



An Introduction to the Principles of Cost Effectiveness Analysis

In the second edition of his book *Cost Effectiveness Analysis in Health: A Practical Analysis*, Peter Meunnig, MD, MPH, assistant professor of Health Policy and Management, provides an in-depth discussion of the use of cost-effectiveness analyses as decision-making tools in public health, health services, and medicine, providing a context of societal decision making for resource allocation purposes.

The book emphasizes methods to perform economic evaluations, such as cost-effectiveness and cost-benefit analysis; methods to assess efficacy, effectiveness, and safety of health care technologies; effectiveness research; and applications to clinical and public policy.

The second edition, written in the simple and accessible language of the first edition, adds an approachable structure that clearly explains the practical aspects of research, problem-solving, and theory. It is an inviting approach for students who lack background, or are new to, biostatistics and epidemiology.

Said Milton C. Weinstein, Henry J. Kaiser Professor of Health Policy and Management at the Harvard School of Public Health, “Dr. Muennig has taken a complex subject and translated it into lay terms without compromising the integrity of the method. He does it with a touch of humor, and with lots of practical tips that will be valued highly by analysts who actually have to crunch the numbers.”