

Metrics for Management

North Star metrics to drive improved health outcomes



METRICS FOR MANAGEMENT AT A GLANCE

- Builds rigorous, understandable, easy-to-implement, and sustainable approaches for measuring public health programs and guiding ongoing improvements.
- Strengthens government ministries, partners, and researchers by identifying and implementing targeted measurement priorities for assessing and improving health outcomes, particularly in serving the poor.
- Makes it easier for partners and programs to track their progress, to assess strategic selection of activities most likely to drive impact, and to show results of that impact.
- Works across multiple program areas – including agriculture; nutrition; water, sanitation, and hygiene; reproductive, maternal, neonatal, and child health; and other health areas – drawing on deep technical and measurement expertise and partnerships.

CORE COMPETENCIES

- Strategic identification, collection, and application of actionable data to strengthen programs.
- Systematic and user-focused development of evidence-based and easy-to-use metrics.
- Rigorous research to develop and validate performance measures.
- Streamlined design of monitoring and evaluation frameworks and tools for optimal use.
- Evaluation of program operations and performance measures.

KEY DIFFERENTIATORS

We develop a targeted selection of essential metrics with the end user in mind, overcoming common measurement challenges (e.g. too many indicators and complicated operations). Our measurement approaches inform decisions in choosing the right number and type of indicators to assess, adapt, and strengthen services. Our approach directly strengthens in-country leadership, does not require ongoing technical assistance to implement, and leads to evidence-based decision-making.

Our approach balances two fundamental aspects of effective measurement: a rigorous evidence-based focus on outcomes and strong adherence to easy-to-understand metrics. These meet the needs of end users by providing actionable information to strengthen service delivery balanced with operational feasibility. This rigor reinforces program accountability to measurable progress, and the feasibility strengthens performance.

Our metrics drive impact. We develop straightforward and scientifically-valid metrics that provide the core information needed by government ministries and partners to inform decision-making for ongoing improvements to achieve strategic outcomes and objectives. We identify the most relevant and actionable data to routinely assess how well implementation is meeting program goals, allowing for real-time (or near real-time) adjustments.

We empower in-country program leadership. Ministries and program managers need information to make critical decisions that improve beneficiary outcomes and demonstrate measurable and replicable progress. Recognizing the need to reduce implementation and respondent burden, we will support you in developing, implementing, and analyzing focused data, and transfer those skills to your team, to inform program management and strategic planning.



METRICS FOR MANAGEMENT



partnerships@m4mgmt.org
www.m4mgmt.org



@metrics4mgmt
linkedin.com/company/m4mgmt

Our metrics are grounded in broad global expertise. Our team brings decades of experience from across Asia, Africa, and Latin America in designing and implementing global public health, agriculture, and development programs.

Our work guides harmonized global measurement best practice. We have published more than 75 articles in top journals and present research with ministries and partners at international conferences. We convene leading global measurement and technical experts to prioritize relevant indicators and harmonize measurement approaches to strengthen impact.

We put data to use. Strong performance measurement improves management capacity, leading to better program services and improved outcomes. We provide innovative, results-oriented metrics designed to improve performance measurement. We support ministries and partners in collecting, analyzing, and applying relevant data to strengthen service delivery.

We facilitate sustainable impact. Our tools and strategies enable you to benchmark performance and to learn where to focus resources to make the biggest impact on program outcomes. Our approach promotes consistent use of beneficiary-focused metrics to ensure lasting and meaningful results.

OUR SERVICES

METRIC DEVELOPMENT

We work with you to design performance metrics that are:

- Simple to interpret and use
- Driven by the needs of end users
- Rigorous and scientifically valid

RESEARCH

We design metrics that are related to priority outcomes through:

- Expert insight
- Stakeholder participation
- Qualitative and quantitative research

DATA USE

We help your team increase data use and make evidence-based decisions to:

- Strengthen service delivery
- Maximize use of limited resources to most effectively meet goals
- Improve program impact and beneficiary health outcomes

RECENT PERFORMANCE

MSI-Ghana. At the donor's request, M4M conducted an independent evaluation of a five year program to strengthen Ghana's national health system and facilitate delivery of a full complement of high-quality family planning methods. Our mixed methods evaluation applied an implementation science approach, designing a study around the already established intervention, and providing feedback to MSI-Ghana for program improvement.

EquityTool. With the University of Maryland, Expertise France, European Directorate for International Cooperation, and World Bank, M4M has extended development of the EquityTool to new countries under short timelines, ensuring quality and rigor across all countries.

Frontier Health Markets (FHM) Engage: Healthy Markets for Healthy People. We believe strengthening health markets leads to improved health outcomes. M4M serves as a specialized network implementation partner for this USAID flagship private sector health project by providing, and making sense of, global and country-specific data sources to understand markets and market opportunities for advancing reproductive, maternal, newborn, and child health in low- and middle-income countries.

To learn more about how M4M can design your strategic measurement plans for your current programs or to strengthen a competitive bid, please contact partnerships@m4mgmt.org.



METRICS FOR MANAGEMENT



partnerships@m4mgmt.org
www.m4mgmt.org



[@metrics4mgmt](https://twitter.com/metrics4mgmt)
[linkedin.com/company/m4mgmt](https://www.linkedin.com/company/m4mgmt)