



Creating the Blueprint

Integrating a program evaluation lifecycle framework and growing evaluation capacity at the AMA

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Learning Objectives

1

Learn about the introduction of a program evaluation framework and lifecycle at the AMA.

2

Discover how the AMA is currently using this program evaluation lifecycle and other tools to improve program delivery and enable success.

3

Find out the ways AMA is partnering with its business units and outside vendors to improve program delivery and evaluation.

Why does the AMA need a Program Lifecycle?

The Context

- 18 departments (or business units)
- Many categorized as mission units and/or have programs that impact AMA's mission
- Program evaluation capacity varies for each business unit

The Goals

- To better understand AMA's programs and identify opportunities.
- To systematize how we measure program engagement.

The Work

- Identifying audience and goals
- Understanding and growing evaluation capacity
- Making decisions about a program's future by looking at performance, need, and sustainability

AMA Strategic Framework

Enterprise Foundation

At our foundation is every employee across every BU propelling the fulfillment of our mission:

- *To promote the art and science of medicine and the betterment of public health.*

Strategic Arcs

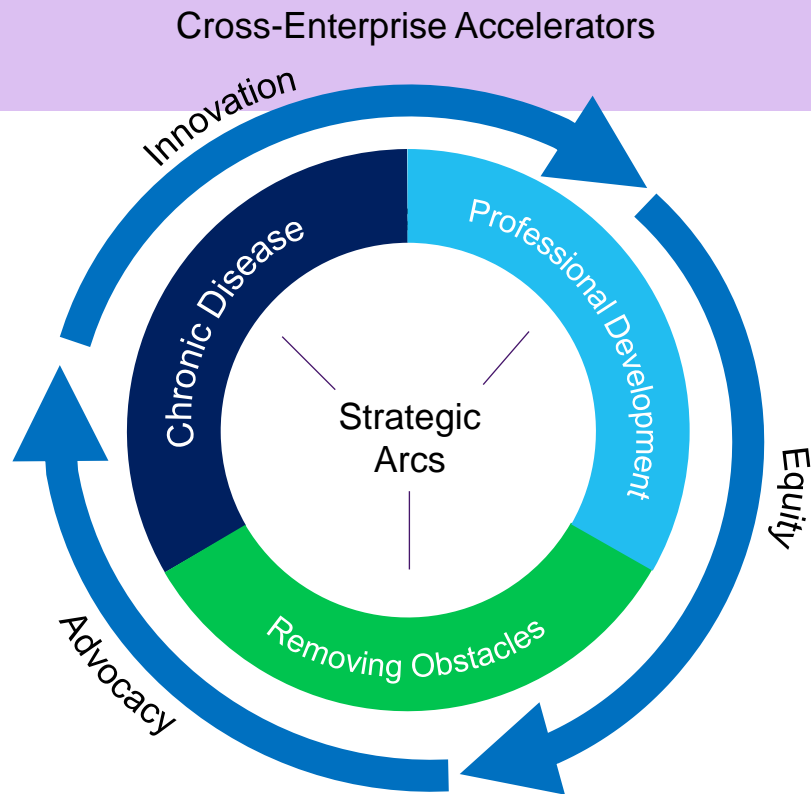
At the core of our work are three strategic ARCs:

- *Confronting chronic disease and public health crises*
- *Advancing professional development*
- *Removing obstacles that interfere with patient care*

Cross-Enterprise Accelerators

Three accelerators help us advance those ARCs:

