



## CASE STUDY: USING ECONOMIC EVIDENCE TO STRENGTHEN DEMENTIA SERVICES

Marija Taneska, Service Developer, Alzheimer's Society UK

### KEY IMPACT

- Strengthened ability to critically appraise and apply economic evidence to dementia service development.
- Enhanced internal credibility, enabling more confident engagement with decision-makers.
- Planned dissemination of research commentary to influence future funding decisions.
- Championed the value of accessible economic literacy for all staff in health and care roles, not just leadership.

### BACKGROUND

Marija Taneska, a service developer at Alzheimer's Society UK, brings research and evidence into the heart of service design. At the time of joining the RaCEEs (Rapid Conversion of Economic Evaluations) course, she was transitioning from her role as a Research Evidence Officer into a more strategic position—developing services that directly impact people affected by dementia.

*"Working for a charity, it's essential that we maximise the impact of our funding. I wanted to better understand the economic implications of the interventions I work with and ensure we're making informed, cost-effective decisions."*

With limited resources and growing demand for support services, Marija saw a clear need to deepen her understanding of health economics to guide responsible and impactful service development.

### EXPERIENCE WITH THE COURSE

The RaCEEs course gave Marija the practical tools she needed to better understand and apply economic evidence in her role at Alzheimer's Society UK. Working in a dementia-focused group made the content directly relevant, and the course struck the right balance—she didn't need to run full evaluations but wanted to use economic insights to inform service development.

Marija gained skills in appraising studies, interpreting cost-effectiveness claims, and understanding costing perspectives, all of which now help her make more informed, sustainable decisions. As part of the course, she co-authored a commentary on a digital cognitive assessment tool for early dementia diagnosis, which was well received internally and aligns with organisational priorities.

*"Early diagnosis is a strategic priority for us, and this study was highly relevant."*

Marija believes the course has value beyond senior leaders, highlighting its usefulness for anyone in health or social care making decisions about resources. She also suggested future sessions could help participants present findings more concisely to commissioners and funders.

*"The real value will come when we start using the learnings of this course in decision-making conversations and potentially influencing how services are commissioned or scaled."*

MARIJA TANESKA

HEAR MARIJA SHARE HER EXPERIENCE ON THE COURSE HERE;





# RAPID CONVERSION OF ECONOMIC EVALUATIONS (RACEES) COURSE OUTLINE

## SESSIONS

Here's an overview of the sessions and the workshop:

- Session #1: Research question and selection of economic evaluation
- Session #2: Key attributes of an economic evaluation
- Session #3: Costs
- Session #4: Outcomes
- Session #5: Analyses and results
- Session #6: Introduction section / Q&A / Workshop info
- Workshop: Critical appraisal of economic evaluation / Implications for practice / Future research

After the workshop, the team leads co-ordinate the writing up of the commentary which is then reviewed by the team members and submitted to a journal.

## OVERVIEW

The Rapid Conversion of Economic Evaluations (RaCEEs) course consists of 6 online sessions of 1 hour every fortnight and 1 all-day face-to-face workshop.

The course is designed to equip you with the skills needed to understand and critically appraise an existing economic evaluation. The final output is the co-production of a commentary of an economic evaluation which is submitted to a journal for publication.

Before the course starts each participant is assigned to a team which focuses on a specific topic, based on the interests expressed by the participants in the registration form. Each team is led by a team lead with expertise in health economics. After each session some homework is assigned to help you identify the different elements of an economic evaluation.

## FREQUENTLY ASKED QUESTIONS

### 1) How much do I need to pay for the course?

Nothing - the course is free to anyone in the ARC NWC.

### 2) I don't know much about health economics: will I struggle to follow the course?

Don't worry, no previous knowledge is required. We will teach you things step-by-step and there will be plenty of time in each session to ask questions.

### 3) Is it a problem if I miss any of the sessions?

Not at all. You can always catch up with the recording of each session on a dedicated playlist on YouTube.

### 4) How will I access the material?

A Microsoft Teams space will be created and the material for each session will be uploaded there. You can also use the in-built chat to interact with your team lead and the other team members during the course.

### 5) How do I qualify to be a co-author of the final commentary?

You would need to show relevant contribution by trying to do the homework after each session (but we won't be strict!) and/or provide a critical review of the final manuscript.

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