Preparing and using case studies

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What we’ll cover

- Case studies as a method to report and disseminate findings
- Tips for preparing effective case studies
- Discussion - the Department of Health case study template
- Identifying a topic, scope and focus
The challenge of demonstrating the work of the PCPs in ICDM

- Complex area and task
- Many stakeholders
- Diverse populations and needs
- Different strategies adopted in local areas
- Impacts not easily summarised nor measured
- Often don’t demonstrate what has been achieved
Case studies

- Powerful tool for reflection, learning, celebrating successes and information sharing
- Tells a story – intangible to tangible
- Usefully applied to PCP work
What is a case study?

- Spells out:
  - What you did
  - How you did it
  - What happened as a result
  - What it means
  - What you’ve learnt
  - What next

- Usually demonstrate positive outcomes
- Claims made backed up by data - credible
The value of case studies

- Include important information about:
  - the problem
  - the local context
  - processes
  - outcomes
  - lessons learned

- Tells the full story

- Enables translation of strategies and lessons

- Celebration of successes / acknowledgment
How you might use case studies

- Part of a knowledge management strategy
- Information sharing
- Acknowledge partners
- Make a contribution to the broader field
- Improve understanding of what you do
- Demonstrate successes
- Build profile and capacity for future engagement
How you might use case studies

- Use internally or externally to:
  - Inform strategic planning
  - Support a business case
  - Strengthen funding submissions
Spreading the word

- Reporting
- Distribution through networks
- Speaking engagements
- Conference presentation (oral / poster)
- Award application
Case study tips

- Clear
- To the point
- Signposted
- Consider your potential bias – involve others in refining content
- Specific and, if possible, measurable results + the journey (HOW)
- Allow your reader to be a fly on the wall
Case study tips

- Include lessons learned:
  - applying in another setting
  - guiding future work
- Focus – don’t try and capture everything you’ve done – stick to one issue or activity
- Realistic – what didn’t work as well
- Acknowledge funders and contributors

Checklist
New case study requirements

- Department of Health template
- Compatible with conference abstract and Victorian Public Healthcare Awards templates
- Summary useful for broad communications
- Full case study for those interested in the detail
Reviewing the case study template

- Questions
- Concerns
Choosing your topic

- A good story - success + lessons
- Relevance to the work of PCPs
- Interest to peers and broader audience
- Important information to share
- Data available to support claims
- Focussed
- Specific
- Tangible
Choosing your topic

- Highlights the impact of your partnership work on improving chronic disease management
- An effective strategy or progress in the right direction
- A project, study, PDSA cycle(s), activity or set of activities
Choosing your topic

- Work involving a range of PCP member agencies
- Links to ICDM expectations for 2009-2012 (checklist)
- Fit with PCP strategic plan and catchment priorities
Identifying case study topics

- **Activity (A)**
  - Brainstorm potential case study topics
  - Identify one topic
Identifying case study topics

- **Activity (A)**
  - Describe your topic
  - Provide feedback: interest, relevance, questions you’d like answered
Identifying case study topics

- **Activity (B)**
- Start working on the case study outline
Session close and evaluation

Thank You!