

## Community Health Worker Business Case Project (Evaluation Group)

Elements	Possible Measures/Definitions	How Measured
CHW recruitment	Job posting, career fairs, community presentations	# of events, \$ per event, # hired per event
CHW training	Motivational interviewing, client specific training, privacy	# trained in person, per webinar, per conference call, etc. and \$ per CHW per event (includes indirect cost of training replacements for CHWs who quit)
CHW promotion	Website, social media, other ads	\$ per CHW hired
CHW direct costs	Salary (PT vs. FT), benefits, expenses (e.g., mileage, liability insurance)	\$ per hour, other benefits as a percentage of salary
CHW supervision, integration	Presentations to potential employers, follow up and ongoing supervision	\$ per CHW per supervisor
CHW supplies	Computer, cell phone, blood pressure cuff, pulse oximeter, etc.	\$ per shared resource, \$ per individual resource
CHW retention	Professional development, promotion opportunities, continuing education, leadership development	Annual budgeted \$ per CHW, turnover rate
CHW scope and work measures	Project, service, and outcomes definition with input from client base	Well defined and clear boundaries for the CHW scope of work. May include: Client and client community satisfaction (survey of benefit). # CHW/client interactions (telephone, e-mail, in person.) CHW/medical provider interactions (telephone, e-mail, in person.) CHW/client behavioral changes facilitated, primary care doctor visits facilitated, client goals achieved, etc.
Volunteer recruitment	Website, social media, community presentations	# of events, \$ per event, # recruited per event
Volunteer retention	Continuing education, community recognition and attendance at events, leadership development	Annual budgeted \$ per volunteer
Volunteer scope and work measures	Project, service, and outcomes definition with input from client base	Well defined and clear boundaries for the volunteer scope of work. May include: Client and client community satisfaction (survey of benefit). Volunteer/client interactions (telephone, e-mail, in person.) Volunteer/client behavioral changes facilitated, primary care doctor visits facilitated, client goals achieved, etc.
Work location	Selecting locations per CHW project in proximity to clients	\$ per venue per event or \$ of CHW workspace
Defining target clients	Community survey, non-profit survey, hospital and health plans survey	\$ per survey
Client recruitment	Website, social media, community presentations, ethnic group outreach, word of mouth, and faith-based organizations	\$ per event or time period, # of contacts per event or time period
Outreach	Website, social media, community presentations	\$ per use of tool, \$ per event