

The Economics of Public Health: Cost-Effectiveness of Preventive Measures

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Abstract. This study analyzes the economics of public health, focusing on the cost-effectiveness of preventive measures such as vaccinations, screenings, and lifestyle interventions. It evaluates the financial implications of investing in preventive healthcare and its impact on reducing overall healthcare costs. The article discusses the importance of economic evaluations in public health decision-making and provides insights into optimizing resource allocation for maximum health benefits.

Keywords: Public Health Economics, Cost-Effectiveness, Preventive Measures, Healthcare Costs, Resource Allocation

Introduction

Preventive measures in public health are not only crucial for improving population health but also offer significant economic benefits. This article delves into the economics of public health, examining the cost-effectiveness of interventions like vaccinations, screenings, and lifestyle modifications. By investing in preventive healthcare, governments and health organizations can reduce the burden of disease, lower healthcare costs, and improve overall health outcomes. The study highlights the role of economic evaluations in guiding public health decision-making, emphasizing the need for strategic resource allocation. By prioritizing cost-effective preventive measures, public health systems can achieve maximum health benefits while optimizing financial resources.

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