

Making the Business Case for HealthySteps



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Virtual Learning Event
Summer 2025

Agenda

Introduction

ROI Calculator Overview

What's New

Building the Business Case

Get Involved

Questions?



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Introduction



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Our traditional fee-for-service health care system pays for behavioral health problems, not prevention

Continuum of behavioral health services and supports for children

PREVENTION:

Typically not available or covered

PROBLEMS:

Provided and covered

Insurers and payers usually:

- Only pay for diagnosis-driven services
- Focus on short-term saving opportunities
- View young children as healthy and low-cost, so new investments in prevention are not prioritized
- Lack an understanding of the early brain science and the importance of dyadic services for young children and caregivers



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Overall HealthySteps (HS) Site Funding Sources

**Billing payers
for HS services**

e.g., Medicaid, commercial

**Bundled service arrangements
or capitation**

e.g., per member, per month

**Direct contracting with health
plans**

Value-based purchasing

PAYER REIMBURSEMENT

**Health system
reinvestment,
department funds**

Local funds

State budget

**Department of Defense,
Indian Health Service**

OTHER FUNDING SOURCES

**A BRAIDED AND DIVERSE
FUNDING APPROACH IS IDEAL**

Federal

State/municipal

Philanthropic

GRANTS

MOST TO LEAST SUSTAINABLE



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How we collaborate

- Support your team with expertise in billing and coding
- Develop, track, and share sustainability best practices
- Provide tools, like the ROI Calculator and HealthySteps Business Case Template
- Help you identify your Members of Congress for outreach
- Track federal legislation

Identified Need

Funding for HealthySteps at your practice is changing

Proactive Outreach

New approaches to sustainability for HealthySteps may be of interest to your state

We're with you every step of the way!



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ROI Calculator Overview



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Why is this important?



Value proposition of HealthySteps to important stakeholders:

- State Medicaid agencies
- Health system leadership
- Managed care organizations (MCOs)
- Legislative officials
- Philanthropies



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Evolution of the ROI Calculator

2015-2017

- HS National Office partnered with Colorado sites and Manatt Health to develop the initial version, an **Excel spreadsheet**, which quantified **short-term Medicaid savings** based on interventions provided by HS Specialists
- Used to secure a state budget line item

2020-2023

- Transformed the spreadsheet into an **online, automated** ROI Calculator that could be used by the broader HS network
- Used by sites in CA, CO, IL, MA, NC, NJ, NY, & SC to conduct site/health system/statewide analyses

2023-2025

- The National Office partnered again with Manatt Health to update the **online tool**
- Now reflects additional services provided by HS Specialists that accrue estimated **savings to Medicaid AND other public sectors** (e.g., criminal justice and education systems) in both the **short- AND long term**



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HealthySteps ROI Calculator Cost Savings Interventions

1

ORIGINAL INTERVENTIONS

- Appropriate Use of Care
- Reduction in Asthma Incidence
- Reduction in Intimate Partner Violence
- Breastfeeding Support
- Smoking Cessation
- Oral Health
- Maternal Depression Treatment
- Birth Planning/Spacing
- Flu Vaccine

2

NEW INTERVENTIONS

- Diaper Assistance
- Food Security
- Early Detection
- Positive Parenting
- Immunizations (Combo-7)

3

FUTURE INTERVENTIONS

- We continue to review research and add to the calculator



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Approach to HealthySteps Cost Savings Analysis

The HealthySteps ROI calculator is designed to capture both the short-term and long-term savings resulting from services provided over a one-year period.

Savings associated with these services accrue at **different times**.

- Some savings occur in the **short-term, defined as within ≤ 1 year after receiving the intervention**. These are reflected in the “**short-term ROI**.”
- Other savings accumulate over **the long term, which are defined as more than 1 year from the time the intervention is provided**. “**Longer-term ROI**” includes savings that accrue over both one year and beyond, encompassing both short- and long-term benefits.

Not all savings related to HealthySteps services can be quantified.

The estimates tend to be **conservative** and likely **underestimate** the full economic impact and benefits of HealthySteps.



