

1. Making the Value Case

Making the Value Case Worksheet

The questions below highlight key areas to consider when creating a compelling value case for a new surveillance program that relies on data from health care organizations. Although you will likely have other important questions to address during that process, these questions serve as a good starting point. Use this tool as a planning team worksheet or as the basis for a team meeting agenda.

1. What is the public health need or problem for which the proposed surveillance program could provide needed information? Why is it considered a priority?
2. Which diagnoses, condition, or risk factors—or some combination of these items—needs to be surveilled to assess the status of that problem? In which populations? To what extent do health care organizations have that information and how likely is it to be in an EHR system?
3. How can you best articulate the value case for your agency leadership (or your legislature/general assembly)?
4. How do you best articulate and communicate the value case for the impacted community, especially those most affected by the problem or need? How can you describe it in terms that support the interests of any relevant advocacy or opposition groups?

