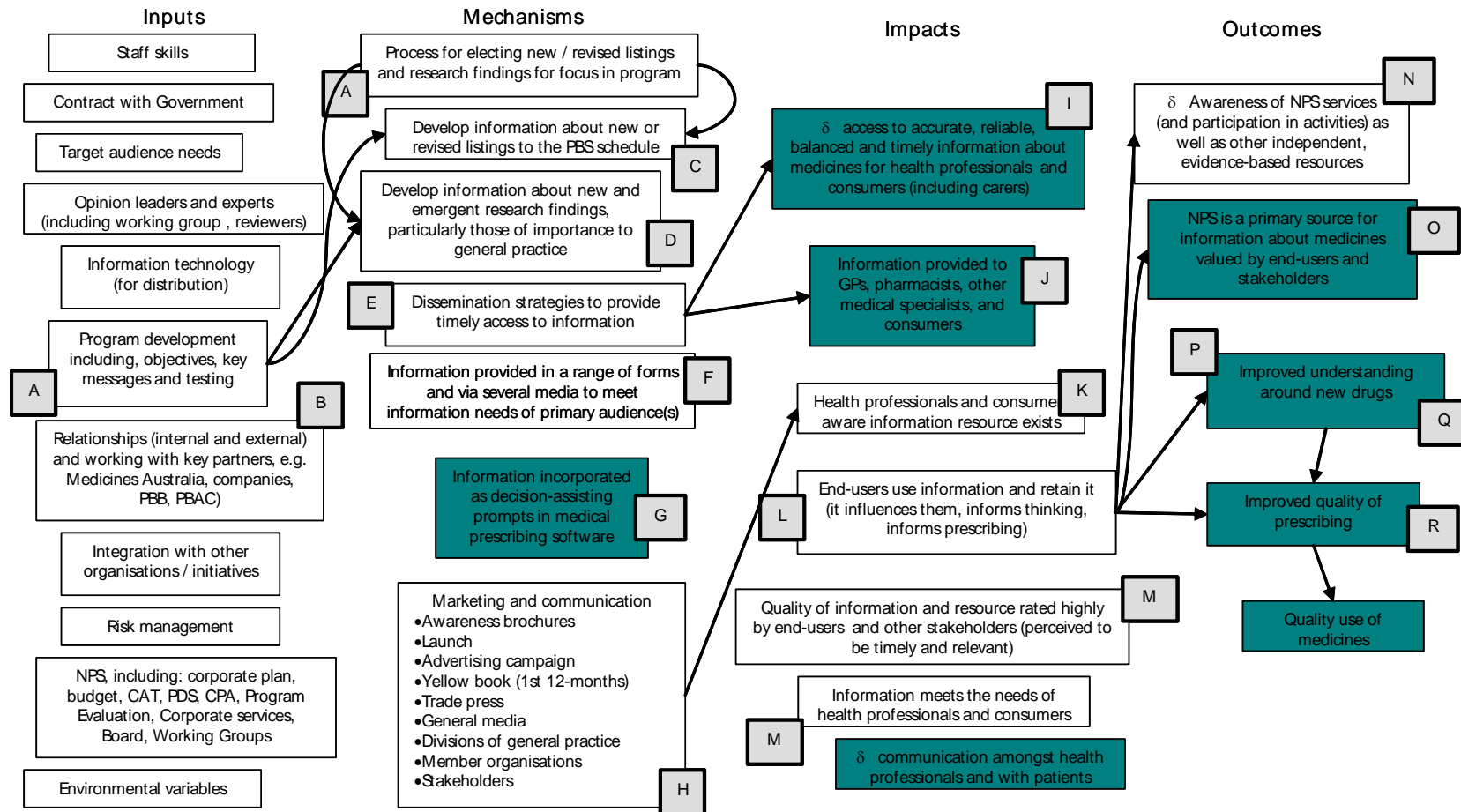
Appendix 11

**New Drugs Program
logic diagram,
evaluation questions and
evaluation data sources**

Figure A11: New Drugs Program — micro program logic flow diagram

Aim: To improve the quality of prescribing and use of medicines by HPs and consumers by providing accurate, reliable, balanced and timely information about medicines and QUM issues
Objectives: To develop information about each new or revised listing to the Schedule of Pharmaceutical Benefits (excluding Section 100 and Repatriation PBS listings) for the duration of the contract