Return on Investment Calculation

Short-Term ROI = Total Short-Term Savings – Total Operating Costs

Total Operating Costs

Longer-Term ROI = Total Savings – Total Operating Costs

Total Operating Costs

















What's New



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HealthySteps Interventions That Accrue to Multiple Sectors*

| HealthySteps Service | |  Health care |  Education |  Public Assistance |  Child Welfare |  Criminal Justice |
|-----------------------------------|--|---|---|---|---|--|
| Short-term savings <i>only</i> | Appropriate Use of Care | ● | | | | |
| | Reduction in Asthma Incidents | ● | | | | |
| | Diaper Assistance | ● | | | | |
| | Reduction in Intimate Partner Violence  | ● | | | | |
| | Breastfeeding Support  | ● | | | | |
| | Food Security  | ● | | | | |
| Long-term savings <i>only</i> | Early Detection | | ● | ● | | |
| | Positive Parenting  | ● | ● | | ● | ● |
| | Smoking Cessation  | ● | | | | |
| Both short- and long-term savings | Oral Health | ● | | | | |
| | Maternal Depression Treatment  | ● | | | | |
| | Birth Planning/Spacing  | ● | | ● | ● | |
| | Immunizations (expanded) | ● | | | | |




The ROI Calculator


Healthy Steps - ROI Calculator

roi.healthysteps.org/dashboard/calculator


ZTT Favorites HealthySteps HUB




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Calculator



Resources



Contact Us



Users

EF Elizabeth Frenette

Welcome to the HealthySteps -
Return on Investment Calculator


Start the ROI Calculator

This Calculator is designed to help HealthySteps sites understand how the services provided by HealthySteps Specialists to children and their caregivers can drive short- and long-term cost savings to their state.

The Calculator will generate return on investment (ROI) information by combining national and state-level peer reviewed literature as well as HealthySteps site-level data and cost data from your state.

If this is your first time using the Calculator, visit the [resources](#) page to learn more before starting the calculations.


START THE CALCULATOR




Helpful Tips

Different levels of data could be leveraged in the ROI calculator, including data from one site, data across multiple sites within a health system, or data across multiple sites within a region or state.

Data should span a full 12-month period in order to maximize cost savings across state agencies.

Hover over the Helpful Tips icon  throughout the calculator for additional tips.

YOUR REPORTS



Total **Cross-Sector** Cost Savings to Medicaid & Other Public Sectors



CHILD-FOCUSED INTERVENTIONS

- Oral health*
- Asthma
- Appropriate use of care
- Immunizations*
- Diapers
- Early detection



ADULT-FOCUSED INTERVENTIONS

- Breastfeeding
- Postpartum maternal depression*
- Intimate partner violence
- Healthy birth spacing*
- Food security
- Smoking cessation
- Positive parenting

Total Short- and Long-Term Savings:
\$XXX,XXX

XX% AVERAGE ROI

leveraging the HealthySteps cost savings model developed by Manatt Health

For every \$1 the State invests in HealthySteps, the State realizes an estimated \$X.XX in savings across state agencies over the longer term.**



Building Your Business Case



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Tips, Tools, and Resources to Build Your Business Case

- Partner with us!
- PowerPoint Presentation Slides
- ROI Calculator
 - Sample Report
- FAQ
- Peer-reviewed literature



How Does HealthySteps Support [State Name] Goals?

Early Intervention

- ✓ Universal early and frequent developmental screening
- ✓ Warm handoffs to early intervention services
- ✓ Systems navigation for families

Maternal & Infant Health

- ✓ Screening for maternal depression and family needs
- ✓ Warm handoffs to home-visiting and perinatal programs
- ✓ Anticipatory guidance for caregivers

Health Care

- ✓ Cost savings associated with adult and pediatric interventions
- ✓ Maternal and infant health support in primary care
- ✓ Ensuring closed-loop referrals to specialty care

Community-Based Services

- ✓ Strengthens protective factors and addresses risk factors for abuse and neglect
- ✓ Screening for maternal depression and caregiver needs
- ✓ Partnership with Family Success Centers
- ✓ Universal screening for autism and social-emotional/behavioral health
- ✓ Care coordination and systems navigation
- ✓ Family support for navigating to Children's Systems of Care services



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New York's State of Babies

HealthySteps Specialists support children, families, and providers navigate complex challenges:



PREVENTABLE DISEASES

Vaccination rates for routine immunizations continue to lag behind pre-pandemic levels, increasing the risk of preventable disease outbreaks.

