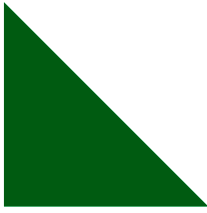




**KALEIDOSCOPE**  
Health and Care

**Research and  
evaluation: how  
can we help you?**



# What we do

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Rigorous problem-solving underpins all that Kaleidoscope does. Our research and evaluation support enables our partners to reflect better, understand deeper, and prioritise with more energy. Our approach to impact measurement is based on widespread experience from across health and healthcare in research, clinical, managerial and policy roles.

We enable constructive conversations on difficult topics, designing and delivering inspiring programmes to encourage clarity of purpose and meaningful use of evidence. We believe that data should make a difference to the world around us, and we use our research and evaluation expertise to support quality improvement and practical, impactful change.

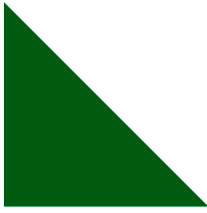
“ We greatly enjoyed our long-term relationship with Kaleidoscope, from the very start of the Prevention Concordat right through to seeing its impact in practice. Kaleidoscope’s all round approach was crucial to the success of the Concordat in improving mental health. ”

Lily Makurah, National Lead for Public Mental Health, Public Health England

# Our approach

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We deliver everything you might need to measure, explore, evaluate, and learn; from scoping and feasibility exercises to large scale mixed-methods evaluations. We help you work through your needs from start to finish, whether that be designing robust change indicators and a theory of change, data collection and analysis, or disseminating audience-specific learning. We use innovative ways to gather views, assess evidence and start problem-solving conversations.



# Our research and evaluation principles

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We will always put people, not data, at the heart of our evaluation design.

- We establish a clear purpose which is directly relevant to the audience – working closely with our clients to identify their priority purpose and audience.
- Our style is human and engaging, avoiding abstract technical jargon. We co-design evaluation approaches according to your need and the busy, complex world of health and care.
- We combine different ways to learn and contribute, collaborating with the broadest range of stakeholders and using innovative techniques to build consensus around priorities.
- We encourage difference of opinion, foster openness through learning and harness diverse groups for problem solving.
- We respect participants' time – no-one has time to spare; our approach delivers evidence in an efficient way.
- We balance rigour with practicality ensuring that our measurement solutions maximise efficiency whilst remaining credible to the target audiences.
- We ignore arbitrary distinctions between measures for research, improvement, evaluation and management. Instead we focus on ensuring that metrics are used to foster reflection, drive evidence based decision-making and assess impact.
- We produce resources which will last – creating a suite of useful insights, communicated in the best way to catalyse learning and development.

We have an expert team and an array of technical approaches to enable quality conversations, innovative data collection and smart analyses in a digital era. Our experience working with communities grounds our research in the experiences of health and care service users.

# Our experience

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Our research and evaluation work combines traditional and innovative methodologies with Kaleidoscope's expertise in delivering insights and formative learning. We have supported a range of impact measurement initiatives for Public Health England, NIHR, Versus Arthritis, British Red Cross, UCL, Helpforce, Guys and St Thomas' Charity, National Children and Young People's Diabetes Network, Bill & Melinda Gates Foundation, as well as CCGs and STPs, among many others.

## Examples

- **Versus Arthritis: a mixed methods evaluation of the MSK Champions Programme** – measuring change in leadership and professional networks for musculoskeletal care and assessing contribution to health service delivery outcomes. We combined case studies, key informant interviews, online surveys and social network analyses to articulate the programme's effectiveness, strategic relevance, and attribute improvements in care at the midpoint.
- **ImproveCareNow: learning network support** – co-developing a dashboard to review progress across over 100 participating member care centres and six workstreams. We engaged leaders to prioritise metrics and worked with data analysts to develop a monthly dashboard of control charts to visualise data trends and highlight special cause variation.
- **Public Health England: evaluation design and shared learning** – supporting the evaluation and dissemination of the Prevention Concordat for Better Mental Health. We researched best practice in delivering local change from national policy, undertook a stakeholder survey, and designed a formative evaluation including a theory of change and measurement framework to support local authorities to improve public mental health. We also produced a range of communication products, running 20 events to support the document's dissemination and shared learning following publication.
- **Cambridgeshire and Peterborough STP: developing digital pathways for diabetes** – a pathways and performance analysis of diabetes care and scoping of the role of Primary Care Networks in digital interventions. We conducted surveys among patients, practices and PCNs to map out challenges and opportunities for digital solutions for diabetes care. A process map and interactive dashboards highlighted gaps and opportunities for digital interventions.

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- **Helpforce: learning network support** – to engage 13 NHS Trusts and other partner organisations in reviewing their experience with HelpForce and co-designing a learning network. We trained the Helpforce team in gathering, processing and analysis of outcomes data, knowledge translation, the management of a multidisciplinary network and the creation of a community that learns from participant experience.

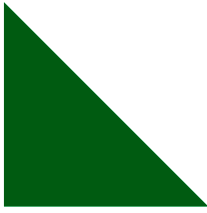
## Our services

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We know that evaluation and data measurement can be both time consuming and challenging. We produce research and evaluation programmes that fit your needs and motivate and inspire key stakeholders. We draw on a suite of analytical approaches to assess impact in the complex world of health and care.

- **Theory of change design, metrics development and logical frameworks** to establish what success would look like and how to measure it.
- **Rapid scoping research and systematic reviews** to explore the full range of existing knowledge on your topic, define research questions and inform programme design.
- **Evidence synthesis and knowledge dissemination.** Transforming rich data into useful information, packaged for different audiences, with a focus on engagement and motivation.
- **Data gathering and capturing diverse perspectives** via online surveys, key informant interviews, community engagement events and focus group discussions.
- **Case studies and stories of change** articulating the ‘how’, ‘why’ and success factors contributing to impact.
- **Measurement prioritisation and dashboard development.** Transforming quantitative measures into beautiful and meaningful dashboards to tell your data story at-a-glance and track progress over time.

Our range of services are adaptable to large and small scale requirements, tailored to your context. At Kaleidoscope we engage your audiences through innovative means, focussing on their needs and learning styles. We produce evidence which can be widely disseminated and is directly actionable. In particular, we design all projects with an understanding of your competing pressures and the need for practical insights and solutions.



## What do our clients think?

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“ Kaleidoscope Health and Care used a rigorous approach to develop a comprehensive case study of the National Children and Young People’s Diabetes Network and showcase its learnings.

They used an effective blend of interviews and workshops to enable network leaders to reflect on the network’s progress and evaluate its achievements. Kaleidoscope has extensive knowledge and experience in network design, support and evaluation and brought this to bear to develop a thorough and highly engaging report. ”

Oliver Smithson, Programme Manager, The Health Foundation

## Could we help you?

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Could our research and evaluation services help with your programme design, monitoring and evaluation, strategy adaptation and learning, problem solving or evidence dissemination?

Get in touch to talk about our options.

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