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| **Supplemental Table 1.** Cost savings associated with the Baby and Me Tobacco Free Program, Sensitivity Analysisa |
|  |  | **BMTF compared to PRAMS** | **BMTF compared to Birth Certificate** |
| **Outcome** | **2017 Medicaid Reimbursementb** | **Per Person Cost Savings** |
| Gestational Hypertension | $ 6,100 | $ 0 | $ 0 |
| Low birth weight | $ 121,597 | $ 0 | $ 4,256 |
| NICU admission | $ 3,375 | $ 327 | $ 118 |
| Preterm birth | $ 50,423 | $ 1,210 | $ 1,714 |
| **Total Per Person Cost Savingsc** |  | $ 1,538 | $ 6,088 |
|  |  | **Total Cost Savings (yearly)** |
| Total cost savings of BMTF (annual)d |  | $1,055,013 | $4,177,605 |
| Extrapolated to the State of Colorado (annual)e |  | $4,251,278 | $16,834,062 |
| Return on Investmentf |  | $1.97 | $7.79 |

Abbreviations: BMTF, Baby and Me Tobacco Free; NICU, neonatal intensive care unit; PRAMS, Pregnancy Risk Assessment Monitoring System.

aSensitivity analysis includes only outcomes that were statistically significant in multivariable log-binomial regression models. For the BMTF, birth certificate referent comparison the outcomes were low birth weight, NICU admission and preterm birth. For the BMTF, PRAMS referent comparison the outcomes were NICU admission and preterm birth.

bMedicaid reimbursement for each outcome = Average Medicaid reimbursement (in dollars) for a delivery complicated with each outcome minus the average Medicaid reimbursement for an uncomplicated delivery.

cTotal per person cost savings of the BMTF program = the Medicaid cost reimbursement for each outcome \* the observed risk difference between the BMTF intervention group and referent groups.

dTotal cost savings in the BMTF program (annual) = (the total per person cost savings associated with prevention of adverse maternal delivery and neonatal complications in the BMTF intervention \* the total number of BMTF intervention participants over the 39 month study period)/years in study period.

eTotal cost savings for the state of Colorado (annual) = The per person cost savings of BMTF, extrapolated to all susceptible women in the state of Colorado.

fReturn on Investment = Total Per Person Cost Savings /Per Person Cost of BMTF