TOOL 1

Story + Metric Selection Tool

Your working copy: fill it in with your partners and save it with the date in its file name.

This exercise is for teams that are ready to move beyond outputs. It assumes you already report core program activity - reach, partners, geography, product volume/value, and related outputs - and are ready to understand a deeper dimension of what those efforts contribute to.

PQMD has established credible lines of contribution across medical product donation programs: availability of priority products, continuity of access over time, and product-supported service provision. Programs may also demonstrate outcomes in the quality of systems supporting products and care and, where the contribution pathway is sufficiently clear, specific health outcomes. Different programs will align with different outcome pathways.

1. Start with one program

Choose one program or program type for this exercise. Meant to be answered at the program level. At the core, what is this program trying to achieve?

What is this program trying to achieve?	
What are you already able to show through outputs?	
What deeper result do you want to understand?	
What decision would better evidence help inform?	
What is currently preventing you from understanding or demonstrating that result?	

Keep this program and these questions in mind as you move through Steps 2-5. The purpose is to identify the strongest outcome pathway that reflects what this program actually does.

2. How does this program operate?

IF YOUR PROGRAM LOOKS MORE LIKE THIS...	CONSIDER...
Product placement across a broad partner network The program operates through many partner relationships, can respond to episodic opportunities, place changing products, and fill gaps with agility across locations or partners.	Consider what the program can demonstrate over time about whether priority products are reaching identified demand, closing important gaps, and extending access more equitably across partners, geographies, or populations.
Repeated product and partner pathways Product moves repeatedly through some of the same partner relationships, geographies, facilities, or program channels over time. Relationships and product flows have enough continuity to see patterns, even if supply is not fully predictable.	Consider whether repeated product and partner pathways allow you to understand availability and continuity over time. Are priority products more consistently available? Where do gaps persist? What does repeated support allow partners to rely on, plan around, or protect?
Sustained product support with established local partners The program works consistently through established local partner relationships, with enough shared planning and visibility to understand how product access interacts with care delivery.	Consider what reliable product access enables within the local care context. Does it reduce interruptions? Support planning? Allow staff or resources to be used differently? Help maintain or restore care?
Product support tied to a defined service Product provision is deliberately connected to a specific service or care pathway, with enough consistency to understand whether that service is available over time.	Consider outcomes related to product-supported service availability. Has the program helped maintain, restore, expand, or newly enable the service?
Product support with workforce development The program includes training, competency-building, technical guidance, supervision, or other deliberate support to the people delivering care.	Consider what has changed in workforce capability because of that support. Can providers use the product safely and effectively? Has confidence, competence, or readiness changed in ways that matter to care delivery?
Product support with systems investment The program deliberately strengthens systems or processes needed to manage, safeguard, distribute, maintain, or use products effectively.	Consider changes in the systems supporting donated products and care. These may include cold chain, storage, inventory, maintenance, forecasting, records, referral, supply-chain, or other relevant processes.
Another pathway Your program may create value through a pathway not captured above.	Describe what is distinctive about how the program works and what outcome would best reflect that contribution.

> Health & Quality Outcomes: Some programs may also have a sufficiently clear line of contribution to systems, workforce, quality of care, patient experience, or specific health outcomes. Keep that possibility in mind as you work through the exercise.

NOTES ON STEP 2

3. Connect your program to an impact area

Which outcomes reflect a credible line of contribution from this program? More than one outcome may be plausible.

OUTCOME PATHWAY	WHAT THIS HELPS YOU UNDERSTAND	AMI PRIORITY OUTCOME METRIC
Increase Availability of Priority Products	Whether, over time, the program is helping priority products become available against identified demand and close important product gaps across partners, geographies, or populations.	Percent of identified priority product demand met through available supply received by the local partner
Sustain Continuity of Care	Whether priority products remain available consistently enough to support care over time, including whether repeated support reduces interruptions or creates greater reliability.	Priority Product Stockout-Free Reporting Periods
Expand Capacity to Deliver Care	Whether product support is connected to a change in volume of a defined product-supported service - maintained, restored, expanded, or newly available.	Percent change in volume of product-supported health services
Other pathway	The program may contribute to outcomes alongside or beyond these shared AMI impact areas. Use the outcome that best reflects the actual contribution.	Use a supporting outcome, health & quality outcome, or program-specific measure as appropriate.

The priority metrics provide a shared quantitative anchor. Supporting outcomes and qualitative evidence help explain why the result matters, what contributed to it, what changed for partners or services, and what the program may be enabling.

NOTES ON STEP 3

4. Take stock and identify any gaps

REFLECT ON THE PROGRAM TODAY	USE THE REFLECTION TO IDENTIFY…
What can we already support?	Which AMI outcome(s) can we already support with credible evidence?
What do we want to understand more clearly?	Which outcome questions matter most now?
What is getting in the way?	Data, access to information, consistency, definitions, time, partner alignment, program structure, resources, or another factor?
What requires clarification?	Where may stakeholder expectations need to be clarified?
What is worth strengthening?	Where could evidence, partnership, or the program itself deepen the contribution or make it more visible?

By the end of this step, identify: the outcome(s) you can credibly pursue now; the most important evidence or partnership gaps; expectations that may require clarification; and one or two areas where further action could strengthen the impact strategy.

NOTES ON STEP 4

5. Exploring next steps

Use the reflection above to identify the next actions that will strengthen the program's impact strategy.

Strengthen the evidence	Build the smallest credible evidence set for the outcome question: a priority metric where relevant, supporting outcomes and outputs, and qualitative evidence that helps interpret the result. Choose the strongest measure the program can credibly support.
Strengthen the partnership	Identify where shared definitions, data, interpretation, capacity, or resources across partners could strengthen the evidence and its use.
Strengthen or explore the program	Where the program is not structured to demonstrate an outcome over time, strong outputs may remain the right story. Where deeper outcome learning is a priority, consider a defined subset, pilot, or program change that can be followed over time.

NOTES ON STEP 5

Next: Tool 2. Guide for Measuring in Partnership helps partners align on what to measure, what evidence already exists, what each partner can contribute, and a realistic plan.