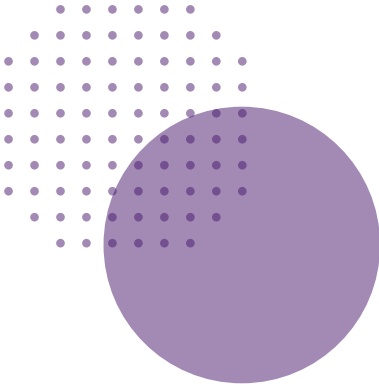
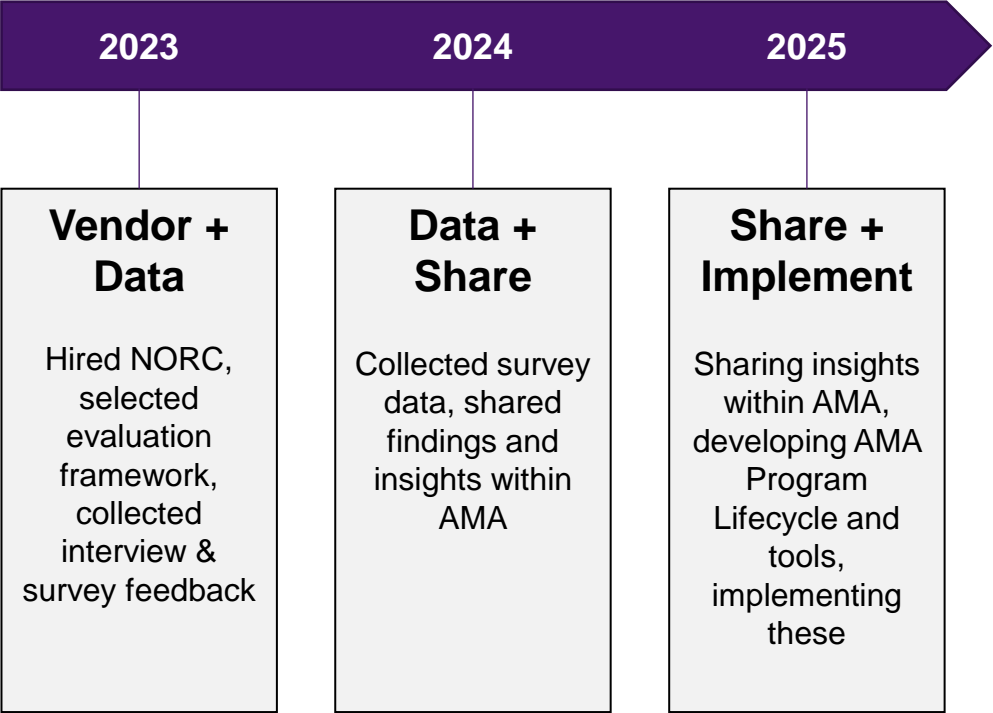
- *Advocacy - Representing physicians with a unified voice*
- *Equity - Embedding equity throughout health care*
- *Innovation - Ensuring technology is an asset, not a burden*



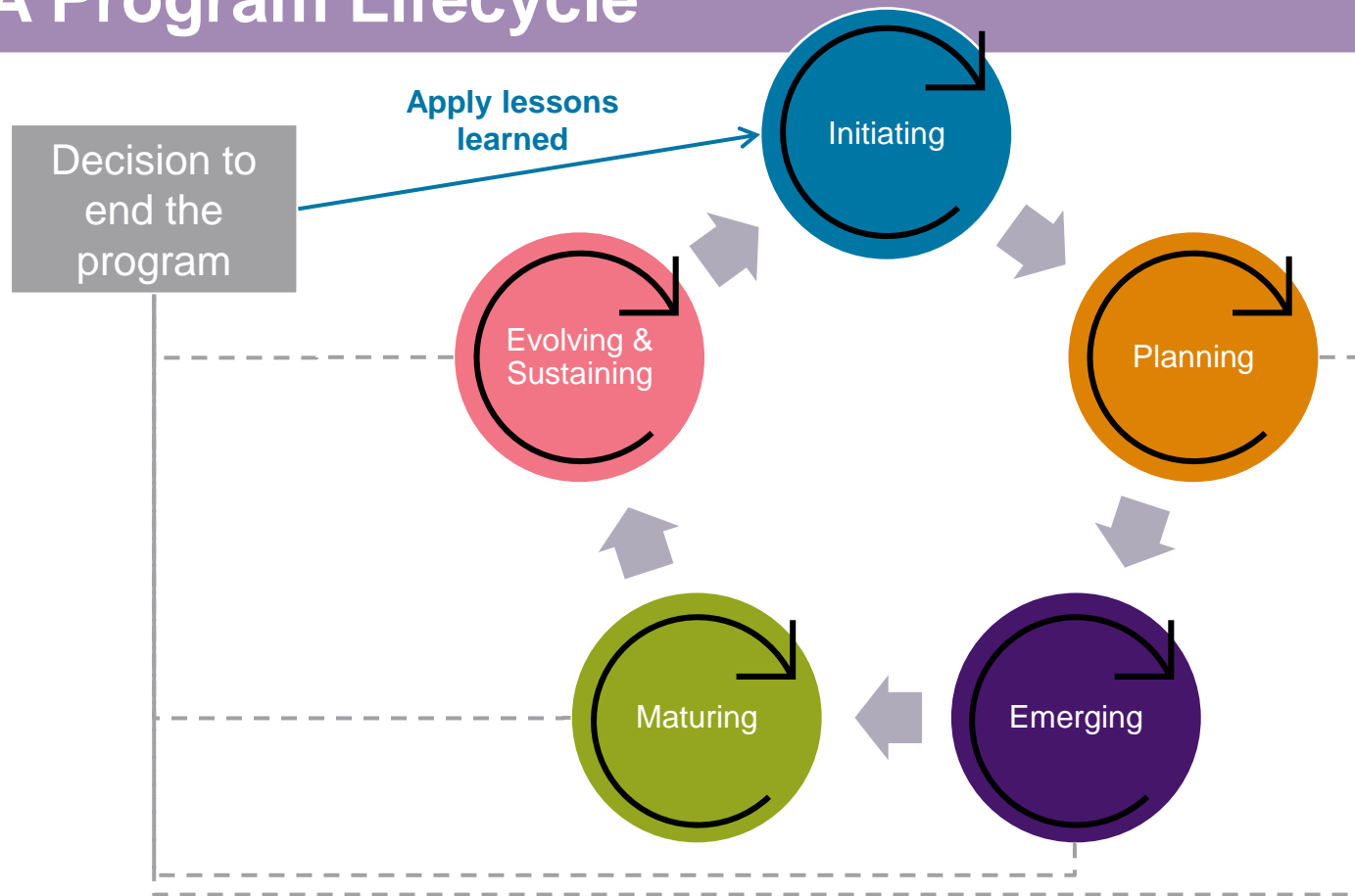
AMA Enterprise Foundation:

