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# ***A Merged Model for Quality Improvement***

February 22, 2013



Recently, Georgia Southern University Jiann-Ping Hsu College of Public Health examined A Merged Model of Quality Improvement and Evaluation: Maximizing Return on Investment. Quality improvement (QI) and evaluation are frequently considered to be alternative approaches for monitoring and assessing program implementation and effect. Working with a major philanthropic organization in Georgia, Georgia Southern illustrates how a QI model can be integrated with evaluation for five asthma prevention and control sites serving poor and underserved communities in rural and urban Georgia.

Merging the QI approach with evaluation has major advantages, particularly related to enhancing the funder's return on investment. Georgia Southern illustrates how a Plan-Do-Study-Act model of QI can be integrated with evaluation based logic models; help refocus emphasis from summative to developmental evaluation; enhance program ownership and engagement in evaluation activities; and increase the role of evaluators in providing technical assistance and support.

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