PROGRAM PLAN for insurance physicians

INTERVENTION MAP

PRODUCTS

Tasks

Step 1
Needs assessment
- Identify the target group
- Identify stakeholders
- Assess needs insurance physicians and stakeholders
- Identify key determinants (environmental and behavioural)

Step 2
Program objectives
- State expected changes in behaviour and environment (proximal program objective)
- Specify performance objectives
- Specify determinants
- Creating matrices of stated performance objectives and formulated learning and change objectives

Step 3
Theory-based methods and practical strategies
- Selecting theory-based methods
- Translating methods into practical strategies

Step 4
Program plan
- Create the program, consulting participants
- Overall structure, themes
- Develop program materials
- Testing program materials

Step 5
Program implementation
- Specify adoption and implementation performance objectives
- Write an implementation plan

Step 6
Evaluation plan
- Develop an evaluation model
- Develop effect and process evaluation questions
- Develop indicators and measures
- Specify evaluation designs
- Write an evaluation plan