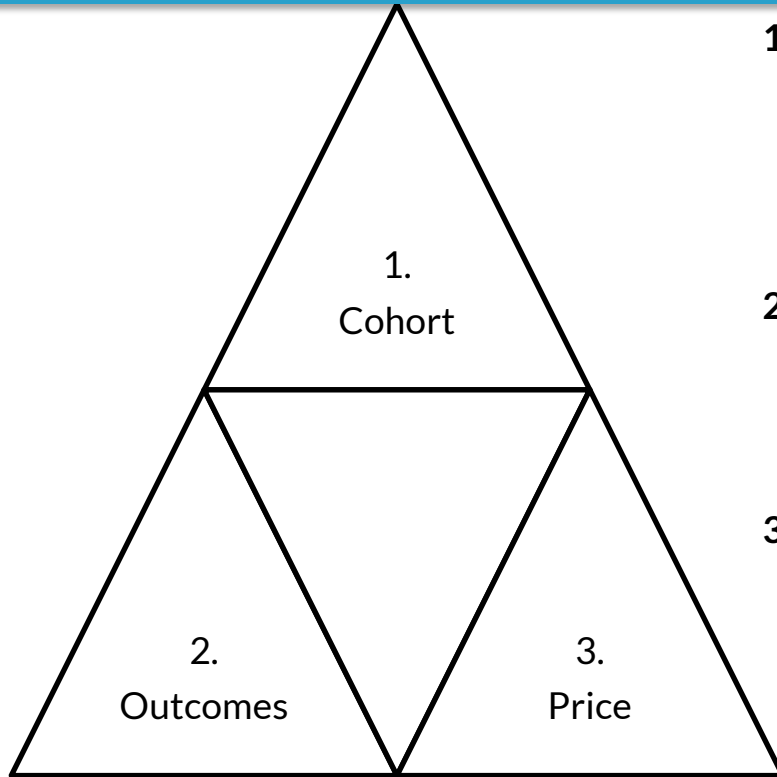


Improving outcomes specifications



1. **Tightly defined eligible cohort**
 - Clear, objective criteria
 - Understanding of how far participants are from the desired outcomes
 - Independent referral / identification mechanism
2. **Alignment between payable outcomes and policy objectives**
 - Logical link between activity, outputs and outcomes
 - Adequate period of time for tracking
 - A way to tell if the effect has 'stuck'
3. **Accurate price-setting of outcomes**
 - Robust estimate of likely level of benefit vs what would happen anyway ("deadweight")
 - A way to get confidence that any outcomes are caused by the intervention ("attribution")
 - Suitably long outcome tracking-period

Whilst it is not practical for these aspects to be perfect, commissioners should focus on them to avoid perverse incentives