

## Outcome Measures & KPIs — Service Segment

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**Service Segment · Outcome Measures & KPIs** Charge: Rs 7200

Lock in what success looks like. We define measurable outcomes, appropriate scales, target effect sizes, and decision thresholds tied directly to your statistical analysis plan and reporting.

Clear primary and secondary outcomes mapped to objectives

Measurement scales, instruments, and timing windows

Effect-size targets (where applicable) and variance assumptions

Decision thresholds and stopping rules aligned to safety or efficacy criteria

Direct linkage to the statistical analysis plan and mock shells

Reporting templates for tables or figures and data availability notes

**Workflow — How Outcome Measures & KPIs Support Runs**

**1. Capture of aims, questions, and design**

You share your aims, research questions or hypotheses, intended design, population, setting, and any institute or sponsor expectations for outcomes.

**2. Listing current or candidate outcomes**

We list the outcomes you already have in mind, including clinical, laboratory, behavioural, process, or system level indicators.

**3. Primary and secondary outcome structuring**

Outcomes are prioritised into primary (central to success) and secondary (supporting or exploratory) so that workload and interpretation remain realistic for a PhD.

**4. Measurement and timing specification**

For each outcome we map instruments or scales, units, time points, and follow up windows so that the data collection plan becomes clear.

**5. Effect size and variance assumptions**

Where applicable, we outline plausible effect-size targets and variance assumptions based on literature and feasibility, useful later for power or sample size work.

**6. Decision threshold and KPI rule design**

Practical thresholds, cut offs, or change rules are proposed for interpreting outcomes as success, failure, improvement, or no change.

**7. Linkage to analysis families**

Each outcome is tagged with compatible analysis families (for example comparison, regression, time to event, repeated measures) to ensure analytic coherence.

**8. Mock table and figure shells**

Basic shells for key tables and figures are drafted so that you can see in advance how results will likely be reported.

**9. Data availability and quality notes**

For each outcome, we briefly note expected completeness, missingness risks, and any quality checks that will matter.

**10. Delivery and one refinement round**

You receive an outcome and KPI pack that can be discussed with your guide or statistician, followed by one refinement cycle to align

with their inputs.

## What You Get in Your Outcome Measures & KPIs Pack

- **Structured list of primary outcomes** that directly reflect the core success of your study.
- **Structured list of secondary and exploratory outcomes** clearly separated from primary outcomes to protect focus.
- **Outcome definition table** describing what each outcome means in practical terms, including population segment and context.
- **Measurement and timing table** listing instruments, scales, units, time points, and responsible persons or systems where feasible.
- **Effect-size and variance notes** for key outcomes, summarising expected changes, differences, or relationships.
- **Decision threshold and KPI rule sheet** indicating numeric or categorical cut offs, minimum meaningful changes, or composite criteria.
- **Linkage summary to analysis plan** showing which outcomes feed which analysis blocks or mock tables.
- **Reporting templates** for main tables or figures in simple shell format that can be adapted for thesis or publication.

All materials are shared in editable formats so that you, your guide, and statistician can easily refine wording, units, and thresholds.

## Detailed Deliverables, Formats, and Service Boundaries

### Deliverables and formats

- One consolidated **DOCX or PDF document** containing outcome definitions, measurement details, effect-size notes, thresholds, and KPI rules.
- A **spreadsheet or table** with one row per outcome and columns for status (primary or secondary), measurement, timing, and analysis

family.

- **Mock table or figure shells** for key results, such as primary outcome summary, change over time, or subgroup comparisons.
- **Outcome to objective mapping annexure** showing how each outcome links back to aims or research questions.

### What is included

- Clarification and refinement of outcomes you propose, plus suggestions for missing outcomes when critical gaps are evident.
- Advice on which outcomes should be primary versus secondary in the context of your time, resources, and regulatory expectations.
- Basic guidance on realistic effect sizes and assumptions based on domain norms and feasibility.
- Alignment of outcomes with broad analysis approaches and reporting shells.
- One round of refinement after guide or statistician feedback focused on clarity and structure.

