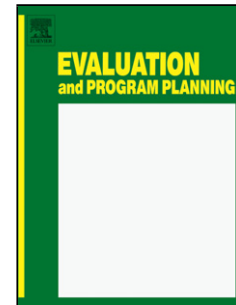


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Title: The cost of developing a computerized tailored interactive multimedia intervention vs. a print based Photonovella intervention for HPV vaccine education

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Highlights

Mobile technology is opening new avenues to create tailored and personalized health education programs, but development cost compared to traditional methods is unknown. Total cost of developing a Photonovella intervention for HPV education was \$66,468 and the cost of developing a tailored interactive multimedia intervention was \$135,978. Development cost was driven by personnel time to plan and create the education messages and to develop the software and video components. Future applications may reduce development cost by using content that is freely available on the internet distributed under Creative Commons licenses.

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