

Contents

List of abbreviations *xiii*

Title and editors *xv*

List of contributors *xvii*

- 1 Introduction to public health and public health economics 1
Rhiannon T. Edwards and Robert Atenstaedt
- 2 The supply and demand of preventive goods and services and the need for economic evaluation 27
Seow Tien Yeo, Huw Lloyd-Williams, and Rhiannon T. Edwards
- 3 Applying methods of economic evaluation to public health: Contemporary solutions to traditional challenges 53
Rhiannon T. Edwards and Emma McIntosh
- 4 Synthesizing evidence for economic evaluations of public health interventions 87
Olivia Wu, Joanna M. Charles, and Nathan Bray
- 5 Identification, measurement, and valuation of resource use in economic evaluations of public health interventions 107
Carys Jones, Joanna M. Charles, and Rhiannon T. Edwards
- 6 Identifying, measuring, and valuing outcomes within economic evaluations of public health interventions 131
Emma McIntosh
- 7 Cost-effectiveness analysis of public health interventions 161
Rhiannon T. Edwards
- 8 Cost-utility analysis of public health interventions 177
Rhiannon T. Edwards and Eira Winrow
- 9 Cost-benefit analysis for applied public health economic evaluation 204
Emma McIntosh, Camilla Baba, and Willings Botha
- 10 Cost-consequence analysis of public health interventions 233
Ned Hartfiel and Rhiannon T. Edwards
- 11 The use of modelling approaches for the economic evaluation of public health interventions 248
Hazel Squires and Kathleen Boyd

12 Return on investment, social return on investment, and the business case for prevention 279
Joanna M. Charles, Alice Jones, and Huw Lloyd-Williams

13 The role of multi-criteria decision analysis (MCDA) in public health economic evaluation 301
Huw Lloyd-Williams

14 To disinvest or invest? The role of programme budgeting and marginal analysis (PBMA) for economic evaluation and prioritization between public health interventions 312
Joanna M. Charles and Rhiannon T. Edwards

15 International perspectives and future directions for research and policy 341
Rhiannon T. Edwards, Emma McIntosh, and Eira Winrow

Index 363