

**Are we able to communicate
financial benefits of the CRC
prevention in a convincing way?**

What a message needs to be convincing

Simple
Believable
Definitive

Measuring of financial benefits

- Market goods and services
 - NPV, CF, DCF, FCFF, EVA, GCM, CAPM...
- Non-market goods and services
 - CMV, HPM, TCM, PFM, ABM

Value of screening for its stakeholders

- Insurance system

*Decision makers payed for
not understanding.*

Value of screening for its stakeholders

- General population – CVM/ABM

„How much would you pay for a pill, which you would take every year, with 90% chance of preventing CRC?“

Value of screening for its stakeholders

- Business sector – PFM

110 850 000 CZK in costs annually

Cost of CRC

- State budget – tax revenues, transfers

*421 000 000 CZK lost on VAT
and income tax*

871 800 000 CZK lost on insurance

**SCREENING EFFICIENCY,
ECONOMIC POINT OF VIEW**

Efficiency in CRC screening

- High-impact factors
 - Adherence / compliance
 - Capacity constraints
 - Treatment / screening cost and effectiveness
- Gained QALY is „output“

Compliance

Adherence	20%
Gained LY	14 240,10
LY screening cost	5 193,94 Kč
LY cost	53 349,48 Kč
Annual Cost	759 701 960,82 Kč

Adherence	25%
Gained LY	14 289,85
LY screening cost	5 521,98 Kč
LY cost	46 367,18 Kč
Annual Cost	662 579 977,66 Kč

Economic suggestions

- Analysis of efficiency factors, BIA
- Programme optimization based on compliance targeting
- Analyze positive externalities

THANKS FOR YOUR ATTENTION