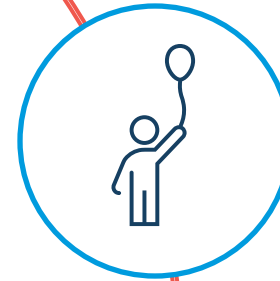
In **2024**, more than **one in four** children under three in **New York** had not received recommended vaccines.



PREVENTIVE MEDICAL CARE

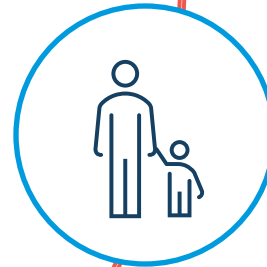
Preventive medical care (also known as “well-child care”) is a critical opportunity to detect a developmental delay or disability, so that early treatment can reduce its impact on both the child and family.

In **2023**, **90.8%** of infants/toddlers in **New York** had a preventive medical care visit in the past year, this is slightly above the national average of 89.3%.



CHILD POVERTY

New York is home to **649,646 babies**, representing **3.3%** of the state's population. As many as **37%** live in households with incomes less than twice the federal poverty line (for 2025, about \$32,150 for a family of four¹), placing them at economic disadvantage.



PARENTAL STRESS

One in 14 children has a caregiver with poor mental health, and the COVID-19 pandemic significantly increased maternal anxiety.

10% of mothers in New York experience less than optimal mental health.



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Arkansas State Example

Identify Need

Local advocates and health care providers identified HealthySteps as a good fit for state needs

Robust grant funding allowed a 7-site demonstration project

Brought in the HS National Office to collaborate on advocacy for a sustainable funding approach

Make the Case

Educated decision makers about the high potential for return on investment with HealthySteps

Result

Legislation passed in April 2023 that created a supplemental payment for HS



South Carolina State Example

Identify Need

Health care providers identified HealthySteps as a good fit for state needs

Loss of health system funding that supported HealthySteps

Brought in the HS National Office to collaborate on advocacy for a sustainable funding approach

Make the Case

Educated decision makers about the high potential for return on investment with HealthySteps

Result

SC Dept. of Public Health and SC Dept. of Social Services are providing \$2 million to sustain HealthySteps and have begun pressuring Medicaid to support



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Get Involved



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Advocating for Babies, Toddlers, and Caregivers



Follow ZTT on social media



Call your state representatives



Join community and local coalitions



Reach out to us!



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Questions



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Sources



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Evidence Summary References



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Source List—Child-Focused Interventions (1/2)

Oral Health

- http://www.aapd.org/assets/1/7/2016_Legislative_Fact_Sheet_4-PD_Article_Early_Visits.pdf
- http://www.aapd.org/resources/frequently_asked_questions/

Asthma

- <https://www.cdc.gov/asthma/brfss/2018/child/tableC3.html>
- https://www.researchgate.net/profile/Cynthia-Kelly-3/publication/12527826_Outcomes_Evaluation_of_a_Comprehensive_Intervention_Program_for_Asthmatic_Children_Enrolled_in_Medicaid/links/0912f5089d09f8f06b000000/Outcomes-Evaluation-of-a-Comprehensive-Intervention-Program-for-Asthmatic-Children-Enrolled-in-Medicaid.pdf

Appropriate Use of Care for Ambulatory Sensitive Conditions

- https://meps.ahrq.gov/mepsweb/data_stats/quick_tables_results.jsp?component=1&subcomponent=0&year=2014&tableSeries=-1&searchText=&searchMethod=1&Action=Search
- https://meps.ahrq.gov/data_files/publications/st484/stat484.pdf
- https://meps.ahrq.gov/mepsweb/data_stats/MEPSnetHC/hcaction
- <https://www.emedny.org/ProviderManuals/Physician/index.aspx>
- https://www.emedny.org/ProviderManuals/Physician/PDFS/Physician_Manual_Fee_Schedule_Sect2.xls
- https://www.emedny.org/ProviderManuals/Physician/PDFS/Physician_Procedure_Codes_Sect2.pdf
- https://www.health.ny.gov/health_care/medicaid/rates/fqhc/
- https://www.health.ny.gov/health_care/medicaid/rates/fqhc/fqhc_trended_ceilings.htm
- <https://www.macpac.gov/publication/access-in-brief-use-of-emergency-departments-by-children/>

