

Table 3 – Choosing the Right Cost-Effective Analysis for Specific Needs

STEP 1 IDENTIFY AUDIENCE NEEDS			
	Funding Agency <ul style="list-style-type: none"> • Cost analysis • ROI analysis 	Social Agency <ul style="list-style-type: none"> • Population reached • Population served 	Scientific Publication <ul style="list-style-type: none"> • Power analysis • Incentives • Control group definitions • Inclusion and exclusion criteria
STEP 2 ASSESS TIMEFRAME			
	Short timeframe <ul style="list-style-type: none"> • 6-month quit rates • Cost per quit 	Long timeframe <ul style="list-style-type: none"> • Future effects on society (costs to society, deaths averted) 	
STEP 3 ASSESS RESOURCES			
	Financial <ul style="list-style-type: none"> • Ability to fund study and analysis • Ability to fund outcome data collection 	Technical <ul style="list-style-type: none"> • Computer resources • Software resources • Data analyst 	
STEP 4 DEFINE REFERENCE GROUP (CONTROL GROUP)			
	Size	Randomized or Convenience Group	Demographics