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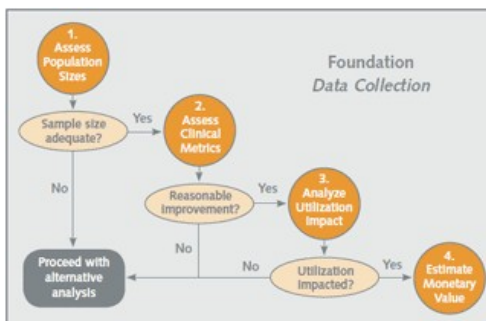
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Results matter. Organizations that have invested in health management programs expect to see results in terms of clinical impact, utilization and financial savings. Collectively, these results demonstrate the return on investment (ROI). However, various approaches to estimate financial impact have been controversial and the subject of much industry debate<sup>i</sup>. At Nurtur®, we pride ourselves on three underlying principles to earning our clients' trust: honesty, integrity and transparency. This is the basis on which we developed the Nurtur Stepwise Approach for measuring health management program impact.

### Trust in Transparency

The evaluation of health improvement programs is an exercise in *measuring that which did not occur*: the avoided emergency room visit for a nebulizer treatment for a young child with asthma; the heart attack that did not happen to the middle-aged factory worker; the hospitalization that was avoided for the person with emphysema.

Such measurements are complicated at best, with myriad variables and few controls. However, by applying rigorous standards and thorough analysis, Nurtur has developed a reliable, transparent methodology to measure the impact of health management programs. Called the Stepwise Approach, it applies a sequential four-step process to program evaluation.



Our approach links health interventions to program outcomes, including financial savings estimates. It leverages consistent, standardized data collection to empower meaningful analysis and customized reporting. The standards we apply are\*:

- Data completeness
- Statistical power
- Reasonable evidence
- Changes in utilization

The Nurtur Stepwise Approach has been peer-reviewed and vetted by the Population Health Impact Institute (PHII) Methods Evaluation Process™. We are proud that it is the basis for our participation as a beta-test site for the PHII Methods Evaluation Process (MEP™) Accreditation Program.

To learn more about the Nurtur Stepwise Approach, please read our white paper [\[pdf\]](#).

*\* It should be noted that if populations do not meet our Stepwise Approach criteria, Nurtur does utilize other methods such as comparing client program outcomes to book of business data as other opportunities to measure financial impact.*

i. Mattke S, Seid M, Ma S. Evidence for the effect of disease management: is \$1 billion a year a good investment? *Am J Manag Care.* 2007;13:670-676; Congressional Budget Office. An analysis of the literature on disease management programs. Washington, DC: October 13, 2004; Goetzel RZ, Ozminkowski RJ, Villagra VG, Duffy J. Return on investment in disease management: a review. *Health Care Finance Rev.* 2005;26:1-19.