The Georgia Health Policy Center (GHPC) focuses on solutions to complex issues facing health and health care today by conducting, analyzing, and disseminating evaluation findings to connect decision makers with the objective research and guidance needed to make informed decisions about health policies and programs.

Evaluation is a formalized approach to studying the goals, processes, and impacts of projects, policies, and programs. GHPC employs an innovative and tested operational approach to all of its evaluation projects. Our approach places emphasis on building relationships that deepen trust and encourage candor among all stakeholder groups in order to establish a functional rapport and maximize impact.

Framework

Our signature style of evaluation is based upon a synthesis of practical and methodological insights from a broad range of policy evaluation, community-based research, technical assistance, and capacity-building experience with project-specific expertise. A key component to our evaluation approach is that clients work in partnership with GHPC and are able to quickly apply findings to their work.

Using this approach and the evaluation framework created by the Centers for Disease Control and Prevention, GHPC develops a collaborative evaluation design and execution plan.

<table>
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<th>Evaluation Framework¹</th>
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<tr>
<td>Engage Stakeholders</td>
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<td>Describe the Program</td>
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<td>Focus on Evaluation Design</td>
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<td>Gather Credible Evidence</td>
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<td>Justify Conclusions</td>
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<td>Ensure Use and Shared Lessons Learned</td>
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GHPC approaches evaluation as a critical intersection between research and programs that can improve health. Research, policy, and practice are related components representing a continuous learning cycle with research informing policy; policy directing the design and implementation of programs; and evaluation of these programs refining implementation and further informing research and policy. GHPC conducts evaluations to assess impact, contribute to existing knowledge, and to stimulate program and process improvement.

Areas of Specialization

- Logic models
- Theories of change
- Causal loop mapping
- Survey design and implementation
- Needs assessment
- Indicator and measure development
- Performance monitoring
- Evaluation capacity building

Standards

GHPC holds itself to rigorous standards set forth by the American Evaluation Association. Following these standards ensures that our method of evaluation is tailored to the individual needs and expectations of the organizations and people who will make decisions based on our conclusions. The findings create powerful learning opportunities that refine and sustain projects seeking to improve well-being. The standards are:

- **Systematic Inquiry**: Conduct systematic, data-based inquiries
- **Competence**: Provide competent performance to stakeholders
- **Integrity/Honesty**: Display honesty and integrity in all behaviors
- **Respect for People**: Respect security, dignity, and self-worth of respondents, program participants, clients, and all other stakeholders
- **Responsibility for General and Public Welfare**: Articulate and take into account the diversity of public interests and values that may be related to the evaluation

Project Examples

**PeachCare for Kids™ & Medicaid Program Evaluation**

GHPC provides ongoing data analysis and evaluation services to the Georgia Department of Community Health to support the State Children’s Health Insurance Program, PeachCare for Kids, and Georgia Medicaid. GHPC research and evaluation projects for PeachCare for Kids include: annual reporting of performance and care quality measures; projecting state Medicaid expenditures under potential policy scenarios; assessing the impact of premium changes on Georgia’s PeachCare for Kids enrollment; and implementation and evaluation of a combination of technology solutions to simplify, streamline, and better coordinate enrollment and renewal for Medicaid and PeachCare for Kids.

**Georgia’s Money Follows the Person Program Evaluation**

GHPC provides the Georgia Department of Community Health with a state-level evaluation of the Money Follows the Person (MFP) program. The rebalancing program helps people who are living in institutions return to their homes and communities, while continuing to receive supportive services. Semiannual evaluations include participant and service characteristics; cost analysis of total expenditures and comparisons of pre- and post-transition services; quality of life surveys (conducted pretransition, one, and two years post-transition), and a participatory action research method known as Photovoice to enable MFP participants to document their own transition experience.