- To provide timely access to information – this means making the information available no later than the date for which new listings become effective
- To develop information about new and emergent research findings, particularly those of importance to general practice
- To provide information to general practitioners, pharmacists, medical specialists, and members of the Australian public (within the constraints of the Therapeutic Goods Act 1989)
- To provide the information in a range of forms and via several media to meet the information needs of the primary audience(s)
- To provide the information as decision-assisting prompts in medical prescribing software by the end of the contract



The arrows highlight the flow of the logic, that is, how a mechanism leads to an impact and then an outcome. The boxed numbers reflect the key evaluation questions. The highlighted boxes reflect evaluation questions and measures that are important across more than one program area and in fact would in most cases reflect evaluation questions that contribute to information at the macro level evaluation.

Micro level evaluation questions for the New Drugs Program

A. Is there a corporate strategy in place to ensure development and implementation of the New Drugs Program?

Specific evaluation question(s) include:

- Is there a strategic plan that outlines the program and its deliverables?
- Has there been a working group appointed to oversee program development and implementation?
- Have program objectives been defined to ensure contractual obligations and NPS objectives are met?
- Is there a criteria developed for selecting which drugs NPS will focus on from each PBS list? Is there a criteria for new research?
- Are the criteria suitable? Do we miss anything?
- Are their mechanisms in place for the working group to report to the Board? Does the working group link into broader NPS program aims and objectives?

Specific data source(s) include:

- Corporate and program records

B. Does the program consult with stakeholders (GPs, other medical specialists, pharmacists, consumers and other) and do stakeholders support the program?

Specific evaluation question(s) include:

- Has NPS established good working relationships with the Australian Government Pharmaceutical Benefits Branch (PBB) and the Pharmaceutical Benefits Advisory Council (PBAC)?
- Has NPS established good working relationships with the pharmaceutical industry?
- Has the program provided new ways of working with industry?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups

C. Is information about new or revised listings to the PBS developed?

Specific evaluation question(s) include:

- Has material been developed?
- Are the processes feasible? Were they achieved in a timely manner?

Specific data source(s) include:

- Corporate and program records

D. Is information about new and emergent research findings developed?

Specific evaluation question(s) include:

- Has the material been developed?
- Are the processes feasible? Can this be achieved in a timely manner?

Specific data source(s) include:

- Corporate and program records

E. Is there a strategy in place for the dissemination of the information?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to disseminate *NPS RADAR* to health professionals and consumers?
- Is the information available when prescribing is permitted?
- Does the dissemination strategy provide *NPS RADAR* to health professionals at the point of prescribing, as well as at other time points that are useful?

Specific data source(s) include:

- Corporate and program records

F. Is the information provided in a range of forms and via several media to meet information needs of primary audience(s)?

Specific evaluation question(s) include:

- Is the information available in a range of forms?
- Is the electronic format of *NPS RADAR* appropriate?
- What are the barriers and enablers to provision of medicines information in print versus electronic media? What works and what doesn't?
- Do end-users like the way the information is provided? (format, presentation, mode of delivery)
- Do consumers like the way the information is provided? (format, presentation, mode of delivery)
- Would the program benefit from a local roll out as well as national (similar to the EQAP model)?

Specific data source(s) include:

- Corporate and program records
- Evidence from literature
- Communication research
- Readership surveys
- Stakeholder and end-user key-informant interviews, surveys and focus groups

G. Is the *NPS RADAR* information incorporated into PDS software?

Specific evaluation question(s) include:

- Has *NPS RADAR* been incorporated into PDS for GPs, pharmacists and other health professionals? Are the processes feasible? Can this be achieved in a timely manner?
- Is this mode of delivery appropriate? Do health professionals look at it? Is it practical? What will motivate them to look again?
- Does information at the point of prescribing influence prescribing?

Specific data source(s) include:

- Corporate and program records
- Communication research
- Stakeholder and end-user key-informant interviews, surveys and focus groups

H. Is there a marketing and communication strategy in place to promote *NPS RADAR*?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to promote *NPS RADAR* to health professionals and consumers?

Specific data source(s) include:

- Corporate and program records

I. Do health professionals and consumers (including carers) have access to accurate, reliable, balanced and timely information about new drugs?

