OVERVIEW OF THE GQM (GOAL, QUESTION, METRIC)

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Overview of the GQM

Have you ever seen a goal like this:

By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

Chances are you have. In fact this is one of the indicators of the Sustainable Development Goals.

Do you have any goals like this in your workplan or national health strategy? How do you measure goals like these?

There are many ways to think about how to connect your data to your goals. One of these was is the GQM process. GQM stands for Goal, Question, Metric. This approach was originally designed for a set of NASA projects at the Goddard Space Flight Center. The process takes a top-down approach, bringing context to data. The same theory can be applied to how you think about using mHero data.

GQM takes on three approaches.

The conceptual level is the **goal** – what is the thing you are trying to achieve? The goal can be to meet an objective in a large national health strategy such as reduce maternal mortality. The goal could be more focused such as to improve CPR in a certain county. Goals should be SMART, which stands for Specific, Measurable, Achievable, Relevant/Realistic and Time-bound. See below for a brief description of SMART goals.

Specific- provide enough detail to know what you want to change and by how much

Measurable- you should be able to track progress on your goal and be able to measure changes

Achievable- the amount of change should be feasible given the resources available

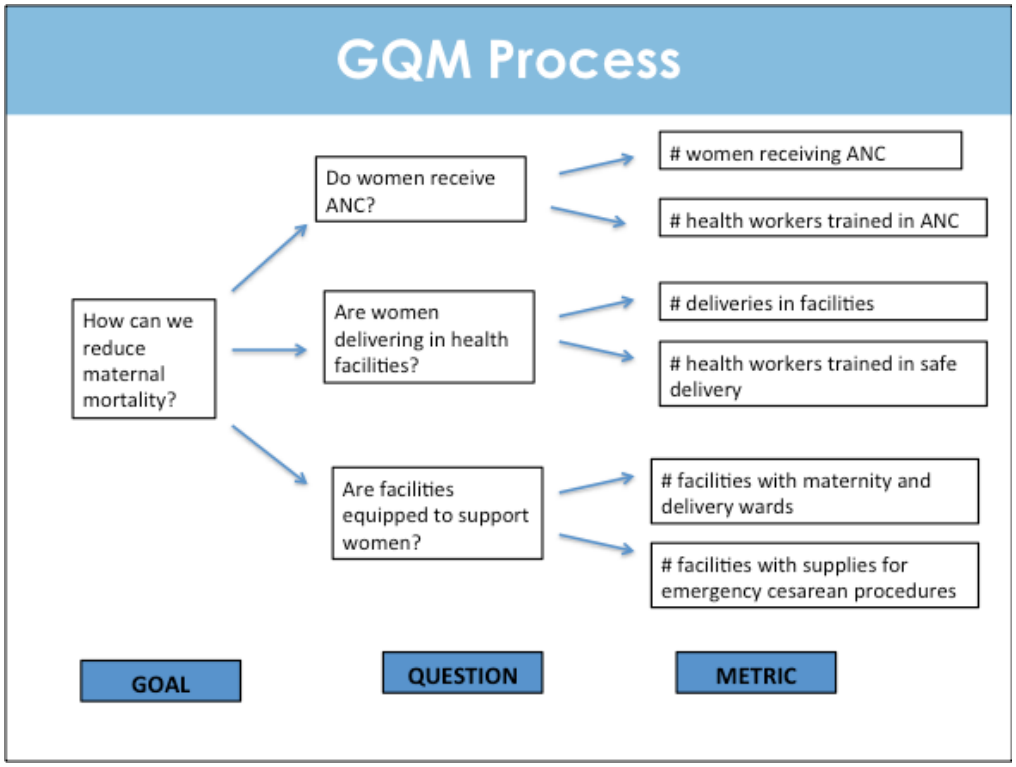
Relevant/Realistic- the goal should be realistic given the timeline for reaching the goal and willingness of those involved to work towards the goal

Time-bound- Goal should indicate the timeframe for reaching the goal

The Sustainable Development Goal referenced above is an example of a SMART goal: By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

The next approach in this process is the **question**, which focuses more on the operational level. Here you use a set of questions to define what it is you want to study. If you want to reduce maternal mortality, you may want to know if women are receiving antenatal care. These questions should align with the goal and help you find out information.