### What is not included

- Full **statistical analysis plan writing** beyond high level alignment and basic shell design.
- Formal **sample size or power calculations**, which are handled under separate statistical segments.
- Guarantees related to **regulatory, sponsor, or ethics committee acceptance** of specific outcomes or thresholds.
- Full thesis or paper drafting; this service focuses specifically on outcome measures and KPIs.

## When to Use This Service and What You Should Have Ready

### Best time to book

- After aims and research questions or hypotheses are broadly

stable, but outcome definitions are still vague.

- When ethics or protocol templates ask for clear primary and secondary outcomes and you are unsure how to phrase or prioritise them.
- Before finalising a sample size calculation or advanced analysis plan, so that outcomes are well specified.
- When converting a practical or service idea into a more formal, measurable research project.

### **Helpful inputs from your side**

- Current aims, research questions or hypotheses, and a short description of your design.
- Any draft outcome lists, indicators, or KPIs that you or your guide have already discussed.
- Information on available instruments, tests, scales, or routinely collected variables.
- Feasibility constraints such as sample size, follow up duration, and expected data quality issues.
- Any sponsor, regulatory, or institute specific requirements for outcomes or endpoints.

## **FAQs — Outcome Measures & KPIs**

### **1. What is the difference between an outcome and a KPI in this context?**

Outcomes are the measurable results of your intervention or observation, such as change in a score or rate. KPIs are specific metrics or thresholds that you and your guide use to judge whether those outcomes represent success in the context of your project.

### **2. How many primary outcomes should a PhD study have?**

In most cases, one or a very small number of primary outcomes is recommended so that your study has a clear focus and reasonable power. Additional endpoints can be listed as secondary or exploratory.

**3. Do I need effect-size targets for every outcome?**

Not always. Effect-size targets are most critical for primary outcomes and key decision making endpoints. For descriptive or exploratory outcomes without formal testing, clear definitions and measurement plans may be sufficient.

**4. Can you help with patient reported or qualitative outcomes?**

Yes. For patient reported outcomes we focus on validated scales, timing, and minimal important differences. For qualitative or mixed methods components, we define clear outcome domains and indicators that match your approach.

**5. How does this service connect to sample size and power?**

Well specified primary outcomes and plausible effect-size assumptions are essential inputs for later power and sample size work. We prepare these inputs, which your statistician can then use in dedicated calculations.

**6. Will you decide safety or stopping rules for clinical studies?**

We can suggest basic decision thresholds and monitoring concepts, but final safety rules, stopping boundaries, and governance structures must be agreed with your guide, ethics committee, and any regulatory bodies.

**7. Can this service be used for retrospective or database based projects?**

Yes. For retrospective studies we pay special attention to what is actually recorded in the database, data quality, and how outcomes should be defined in ways that match the available fields.

**8. What if my outcomes are currently broad concepts like quality or satisfaction?**

We work with you to convert broad concepts into measurable indicators or composite scores, often using validated scales, indices, or clear rating criteria.

**9. Does this service cover hospital or departmental KPIs beyond the PhD?**

The primary focus is on KPIs that are relevant to your PhD project.

However, where there is overlap with service level metrics, we note this so that your work can contribute to departmental dashboards.

**10. How are mock tables and figures useful at an early stage?**

They allow you and your guide to visualise how results will eventually appear, which helps to fine tune outcomes, time points, and subgroup plans before data collection begins.

**11. Will you choose my statistical tests?**

We indicate suitable analysis families for each outcome, but detailed test selection and coding are part of separate statistical support services.

**12. What if my guide later adds or removes outcomes?**

Within the included refinement cycle we adjust the outcome list, tables, and shells. Large redesigns or repeated changes over a long period can be handled through follow up engagements.

**13. Is this service relevant for engineering or management PhDs?**

Yes. Outcome and KPI thinking is useful in technical, management, and systems projects where success must be expressed through performance metrics, reliability indicators, costs, or process measures.

**14. How is confidentiality handled when outcomes are linked to real world KPIs?**

You can mask institution or company identifiers where required. Outcomes and KPIs are described in general scientific terms while respecting any confidentiality conditions you communicate.