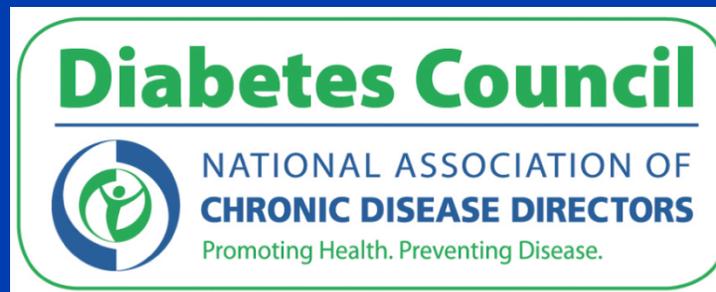


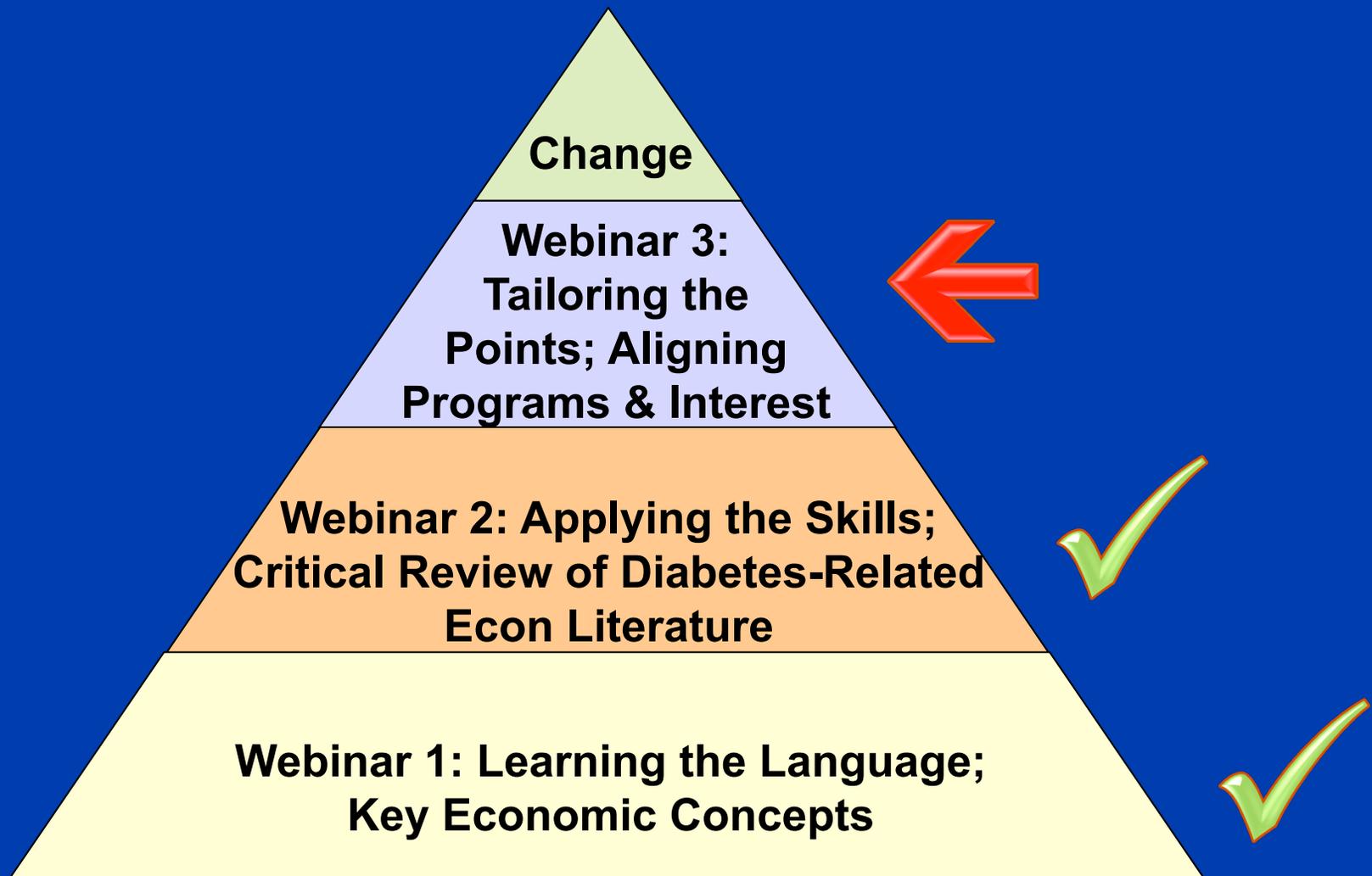
Economic Evaluation: Making the case for diabetes self- management education

