Value for Money: Calculating value for money for complex multi-faceted interventions

Dr Rowena Merritt

Utility = $e^{-0.0000586 \times C + 0.0435987 \times R + 0.119895 \times D}$
The need for the tool
‘Value for Money’ and challenges
Selection of health issues
Developing a consensus
Health gains data
Using the tool

The New Age: VfM Counts!

➢ Huge Debt
➢ Focus on behaviour change
➢ Prove VfM / ROI
The NSMC VfM Tool

• Commissioned by the Department of Health to improve the planning and evaluation of behaviour change interventions
• Expert panel chaired by Dr Fiona Adshead, including Professors Julian LeGrand and Mike Kelly
• Working with NICE and Dr Graham Lister

Value for Money

• VfM is about getting the best health possible for the resources available
• Short term vs. long term impact
The Sum of the Whole….

• ...is greater than its parts

Case Example
Norfolk and Waveney chlamydia screening

1. Standardised 1hr induction session for new screening sites
2. Enhanced sexual health communication training for chlamydia screening providers
3. Quarterly newsletter to all sites
4. Ongoing, systematic contact from the CSO (face-to-face or telephone)
5. Fresh, locally branded promotional materials for screening sites
6. Pop-up reminders in GP surgeries
Topic Selection

- 5 initial topic areas
  - Smoking (4 week quit data)
  - Bowel cancer (number of test completed)
  - Obesity (BMI data & psychical activity levels)
  - Alcohol (brief interventions)
  - Breast feeding (6-8 week data)

Government policy and priorities

Clear behavioral goal, routinely collected

Developing a Consensus

- Found out what practitioners needed
  - Need a consensus
  - Use for planning and evaluation
- Conducted a questionnaire with 50 leading economists
  - Not just cost to NHS
  - Views on weighting for impact on inequality were mixed
  - Guidance on what ‘costs’ should be included
  - QALYs vs. DALYs
Measuring Health Gain, Costs and Savings

- Health Gain is measured as QALYs
  - 1 QALY = £25,000
- Costs to all stakeholders: Local Authorities, Government, NHS, Employer
- Savings from long term reductions in costs to the stakeholders
- Health Gain of behaviour change is taken from WHO Global Health Risk report
  - NICE used this data, in conjunction with their evidence base

Taking Time into Account

- Health can recover in time from unhealthy behaviour
  - VfM impact different depending on age
- Behaviour is dynamic, so change can be short lived
- We value future benefits less than now benefits so we multiply future benefits by a discount factor
  - Discount factor 3.5%
- Combining health change, persistence and time discounting is a technical job...
The NSMC VfM Tool

• A simple to use online tool
• Tobacco control tool launched 1st April 2011
• Supported by a teaching / learning network
• A starting point

Using the Tool: Data Needed

• Baseline data for behavioural goal
• Cost of intervention
• Number of people in target segment/audience
• Post intervention data
  – E.g. number of quitters
  – Age
• % of target audience with high levels of disadvantage
Using the NSMC VfM Tool

• This is your tool!
  – Use it to look at your performance and targets
  – Use it for “what if analysis” of how to improve
  – Use it as part of a case for behaviour change
  – Use it to improve data collection and research
  – Do ensure a member of your team is trained to use the tool
  – http://thensmc.com/resources/vfm
Data and Values For Behaviour Change Intervention

**Table 1: Intervention Costs** - Enter Costs relating to one year or period for which you have evidence

1. Please enter the:
   a) cost of planning and developing the intervention
      - £900,000
   b) annual maintenance costs per year of supporting the intervention
      - £120,000

2. What are the:
   a) MDF set-up costs including capital, training, and reorganisation?
      - £50,000
   b) MDF annual running costs per year?
      - £10,000

3. Over how many years should development and training costs be spread?

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<th>Duration (Years)</th>
<th>Corresponding Cost</th>
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<tr>
<td>5</td>
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</tr>
<tr>
<td>10</td>
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Contact

Dr Rowena Merritt
r.merritt@thensmc.com

http://thensmc.com/resources/vfm