Specific evaluation question(s) include:

- What proportion of health professionals use email and therefore able to receive *NPS RADAR* electronically?
- What proportion of the target audience is registered to receive *NPS RADAR*?

Specific data source(s) include:

- NPS orders and registration databases
- Data on health professional workforce and Australian population

J. Is information provided to health professionals and consumers about new drugs?

Specific evaluation question(s) include:

- What proportion of the target audience is sent the information?

Specific data source(s) include:

- NPS orders and registration databases
- Monitoring of NPS websites
- Data on health professional workforce and Australian population

K. Are health professionals and consumers aware of the availability of the information?

Specific evaluation question(s) include:

- What proportion of the target audience is aware that the information exists? Do they know about the web site?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- National surveys of consumers
- Data on health professional workforce and Australian population

L. Is the information used?

Specific evaluation question(s) include:

- What proportion of the target audience who are provided the information read it?

Specific data source(s) include:

- NPS orders and registration databases
- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- National surveys of consumers
- Monitoring of NPS websites
- Tracking use in prescribing software
- Data on health professional workforce and Australian population

M. Is the information useful and valued by target audiences?

Specific evaluation question(s) include:

- Has *NPS RADAR* been pilot-tested with the intended audience to obtain feedback on its structure, content and usability, e.g. content, delivery, format, language, structure, navigation of website, and software screen?
- Does it serve the intended purpose? What is the theoretical basis for the learning? ()
- Is the information source what is needed? Is the focus of *NPS RADAR* appropriate (e.g. the right drugs chosen)?
- Where else does the target audience go to get more detailed / appropriate information?
- Where do the target audience and stakeholders think the program should go in the next 3 years post initial funding?
- Is the program providing information at the right time, when it is needed? (versus, for example, should it be when the drug receives TGA approval or when it is marketed?)

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- National surveys of consumers
- Communication research
- Readership surveys
- NPS feedback database

N. Does *NPS RADAR* help to promote NPS and its other services and products?

Specific evaluation question(s) include:

- Has the program reached other health professionals that NPS might not normally reach with other programs? Are other prescribers seeing / using *NPS RADAR* (e.g. specialist colleges, hospital pharmacists, nurses)?
- Has *NPS RADAR* prompted participation in other NPS activities?
- Are health professionals aware that once a year *NPS News* is focussed on new drugs? Has *NPS RADAR* overshadowed the new drugs *NPS News*? Do we need to maintain new drugs issue of *NPS News*?

Specific data source(s) include:

- Corporate and program records
- NPS orders and registration databases
- NPS activities database (and 6-month report database)
- NPS participation database

O. Has NPS been positioned as a trusted source of reliable and independent information on medicines and therapeutics?

Specific evaluation question(s) relating to the New Drugs Program include:

- Who / what do health professionals (and consumers) use as their primary source of evidence-based information about new drugs?
- Do health professionals (and consumers??) recognise *NPS RADAR* as an independent source of evidence-based information about new drugs?
- Do health professionals (and consumers) know that *NPS RADAR* is published by NPS?
- Do health professionals (and consumers) perceive NPS to be independent and evidence-based?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- National surveys of consumers
- NPS feedback database

P. Is there a change in knowledge, attitude and skill base among health professionals?

Specific evaluation question(s) include:

- Do health professionals have a better understanding of new drugs and their indication?
- Does the program improve the skills base of health professionals (e.g. willingness to recommend / prescribe a new drug, knowing how to appropriately assess information on new drugs, knowing basic Evidence Based Medicine terminology, knowing where to go for medicines information, knowing which sources of medicines information should be trusted, and knowing how to think critically when deciding whether to recommend / prescribe a new drug)?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Communication research
- Readership surveys
- Case study for GPs on prescribing new drugs

Q. Is there a change in knowledge, attitude and skill base among consumers?

Specific evaluation question(s) include:

- Do consumers have a better understanding of new drugs the appropriateness of new drugs and there place in therapy?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- Communication research
- Readership surveys

R. Is there a change in prescribing behaviour among health professionals?

Specific evaluation question(s) include:

- Does provision of information about new drugs influence initial and long-term prescribing of these drugs (e.g. the timing of prescribing a new drug, more cautious approach to prescribing of new drugs)?

