



IMPLEMENTATION | STAGE 2

Gather preliminary data

Once you've articulated the problem, chosen a behavior to target, and defined associated outcomes, it's time to start collating information to help build your case and establish a baseline that you can measure intervention results against.

Assemble data and associated analyses demonstrating that your intervention prompts behavior toward evidence-based practice.

Collect data on your eligible population (e.g., by clinic) and baseline values of primary and secondary outcomes.

Data collection methods to consider:

- In-person observation
- Chart review
- Electronic health record – engage your organization's data request services
- Surveys
- Focus groups
- Fake front end or fake back end of a technical service (see Stage 5 checklist)
- Literature review

Additional contextual inquiry methods are outlined in the [Design Thinking Toolkit](#).