Source List—Child-Focused Interventions (2/2)

Vaccines

- <https://www.cdc.gov/flu/fluview/reportshtml/reporti1617/reportii/index.html>
- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4272519/pdf/12879_2014_Article_670.pdf
- <https://www.cdc.gov/flu/professionals/vaccination/effectivenessqa.htm>
- <https://www.cdc.gov/flu/about/disease/2015-16.htm>
- <https://pubmed.ncbi.nlm.nih.gov/35024795/>
- <https://jamanetwork.com/journals/jamapediatrics/article-abstract/486191>
- <https://www.cdc.gov/vaccines/vpd/polio/hcp/effectiveness-duration-protection.html#:~:text=Two%20doses%20of%20inactivated%20polio,99%25%20to%20100%25%20effective>
- <https://www.cdc.gov/vaccines/vpd/mmr/public/index.html#:~:text=One%20dose%20of%20MMR%20vaccine%20is%2093%25%20effective%20aga in st%20measles,and%2088%25%20effective%20against%20mumps>
- https://www.immunize.org/askexperts/experts_per.asp

Diapers

- <https://nationaldiaperbanknetwork.org/wp-content/uploads/2022/02/The-Social-and-Economic-Impacts-of-the-Diaper-Bank-of-Connecticut-1.pdf>

Early Detection

- http://www-personal.umich.edu/~baileymj/Bailey_Sun_Timpe.pdf
- https://www.purdue.edu/hhs/hdfs/fii/wp-content/uploads/2015/07/s_nmfis03c01.pdf
- https://www.sri.com/wp-content/uploads/2021/12/neils_finalreport_200702.pdf
- <https://www.fosters.com/story/news/2007/09/09/neglecting-special-education-federal-government/52529178007/>

Source List—Caregiver-Focused Interventions (1/2)

Breastfeeding

- <https://www.ncbi.nlm.nih.gov/pubmed/26644419>
- <https://pediatrics.aappublications.org/content/146/5/e20191892>

Postpartum Maternal Depression

- <https://www.mathematica.org/our-publications-and-findings/publications/societal-costs-of-untreated-perinatal-mood-and-anxiety-disorders-in-the-united-states>
- <http://pediatrics.aappublications.org/content/pediatrics/113/6/e523.full.pdf>

Intimate Partner Violence

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1497667/pdf/15504447.pdf>

Healthy Birth Spacing

- <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm5830a1.htm>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4470255/pdf/nihms698082.pdf>
- <https://www.cdc.gov/mmwr/volumes/65/wr/pdfs/mm6530e2.pdf>
- <https://www.guttmacher.org/fact-sheet/contraceptive-use-united-states>
- https://www.guttmacher.org/sites/default/files/report_pdf/stateup10.pdf
- https://www.guttmacher.org/sites/default/files/report_pdf/public-costs-of-up-2010.pdf
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2254565/pdf/hesr0042-1960.pdf>

Source List—Caregiver-Focused Interventions (2/2)

Smoking Cessation

- <http://journals.plos.org/plosone/article/file?id=10.1371/journal.pone.0029665&type=printable>
- <https://pubmed.ncbi.nlm.nih.gov/25418250/>
- https://web.archive.org/web/20190223223815id_/http://pdfs.semanticscholar.org/4e7e/6b8a93c33d5f528dddfdb39a882ade2ebf33.pdf

Food Security

- https://www.cdc.gov/pcd/issues/2019/18_0549.htm

Positive Parenting

- <https://familyconnects.org/wp-content/uploads/2023/06/Randomized-controlled-trial-of-Family-Connects.pdf>
- <http://www.wsipp.wa.gov/ReportFile/1498>

Source List—Broader or Longer-Term Impacts

Substance Abuse

- https://www.shvs.org/wp-content/uploads/2018/03/SHVS_Medicaid-Opioids_Final.pdf

Continuous Enrollment

- <https://www.macpac.gov/publication/ch-2-promoting-continuity-of-medicaid-coverage-among-adults-under-age-65/>

Housing Insecurity

- <http://childrenshealthwatch.org/wp-content/uploads/Unstable-Housing-and-Caregiver-and-Child-Health-in-Renter-Families.pdf>