Specific data source(s) include:

- Data on prescribing and use of medicines

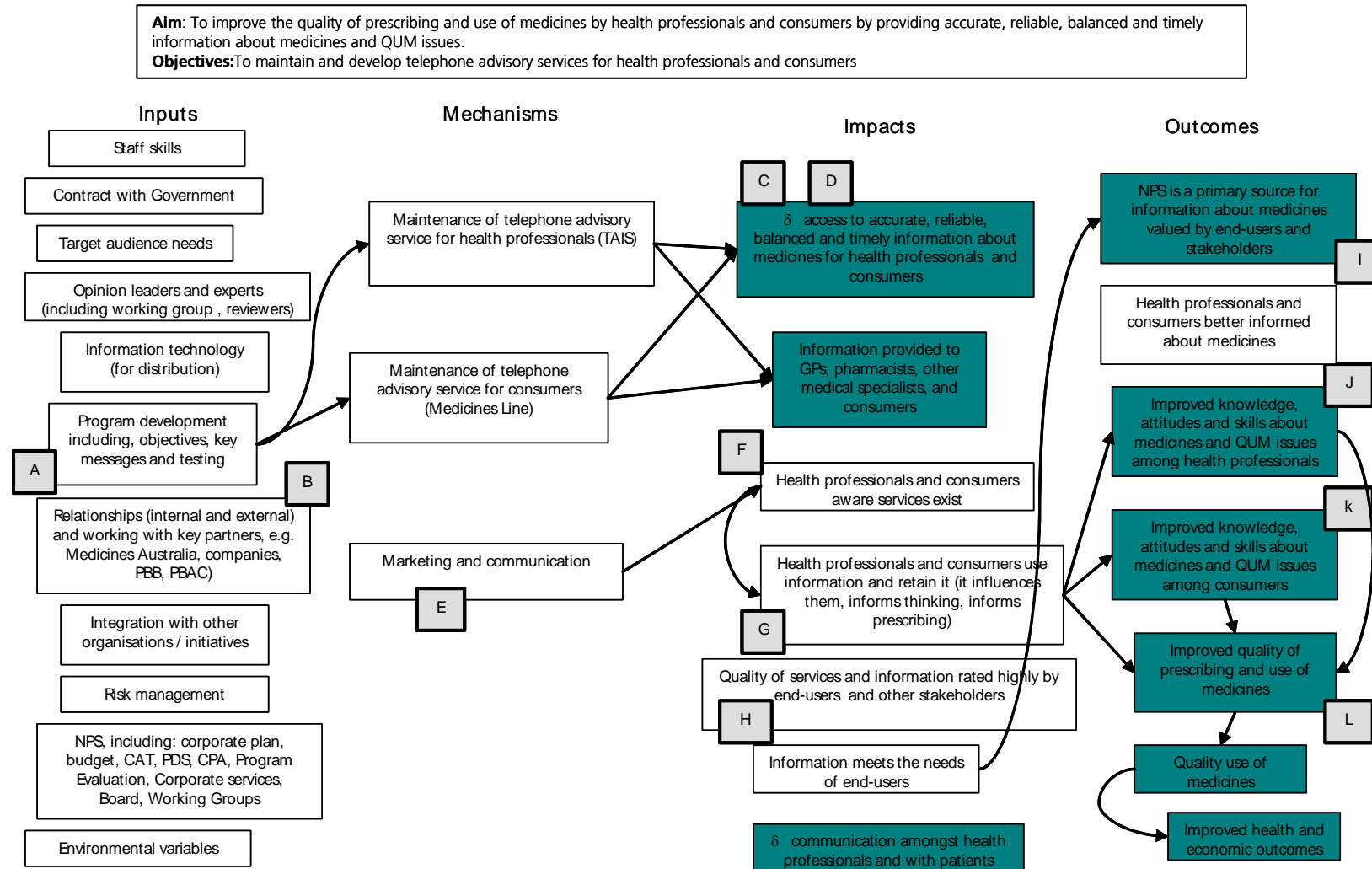
Unintended impacts of the program to consider

- Industry activity
- Perception of NPS independence from Government

Appendix 12

**Information Services
program logic diagram,
evaluation questions and
evaluation data sources**

Figure A12: Information Services — micro program logic flow diagram



The arrows highlight the flow of the logic, that is, how a mechanism leads to an impact and then an outcome. The boxed numbers reflect the key evaluation questions. The highlighted boxes reflect evaluation questions and measures that are important across more than one program area and in fact would in most cases reflect evaluation questions that contribute to information at the macro level evaluation.