Science/Ethics, AMA Membership, Funding & Financial Performance, Talent & Engagement, Marketing & Communications

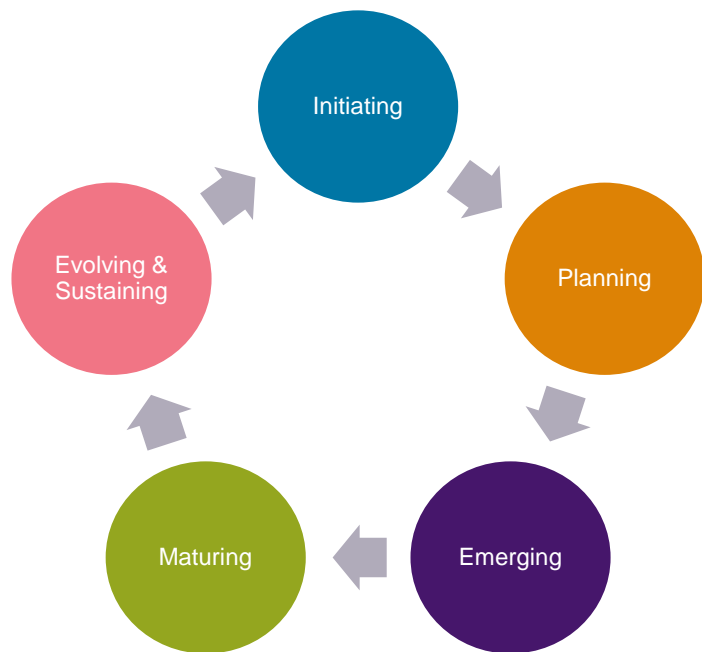
How did we get here?



AMA Program Lifecycle



What happens at each stage?



Initiating

Define the program purpose and goals.

Planning

Select the research design and plan the implementation.

Emerging

Execute the program, collect real-time data, and adapt program, as needed.

Maturing

Monitor progress and scale and adapt program.

Evolving & Sustaining

Apply lessons learned to new programs or evolve the program for its next cycle. Highlight key successes.

What did we learn?



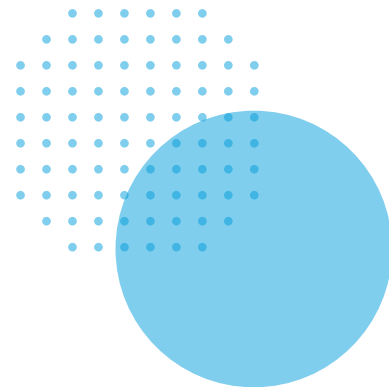
You need to define ***program.***



Leave space to stop what isn't working.



Remove jargon and use existing data.



What do we need to find out?

Definitions



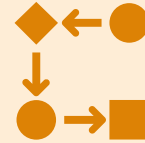
How do we define an initiative? A taskforce? An activity?

Encouragement



How do we encourage more AMA-wide use of the Program Lifecycle?

Clarification



What portions of this process and the Program Lifecycle need clarity?

Q&A



Our contact information



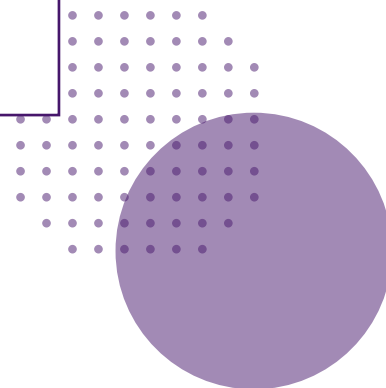
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Physicians' powerful ally in patient care