Nutrition & Food Insecurity

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4880217/>

Overview of ROI Methodology

- **HealthySteps Return on Investment (ROI)** is a measure of total savings generated from services provided by a HealthySteps site over a one-year period compared against service delivery costs for one year of operations.
- **Short-term vs. Longer-term ROI:**
 - **Short-term ROI** includes savings that accrue over a one-year timeframe.
 - **Longer-term ROI** includes savings that accrue over a timeframe of one year or longer, including both short and long-term savings
 - *For example, the savings realized for the treatment of postpartum depression (reduction in healthcare utilization) are seen across the first six years following birth.*
- **Positive vs. Negative ROI:**
 - **A positive ROI ($>0\%$)** indicates that savings generated by the site exceed program costs over the associated timeframe.
 - **A negative ROI ($\leq 0\%$)** indicates that program costs generated by the site exceed savings generated over the associated timeframe.

Calculating Short- and Long-Term Cost Savings

Cross-sector cost-savings analysis incorporates:

- The total number of children served by HealthySteps sites, including the number of Medicaid-enrolled children* served by HealthySteps sites
- The total service delivery cost of administering HealthySteps at sites or health systems in a state
- Savings attributable to specific HealthySteps interventions, for children and caregivers

Savings attributable to HealthySteps interventions calculated by determining:

- How many children and/or caregivers received which HealthySteps interventions
- Site-specific service delivery data
- The estimated outcomes of those HealthySteps interventions (to Medicaid and other public sectors)
- Site-specific outcomes data and/or peer-reviewed research
- The savings attributable to those outcomes
- Peer-reviewed research and/or available expenditure/fee data

The analysis generates both low-end and high-end estimates for the cost savings.

How HealthySteps Aligns with [State Name] Strategic Plan

Goal 1

Goal 2

Goal 3



HealthySteps Helps Support Select HEDIS Measures

| HEDIS Measure | HS Area of Focus/Relevant RCT Outcomes |
|--|--|
| Children and adolescents' access to PCPs (12-24 mo., 25 mo. to 3 years) | Well-child visits and immunization rates ★ <ul style="list-style-type: none"> • Children were more likely to receive a well-child visit on time^{1, 2, 3, 4} • Children were more likely to receive vaccinations on time^{1, 3, 4} and 1.4x more likely to be up-to-date on vaccinations by age 2^{1, 2} • Continuity of care was better for both total visits and well-child visits^{4, 5} |
| Childhood immunizations (total 2 years old) all combinations | |
| Well-child visits first 15 months | |
| Well-child visits (3 years) | |
| Annual dental visits (children 2-3) | Oral health and care coordination/systems navigation ★ <ul style="list-style-type: none"> • Children were 1.4x more likely to have nonmedical referrals, including for behavior, speech, hearing, child abuse or neglect, and early intervention¹ |
| Weight assessment/counseling for nutrition and physical activity (3 years) | Parent education/support: Breastfeeding ★ <ul style="list-style-type: none"> • Mothers reported feeling more supported to breastfeed⁹ and breastfed longer than the minimum 6 months recommended by the American Academy of Pediatrics² • Children identified as being “at risk” of social-emotional challenges demonstrated lower rates of obesity at age 5 than comparable children who did not receive HealthySteps¹⁰ |



HealthySteps Helps Support Select HEDIS Measures

| HEDIS Measure | HS Area of Focus/Relevant RCT Outcomes |
|---|---|
| Ambulatory care – emergency department visits | Parental education/support: Appropriate use of care ★ <ul style="list-style-type: none"> Children were 23% less likely to visit the emergency room for injuries in a 1-year period¹ |
| Adults' access to preventative/ambulatory health services | |
| Postpartum care | Parental education: Unhealthy birth spacing ★ <ul style="list-style-type: none"> Mothers were 1.4x more likely to have a nonmedical referral, including for maternal depression¹ Mothers with depressive symptoms were more likely to discuss their symptoms^{1, 2, 4} Providers were more likely to discuss postpartum depression with mothers³ Mothers with depressive symptoms reported fewer symptoms after 3 months in the program⁹ |
| Flu vaccines for adults | Parental education: Prevention and tobacco, alcohol, and substance use ★ <ul style="list-style-type: none"> Families were 4x more likely to receive information on community resources¹ |
| Initiation & engagement alcohol and other drug dependence treatment | |
| Medical assistance with smoking and tobacco cessation (18+) | |