NACDD Webinar Series
Session 3: Roundtable Discussion
October 18, 2012

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DSME Webinar Series Blueprint



Roundtable Discussion: Overview

- Part 1: Revisit concepts from Session 1 & 2
- Part 2: Using Data to Advance Policy; NY State Case Example—Susan Millstein
- Part 3: Demonstrating Value and Telling Your Story—Peggy Yen
- Part 4: Wrap Up, Questions & Feedback

Spending Time with an Economist...

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Session 3: Learning Objectives

- Show the value of programs in ways that appeal to a variety of audiences
- Learn techniques for writing effective success stories to influence policy change
- Develop a template for using economic evaluation of programs to enhance success stories and demonstrate program value.

Part 1: Revisit concepts from Sessions 1 & 2

New handouts

- Main types of economic evaluation
- Resources for success stories
- Draft fact sheet template
- Summary of homework articles
 - Coming soon...

Reviewing EE Types

Type of Analysis	Outcome (Benefit)	Measurement of Benefits
Cost Minimization (CMA) 	Identical, but costs are different <i>Can we do it for less?</i>	None (or kept constant)
Cost Effectiveness (CEA) 	Single common benefit (or outcome) <i>Are the (natural) outcomes worth the cost?</i>	Natural units e.g. life years gained, A1C levels, blood pressure, improved nutrition/physical activity
Cost Utility (CUA) 	1 or more benefits (outcomes) standardized into a single value <i>Are standardized outcomes worth the cost?</i>	QALYS, DALYS, Quality of life measures (discounted)
Cost Benefit (CBA) 	Single, or multiple benefits (outcomes) standardized into a single monetary value (in present dollars) <i>Do we save more than we spend?</i>	Present value of \$\$; Monetary value of a YOLS or QALY

New Handouts

- Handout–Economic Evaluation Perspectives
 - Summarizes type, including cost/benefits/audiences
- Handout–Health Communications
 - Provides resources for writing success stories
- Handout—Diabetes and Dollars (DRAFT)
 - “Swiss Cheese” template for tailoring a fact sheet
- Abstracts

→ <http://www.chronicdisease.org/?page=DiabetesWebinars>

Parts 2 & 3: Using Data & Telling Your Story

- Part 2: Using Data to Advance Policy; NY State Case Example—Susan Millstein
- Part 3: Demonstrating Value and Telling Your Story—Peggy Yen

Part 4: Wrap Up

- Recap
- Questions
- Feedback

Diabetes and Dollars (DRAFT)

- Overview of document

- Purpose
- Roundtable discussion on what additions are needed (if time allows)

➔ <http://www.chronicdisease.org/?page=DiabetesWebinars>

Recap: Learning Objectives

1. Understand key terms in economic evaluation and how to apply them. Diabetes self-management education (DSME) will be used as an example.
2. Identify and summarize the literature on economic evaluation of DSME.
3. Develop a template for using economic evaluation of programs to enhance success stories and demonstrate program value.
4. Show the value of their programs in ways that appeal to a variety of audiences.
5. Learn techniques for writing effective success stories to influence policy change

Questions & Feedback

- What else can we answer about what was covered?
- What additional support is needed?