

Standards for Developing Business Cases of Population-based Health Protection Interventions

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Through the Futures Initiative, CDC recognized the need to expand its expertise and to increase its partnerships with business, other government agencies and nonprofit organizations. This is not altogether a new idea; CDC programs had collaborative relationships with business in the past. A key element missing that would enhance these partnerships is a uniform approach to producing business cases for population-based health protection programs in a language that bridges the gaps between business, economics and public health disciplines.

Guidelines that define terms, describe a common approach, and provide templates for developing business cases will contribute to consistency, transparency, and comparability among various proposals presented to businesses and decision makers. The guidelines set standards for analysts who develop business cases for population-based interventions, programs, practices, services, or policies that are implemented by businesses or on the premises of business. It is essential that these guidelines be disseminated to the health economics community at large.

This session will provide a forum for disseminating standards for developing business cases of population-based health protection interventions aimed at the business community. The training will include step-by-step recommendations:

Step 1. Determine health protection needs

- 1.1. Consider organizational and national goals
- 1.2. Describe the health protection problem

Step 2. Describe current situation and objectives

- 2.1. Describe current situation
- 2.2. Define program objectives

Step 3. Identify options

- 3.1. Develop long list of options
- 3.2. Gather evidence of effectiveness
- 3.3. Develop short list of options

Step 4. Establish the analytic framework

- 4.1. Define the audience
- 4.2. Define the perspective
- 4.3. Consider study design

Step 5. Assess outcomes, benefits and costs

- 5.1 Measure or estimate health and non-health outcomes
- 5.2 Assess and value benefits
- 5.3 Measure or estimate costs
- 5.4 Describe unintended consequences

Step 6. Identify preferred option(s)

- 6.1 Calculate economic and financial measures
- 6.2 Conduct sensitivity analyses
- 6.3 Incorporate non-financial criteria
- 6.4 Rank and prioritize options