

**Estimating cost-effectiveness of an Enhanced Service Delivery Model of
Preterm Birth Initiative in Fresno County**

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Abstract:

The Preterm Birth Initiative- California (PTBi-CA) is a University of California, San Francisco, program, funded by Marc & Lynne Benioff, aimed at reducing preterm birth (PTB) and improving birth outcomes at the population level in three geographic settings in California: Fresno County, San Francisco, and Oakland. Fresno County has one of California's highest rates of babies born prematurely: approximately one out of every nine babies. Being born too soon can cause serious physical and mental disabilities or even death before the baby's first birthday. Therefore, it has enormous human and financial costs for families and affects the overall health of the community. In order to change the conditions in Fresno County, so that more women can have healthy pregnancies and healthy babies, the PTBi-CA project has initiated a Group Prenatal Care Program that targets women with elevated risk of adverse outcomes. The paper describes the method and design to carry out the demonstration and cost-evaluation project to analyze the cost-effectiveness of an enhanced service delivery model of prenatal care and relevant supportive services in a centralized location.