

Business Case for the Evaluation and Implementation Science Unit's proposed website changes

We request an upgrade to the Evaluation and Implementation Science (EIS) Unit website to reflect the breadth and scope of the work undertaken by the team. We feel it is appropriate to use existing templates and follow existing page layouts such as those used by Health Economics Unit.

The Evaluation and implementation science Unit focuses on generating evidence to inform better policy and practice. It also seeks to better understand development, uptake, adoption, and implementation of evidence-based interventions, health services and policies. The stream includes research across the whole continuum of health interventions from those targeting the social determinants of health to those addressing health service innovation. Researchers in this stream have specific expertise in:

- Developing innovative approaches to evaluation
- Social determinants of health
- Health promotion
- Quality and safety in health
- Public engagement in health
- Cultural Competency
- Health system reform
- Integrated care
- Diffusion of innovation and network analysis
- Population health planning and implementation
- Governance for health
- Frameworks and theories of the policy process.

We are a multi-disciplinary team with diverse skill-sets and our staff pool has increased to service the additional workload. The team also works on a number of consultancies, evaluating governmental and non-governmental programs and policies in the broader health and social policy sector. One of the priorities in which to do this is to develop a more dynamic presence online, which would serve to showcase the work of the EIS Unit.

A website with an improved user experience would enable us to build greater engagement with our partners. We would promote the range of activities that are undertaken on a regular basis; post about upcoming events, grant news, new publications and research awards as they are announced.

We would like to replicate the layout of similar units in the Centre for Health Policy (CHP) and the Faculty and use existing page templates with some minor customisations. The reasons are outlined below and include branding and reputational reasons as well as cost benefits. Essentially, we want to ensure our work is easy to access on-line to maximise our engagement, research impact as well as generate new business for the EIS Unit in the way of future consultancies.

Response to the Criteria:

Does the provision of this information provide support for stakeholders who cannot reasonably access this information in other ways?

- The EIS website has accurate information; however, it is difficult for our stakeholders to find and navigate, particularly if they are directly searching via Google. In addition, the information about existing projects is rather bereft. An updated web page with a menu bar navigation would enable faster and more efficient access to relevant

information and services. It would facilitate stakeholder experience on the website, save them time and provide them with easier to access information. In addition, providing more information about the various projects enables the department to showcase its projects. Greater exposure of our work could provide collaboration opportunities as well as connecting the Centre with the broader research community.

Does it provide a tool or information for the benefit of the end user (Internal, external audience)?

- With the current layout, it is not clear that all our research activities are connected and undertaken by the one research team/unit and information about the projects, both past and present, is lacking. An improved layout would help users, both internal and external, obtain information quickly and efficiently.

Does it reduce a School's operating costs such as postage of hard-copy materials or reduce the production of printed materials?

- It would reduce both postage costs, researcher and administrative time liaising with stakeholders/students and potential clients. For example, links to published works can be made available from the website. The current layout with the set headings in the block structure on the Research Page templates is not flexible for other non-research pages and smaller consultancies undertaken by the unit as well as teaching. In addition, the EIS stream is unique across the Faculty because of the consultative work it undertakes. An improved structure with greater emphasis on projects would allow greater promotion of our team's capabilities to evaluate government and nongovernmental policies and programs, bringing in revenue to CHP.

Does it reduce the time cost for staff who transact with stakeholders?

- It would save time for all our stakeholders. We would like to grow the consultancy aspect of our business. Therefore, it would promote our capabilities, by providing links to our previous work (research reports etc. that are not straightforwardly accessed). In addition, our PhD/Postgraduate/Honours program is expanding and the current page set-up and layout does not enable this information to be conveyed easily. Showcasing projects, enables future students to find research supervisors they would like to work with in order to complete the research components of their course.

Does this content provide answers to questions which allow service and information requests to be immediately and automatically processed?

- We actively partner with government (health, policy, govt. agencies) as well as the health sector. We have a range of project-based collaborations with academics and scholars nationally and across Europe, the UK, and the US. It's important to be able to highlight the reach and impact of these research partnerships, and to reach new audiences through our work.

Does this content provide answers to questions which allow service and information requests to be immediately and automatically processed?

- The EIS team is regularly commissioned to undertake consultancies, evaluating policy and programs for government, non-governmental and other agencies. Having a site that is up to date and easy to find would enable our community partners and consulting agencies working in the field to be kept up to date about our progress as well as the significant outcomes of our work.

Does this content enable stakeholders to directly access services online without third party assistance?

An improved website would enable users to access information with minimal search time. This would also enable stakeholders to access materials without having to write to authors directly and authors to respond to emails because the information is readily accessible online.

Is this a requirement of a grant contract?

- This is not a requirement of a grant contract; however, it can facilitate the acquisition of future business and research potential. With a revised website, we would like to have a feature page on our research activities such as videos, article summaries, info-sheets and publications. Here we would host and link to new publications and cross-promote to various social media platforms. Having publications and reports online reduces the need to post to our stakeholders, which is a considerable reduction in resources. Given the wide array of reports produced by the EIS Unit, this is essential as traditional academic journals do not publish this material and we are beholden to the partner agency in order to publish online our evaluation work.

Adhere to the single source of truth principle, therefore the information is not already available within the Faculty's or University's digital environment?

- The website is a logical platform to direct users to access for long-reads, or downloadable documents and resources. We are happy to mirror the structure of the Health Economics Unit (also part of CHP) website, with some customised features. However, the existing platform does not allow for the provision of certain materials. For example, we do not require as much information about news items but would like it to be a project focused website. It makes sense that given Health Economics and EIS are in the same Centre, there is more similarity for users.

Align to Faculty and School strategic goals?

- The website will follow University style guides that outline standards about University and Faculty branding protocols will be followed, mirroring the approach taken by the Health Economics Unit, who are a part of our Centre.

For the life of the custom web enhancement, is your area resourced to maintain the content it publishes?

- A designated staff member within the EIS team will be appointed to provide and monitor content on the Unit's website. Administration support staff will provide support in uploading the content provided by designated staff member onto the website.

Does the nominated staff member assigned to manage the web resource have 'web publishing' included in their position description duties?

- The designated staff member appointed in this role will have web publishing included in their job description.

M. A. Kewer

Approved By	Al School Manager
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Signature & Date	T. Marnett 9.10.18

Stakeholders support	- Does the provision of this information provide support for stakeholders who cannot reasonably access this information in other ways? - Does it provide a tool or information for the benefit of the end user (Internal, external audience)?
Provide a Cost Benefit	- Does the provision of this information enable stakeholders to 'self-service' their initial enquiry? - Does it reduce a School's operating costs such as postage of hard-copy materials or reduce the production of printed materials? For example, publishing an annual report online rather than posting copies to stakeholders. - Does it reduce the time cost for staff who transact with stakeholders? - Does this content provide answers to questions which allow service and information requests to be immediately and automatically processed? - Does this content enable stakeholders to directly access services online without third party assistance? - Is this a requirement of a grant contract?
Risk Reduction	Does the provision of this information or access to this service mitigate a known or potential risk to the faculty or to its stakeholders? For example, advice on how to submit a 'working with children' permit.
Branding	Does the provision of this information; - Align to Faculty and School strategic goals? - Adhere to the single source of truth principle, therefore the information is not already available within the Faculty's or University's digital environment?
Ownership	Content published on the School/ Department/ Centre website must be current, relevant and of a high quality. - For the life of the <i>custom web enhancement</i>, is your area resourced to maintain the content it publishes? - Does the nominated staff member assigned to manage the <i>web resource</i> ¹ have 'web publishing' included in their position description duties?

