Return on Investment Calculator to Assess Cancer Screening Measures of a Border Health Initiative

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INTRO:
A retrospective analysis using a return on investment calculator tool integrates itemized costs of implementing a breast cancer awareness and coordinated care intervention. The analysis calculates the net financial gains or losses of a strategy by taking into account all the resources invested and all the financial amounts gained through increased revenue and reduced costs.

METHODS:
1. The timeline for retrospective costs and savings analysis begins with baseline year from October to September 2016 and intervention years from 2017-2018.
2. Costs include the following:
   • associated overhead needs
   • staff/labor
   • supplies and equipment
   • mammography services
3. Savings/benefits of the intervention include:
   • reduced utilization of healthcare services and improved health outcome
4. Total participants reached 602
   • ages 50-74
   • predominantly Hispanic (88%)
   • low-income uninsured (70%)
   • Medicaid/Medicare (30%)

RESULTS:
Positive ROI results for each intervention year. Year 1 = .11, Year 2 = .38, Year 3 = 1.50
Internal Rate of Return 44% = NPV $470,772
Total savings $1.4M

Optimistically, this will strengthen advocacy for local health departments as an integral healthcare provider for managed care organizations.

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