

RESEARCH & EVALUATION SERVICE CATALOGUE



BY **ROXANA SALEHI, PHD.**

ADVISORY PACKAGE

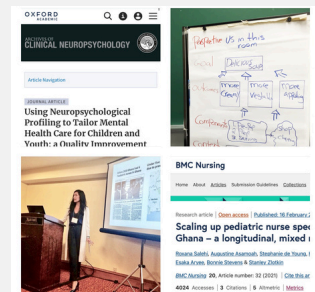
- We have to develop an evaluation framework. Where do we start?
- This is our evaluation plan. Are we on the right track?
- We have a draft survey. Can you give me feedback?
- We want to apply for grants. Can you share some practical tools?
- We have a ton of data! What do we do with it?
- Or **YOUR burning research and evaluation questions answered.**



PROGRAM EVALUATION

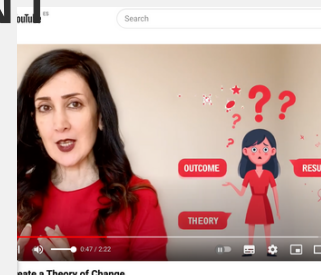
The landscape of programs, strategies, and digital health interventions—including AI—is evolving rapidly.

I apply the latest evaluation frameworks, including those tailored for digital health and AI, to help you define key questions, select practical and rigorous methodologies, and generate actionable insights. I support you and your team in every step, from planning the evaluation to presenting findings to your stakeholders.



PROFESSIONAL DEVELOPMENT

- Do you need to learn about or refresh your memory on Theory of Change and Logic Models?
- Do you want your team to learn about these concepts?
- Do you have a draft Theory of Change but want to improve it?
- Do you need to learn about Performance Measurement?
- **If you answered yes, you might be interested in my workshops.**



About me: I am an evaluation expert and trusted advisor to senior executives with 12 years of experience driving evidence-based transformation across healthcare, global health, and education sectors. I hold a PhD in public health with training in business, statistics, and digital health. I specialize in designing and evaluating complex interventions across North America, the Caribbean, Africa, and South Asia. I am the author of 11 peer-reviewed articles and an expert in mixed-methods research. I am skilled in stakeholder engagement.

"She created a true paradigm shift in how we approach evaluation and use data in a meaningful way'- no easy task!" Nikhil Agarwal, Director, Ontario Medical Association

"Her scholarly approach to the work was a critical component of its success, as was her gift for astute analysis. Stakeholders came away feeling understood."

Margaret Manley, Senior Manager, Centre for Global Child Health at SickKids Hospital

Read reviews & see sample work: <https://www.vitus.global>

Book a complimentary call: roxana@vitus.ca