

Increasing Cancer Screening: Small Media Targeting Clients - Colorectal Cancer

Summary Evidence Table - Economic Review

Study	Population	Comparison	Cost Components		Summary Measure
Author (Year): Lairson et al. (2008)	Location: Philadelphia, PA Study Population: Men and women 50-74 years of age Sample Size: n=386	N/A	<u>Component</u> Staff Salary Overhead Materials Equipment	<u>Included</u> X X X X	\$150 per person
Author (Year): Shankaran et al. (2007)	Location: Denver, Colorado Study Population: Women and men 50+ years old	Usual Care	<u>Component</u> Staff Salary Overhead Materials Equipment	<u>Included</u> X X X X	\$44.49/additional person screened (colonoscopy)