

Community-Level Metrics

- Number of community partners involved
- Number of champions and coaches trained
- Number of presentations given on TCP (in person or virtual)
 - Number of participants
 - Aggregate data from the end of event evaluation forms
 - Follow-up assessments for participants
 - Coach and champion reporting forms
- Number of community partners doing employee drives
- Number of congregation events
- Number of visitors to your website/conversation section of your website (see if Google Analytics can tell you more about where these people are visiting from)
- Number of printed and distributed copies of TCP related tools and resources
 - Conversation Starter Kit
 - Pediatric Starter Kit
 - How to Talk to your Doctor Guide
 - Additional tools and resources from TCP
- Number of media placements (features in newspapers, magazines, TV, Radio, Blogs, etc)
- Number of newsletter recipients
- Number of social media followers
- Number of e-mail inquiries about TCP
- Number of conversations that have occurred
 - See “The Question - Template for Surveys”
- Number of people in your population with an advance directive/health care proxy form
- Conduct widespread pre- and post- surveys of communities to see if people have had the conversation and how they think about end-of-life care. Consider working with your state-specific CDC survey (<http://www.cdc.gov/brfss/>). Here’s an example from some work in Colorado
 - The question is applied to those people who respond that they have completed an AD of some sort:

If yes to question (above). Have you ever had a serious discussion regarding your Advance Health Care Directive, Living Will or Medical Durable Power of Attorney with...?

 - a) a health care provider (yes/no)
 - b) family, friends, or other persons you trust (yes/no)

the conversation project

Health Care System Measures

- Death chart audits—
 - a) How many people died in a way that they chose?
 - b) For how many deceased patients was the proper documentation on file and accessed?
 - c) Are there trends among demographics that should be noted?
- Custom EMR metrics to measure conversations and hospice referral data
- See more options in the [Conversation Ready White Paper](#)