Micro level evaluation questions for Information Services

A. Is there a corporate strategy in place to ensure development and implementation of TAIS and Medicines Line?

Specific evaluation question(s) include:

- Is there a strategic plan that outlines the services and deliverables?
- Has there been working groups appointed to oversee service development and implementation?
- Have service objectives been defined to ensure contractual obligations and NPS objectives are met?
- Are their mechanisms in place for the working groups to report to the Board? Do the working groups link into broader NPS program aims and objectives?

Specific data source(s) include:

- Corporate and program records

B. Do the services consult with stakeholders (GPs, other medical specialists, pharmacists, consumers and other) and do stakeholders support the services?

Specific evaluation question(s) include:

- Has NPS established good working relationships with Safety and Quality Council and other stakeholders?

Specific data source(s) include:

- Corporate and program records
- Stakeholder and end-user key-informant interviews, surveys and focus groups

C. Is information about medicines and QUM issues available via a telephone information service for consumers

Specific data source(s) include:

- Corporate and program records

D. Is information about medicines and QUM issues available via a telephone information service for and health professionals?

Specific data source(s) include:

- Corporate and program records

E. Is there a marketing and communication strategy in place to promote the services?

Specific evaluation question(s) include:

- Is there a multifaceted strategy in place to promote TAIS to health professionals?
- Is there a multifaceted strategy in place to promote Medicines Line to consumers?

Specific data source(s) include:

- Corporate and program records

F. Are health professionals and consumers aware of the availability of the services?

Specific evaluation question(s) include:

- What proportion of the target audience is aware that the services exist?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- National surveys of consumers
- Data on health professional workforce and Australian population
-

G. Are the services used?

Specific evaluation question(s) include:

- What proportion of the target audience regularly use the services?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- National surveys of consumers
- Databases of calls to NPS telephone services
- Data on health professional workforce and Australian population

H. Are the services useful and valued by target audiences?

Specific evaluation question(s) include:

- Is the information provided in a manner that meets the needs of primary audience(s)?
- Is the information available in a range of forms?
- What are the barriers and enablers to provision of medicines information via telephone services? What works and what doesn't?
- Do health professionals like the way the information is provided? (timeliness, format, presentation, mode of delivery)
- Do consumers like the way the information is provided? (timeliness, format, presentation, mode of delivery)
- Would the program benefit from a local roll out as well as national?
- Do the services meet the intended purpose?
- Is the information source what is needed?
- Where else does the target audience go to get more detailed / appropriate information?
- Does the target audiences like what we are telling them, is it useful, appropriate to their needs?
- Where do the target audience and stakeholders think the services should go in the next 3 years post initial funding?
- Are the services providing information at the right time, when it is needed?

Specific data source(s) include:

- Communication research
- Evidence from literature
- Stakeholder and end-user key-informant interviews, surveys and focus groups
- NPS feedback database

I. Has NPS been positioned as a trusted, source of reliable and independent information on medicines and therapeutics

Specific evaluation question(s) related to Information Services include:

- Who / what do health professionals and consumers use as their primary source of evidence-based information about medicines?
- Are TAIS and Medicines Line recognised by health professionals and consumers respectively as independent sources of evidence-based information about medicines?
- Do health professionals and consumers know that TAIS and Medicines Line are provided by NPS?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups
- National surveys of GPs and pharmacists
- National surveys of consumers
- NPS feedback database

J. Is there a change in knowledge, attitude and skill base among health professionals?

Specific evaluation question(s) include:

- Do health professionals have a better understanding of medicines and QUM issues?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups

K. Is there a change in knowledge, attitude and skill base among consumers?

Specific evaluation question(s) include:

- Do consumers have a better understanding of medicines and QUM issues?

Specific data source(s) include:

- Stakeholder and end-user key-informant interviews, surveys and focus groups

L. Is there a change in prescribing behaviour and use of medicines?

Specific data source(s) include:

- Data on prescribing and use of medicines