



# Roadmap of MCH Economic Analysis Resources

## The AMCHP Role

*The Association of Maternal & Child Health Programs (AMCHP) is a national resource, partner and advocate for state public health leaders and others working to improve the health of women, children, youth and families, including those with special health care needs.*

**AMCHP supports state maternal and child health (MCH) programs and provides national leadership on issues affecting women and children.** We work with partners at the national, state and local levels to expand medical homes; provide and promote family-centered, community-based, coordinated care for children with special health care needs; and facilitate the development of community-based systems of services for children and their families.

As budgets tighten, policymakers increasingly seek to make value-based investments in public health programs. In addition, improvements to health systems are guided by the triple aim of improving the experience of care, improving the health of populations, while reducing per capita costs for health care. AMCHP recognizes the growing interest in economic analyses for demonstrating investments in maternal and child health (MCH) programs that bring measurable returns. In order to enhance the use of economic analyses within MCH, AMCHP is committed to increasing the knowledge of cost-effectiveness, cost-benefit, cost-analysis and return on investment methods; providing technical assistance for the development and implementation of economic analyses; encouraging the communication of findings to legislative, administrative and other MCH stakeholders; and sharing best practices and lessons learned regarding applied ROI methods. This roadmap aims to increase the knowledge base of current materials available as economic analysis resources applicable to the field of MCH.

1. **Glossary of Terms:** The Association of State and Territorial Health Officials (ASTHO) has compiled a list of common cost analysis terms for their work in *Making the Case for Maternal and Child Health Programs*. This glossary provides definitions and references to the sources used. It is an excellent introductory source of information for understanding ROI methods and terminology.
  - **ASTHO, *Glossary: Making the Case for MCH Programs***
2. **ROI Process Guides and Toolkits:** The following resources provide step-by-step methods for conducting an ROI analysis. They include introductory definitions, steps of the process, tools and worksheets, example case studies, and cite additional sources of information on ROI methods.
  - **Agency for Healthcare Research and Quality (AHRQ), *Quality Indicators Toolkit***
  - **National Association of Chronic Disease Directors (NACDD), *A Practical Guide to ROI Analysis***
  - **Children's Bureau, *Cost Analysis in Program Evaluation: A Guide for Child Welfare Researchers and Service Providers***



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3. **Case Studies:** The following resources showcase a variety of methods for calculating an ROI analysis applicable to MCH programs. Each case study describes the analysis objective, measures used, associated costs, calculations, and results to provide applied examples of the ROI process.
  - **AHRQ, *Quality Indicators Toolkit***
  - **NACDD, *A Practical Guide to ROI Analysis***
  - **Healthy Empowered Resilient Pregnancy Program, *Social ROI Case Study***
  - **Maternal and Child Health Journal, *The Business Case for Preconception Care: Methods and Issues***
  - **HERproject: Health Enables Return, *The Business Returns from Women's Health Programs***
4. **Webinars:** The recorded webinars provide an overview of the methods and steps to demonstrating a return on investment for MCH programs and in the general public health setting. Each hour-long webinar features economic experts who present basic definitions, demonstrate the appropriate application of ROI and other analysis methods, and explain case study examples.
  - **MCH Navigator, *Measuring the Return on Investment in Maternal and Child Health Programs***
  - **Northwest Center for Public Health Practice, *Return on Investment***
5. **Presentation Slides:** These extensive slide sets provided from previous presentations and webinars are another resource on the approaches and methods for estimating ROI within public health programs. The presentations attempt to provide a basic understanding of ROI approaches in public health, identify potential resources, and reference example case studies.
  - **ASTHO, *Estimating Return on Investment: Approaches and Methods***
  - **ASTHO, *"Sense" on the Dollar: Calculating your ROI***
6. **Tools:** The following tools can be used as potential templates when conducting an ROI analysis or assist with ROI calculations for specific health outcomes. These tools also may provide insight on the costs to consider when planning and developing an ROI analysis.
  - **AHRQ, *Asthma ROI Calculator***
  - **Robert Wood Johnson Foundation, *ROI Template to analyze Quality Enhancing Initiatives***
  - **Centers for Disease Control and Prevention, *Smoking-Attributable Mortality, Morbidity, and Economic Costs Estimator***
7. **Articles:** The following articles showcase a few examples of applied ROI and related economic analyses of MCH programs and interventions. Each article includes study objectives, methods, findings and limitations. The articles also demonstrate the overall importance of evaluating the returns to investments made in MCH programs.
  - ***American Journal of Obstetrics & Gynecology*, "Preventing repeat pregnancy in adolescents: is immediate postpartum insertion of the contraceptive implant cost effective?"**
  - ***Science*, "Labor market returns to an early childhood stimulation intervention in Jamaica"**
  - **Guttmacher Institute, "Return on Investment: A Fuller Assessment of the Benefits and Cost Savings of the US Publicly Funded Family Planning Program"**
  - ***Pediatrics*, "Cost effectiveness of Routine Screening for Critical Congenital Health Disease in US Newborns"**
  - ***Oxford Journals*, "Economic Evaluation of a Child Health Days Strategy to Deliver Multiple Maternal and Child Health Interventions in Somalia"**
8. **Making the Case for MCH Programs:** ASTHO compiled several state examples and topic specific annotated bibliographies that highlight economic analyses making the business case for MCH programs. Each state example provides an overview of the state program, study design, data sources, defined measures, analysis findings and impacts. The annotated bibliographies group cost savings literature reviews by topic, which include: breast feeding, contraception, obesity prevention, pre-term birth and prenatal smoking. Each literature review in the annotated bibliographies includes a brief summary of the article, findings, limitations and a link to the full article or abstract.
  - **ASTHO, *Making the Case for MCH Programs***
9. **Demonstrating Value with Return on Investment:** AMCHP works to support state teams in developing and conducting economic analyses of their MCH programs. State teams engaged in the year 1 cohort of a Return on Investment Analytic Action Learning Collaborative, from July 2014 – February 2015, are tasked with creating a communications product of their findings. A summary of the state team's processes and findings can be found on this site beginning March 2015. This site also describes additional opportunities for state and local involvement in MCH economic analysis projects.
  - **AMCHP, *Return on Investment***

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