

# Cost effectiveness plane

Cost differential

$\Delta_c$

• ICER =  $\frac{E[\Delta_c]}{E[\Delta_e]} = \frac{\hat{\mu}_{c1} - \hat{\mu}_{c0}}{\hat{\mu}_{e1} - \hat{\mu}_{e0}}$   
= Cost per outcome

$\Delta_e$

Effectiveness differential

