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The goal of primary prevention is to maintain a symptom- and disease-free population. Disease management is a systematic post-disease attempt to manage the consequences of a disease. This article describes costs and savings of prevention and treatment for seven major diseases that accounted for nearly 80% of deaths in the U.S. in 1990: heart disease, cancer, diabetes, arthritis, chronic bronchitis, influenza and asthma. Prevention and disease management have the potential to have a major impact on costs and result in a significant return-on-investment. However, because of differences in the use of economic measures, it is not possible to compare the cost effectiveness of various disease prevention and management efforts. It may be more relevant to examine the benefits of an integrated approach to the total health care delivery system.