The third approach is quantitative – the **metric**. You use metrics to align how you will measure answers to your questions. Continuing with our same example, you may want to ask how many health workers are trained in safe delivery or how many facilities have maternity and delivery wards. The metric makes every question measurable.

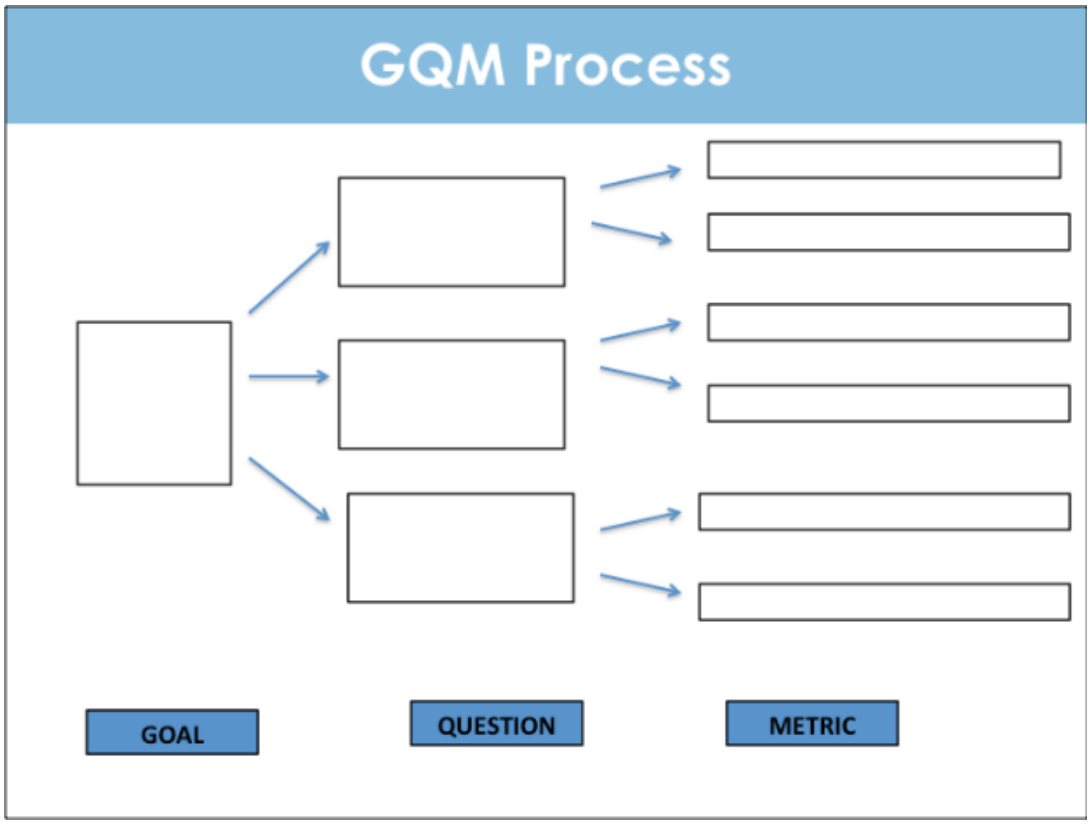


Those who developed this process describe it in six steps.

- Step 1: Develop your set of goals
- Step 2: Generate questions that define the goals in a quantifiable way
- Step 3: Specify the measures that need to be collected to answer those questions
- Step 4: Develop mechanism for data collection
- Step 5: Collect, validate and analyze data
- Step 6: Use the data to make recommendations for future improvements

Many of these steps are similar to those outlined in our overview presentation. GQM helps you to apply metrics to that process – something you may already have if you have an M&E plan or a national strategy with indicators.

Why don't you try this approach? Think of a goal, a few questions and some metrics. You may use something you already have that you are working on or a fresh new idea. You can use the image below to write in your answers.



As an implementer of mHero, you should always be aligning your use cases to your goals.

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