

Pharm 543 Laws & Ethics: Evaluation Criteria

Submit via *e-submit* following these instructions

First line: Pharm 543 **Evaluation Criteria**

Second line: Group <number> <project title>

Third and subsequent lines: Group Members: <name of each group member>

<submitted material; double spaced; 1 inch margins, 10 to 12 point type, appropriate citations in footnotes (not end notes, please); Word (.doc) files unless prior arrangements have been made>

Please name the file as follows: 8543 <group number> Evaluation Criteria

Project Evaluation Criteria¹

Please provide 2 - 3 sentences for each of the following criteria, explaining how you would *evaluate* each of them. Take the perspective of an outside consultant who has been retained to evaluate your project.

- **Technical feasibility (effectiveness, adequacy)**

This criterion measures whether the policy or program outcomes can achieve their purpose. How will you know if the policy has had/will have its intended effect (effectiveness)? To what degree does the proposed action accomplish the objectives set forth? Can changes in the real world be traced back to the program, or they are the result of other factors (sometimes called "secular trends")?² For example, did you see a reduction in medication errors because of your program, or because of some separate activity? Is the impact *direct* (it addresses the stated objective) or *indirect* (creates an impact not associated with the program)? Will change (if any) be short term (for 1-2 years) or long term (>2 years)?³ Adequacy relates to how completely the program resolves the problem.

- **Economic and financial possibility**

This criterion (beyond the scope of this course) assesses whether the costs of

¹Adapted from Patton CV and Sawicki DS. Basic Methods of Policy Analysis and Planning, 2nd Edition. Prentice Hall, Englewood Cliffs, 1993.

²If your evaluation uses a before-after design, you are more likely to miss-assess the impact of other factors. A "time series" design uses multiple measurements taken before and after implementing a program, and assists in controlling for secular trends. The "gold standard" design uses time series and a comparison (reference, control) group.

³The technical distinction between short and long term relates to whether or not discounting should be used in evaluating cash flows. That is, if the interest rate would make a difference in your assessment, then the result is long term.

implementing the program are justified by the degree of improvement in the problem. If you have any comments on your perception of the implementation costs, please include them. **Not required.**

- **Political Viability**

Proposed policy changes must survive the political test: if a policy will not be supported by decision makers, officials or voters, it has little chance of being adopted or implemented. What alternatives are available? What will be acceptable to various groups? What concessions will have to be made to gain support for each option? Do you have trade-offs⁴ in order to secure agreement on an alternative?

- **Administrative Operability**

Is the existing administrative system (e.g., the Board of Pharmacy or Department of Health) capable of delivering the policy or program? How much control does the administrative system have? What other groups/individuals must be relied upon. Are you aware of administrative bottlenecks in the existing system? Are there organizational limitations? Specifically, will the administrative system have the authority to implement the policy? That is, have you crafted the statutes/regulations correctly? Is there institutional commitment? That is, is the administrative system willing to back your program? Does the existing (or proposed) administrative system have the capability to implement you program?

⁴tradeoff or trade-off (trdôf, -f) n. An exchange of one thing in return for another, especially relinquishment of one benefit or advantage for another regarded as more desirable: "a fundamental trade-off between capitalist prosperity and economic security" (David A. Stockman). [American Heritage 2000]