

Value Based Healthcare Prize 2014

First edition

Welcome!

The Value Based Healthcare Center Europe (VBHCE) and its partners* are very pleased to welcome you to the award ceremony of the Value Based Healthcare Prize 2014!



Ir. Maarten Koomans
Chairman Value Based Healthcare Center Europe

*under auspices

Value Based Healthcare Concept

The Value Based Healthcare (VBHC) Delivery concept as developed by the team around Harvard University Professor Michael Porter, revolves around the principle that true patient value should be determined by patient relevant medical outcomes per dollar spent in the full cycle of care.

$$\text{Patient Value} = \frac{\text{Outcomes for patient}}{\text{Dollars spent}}$$

This ratio represents patient value in terms of healthcare quality, but also positively influences the goals of all other actors in healthcare to increase patient value. The main goal of Value Based Healthcare Center Europe (VBHCE) is to increase implementation of the VBHC concept on a large scale, leaving reimbursement, cost and volume discussions behind and moving on to *real* benefits for patients, inspiring doctors and medical professionals, and making decisions on *real* costs.

Scope of Prize & VBHC Europe

Value Based Healthcare Prize

30 formal applicants

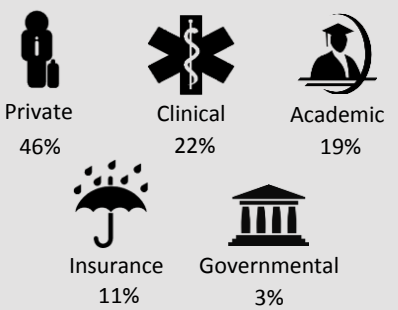
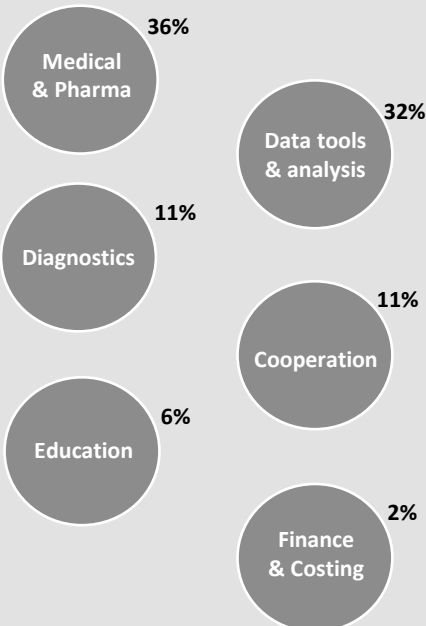
16 different fields

5 types of organizations **

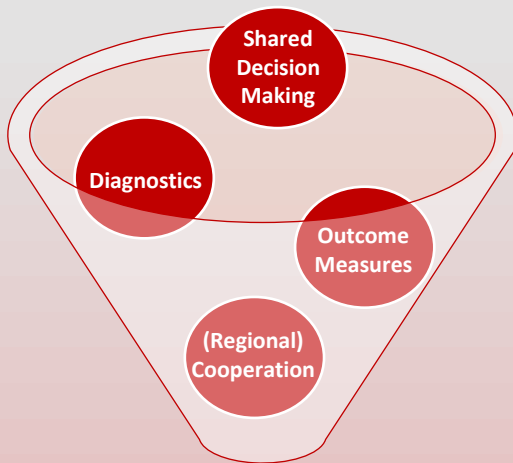
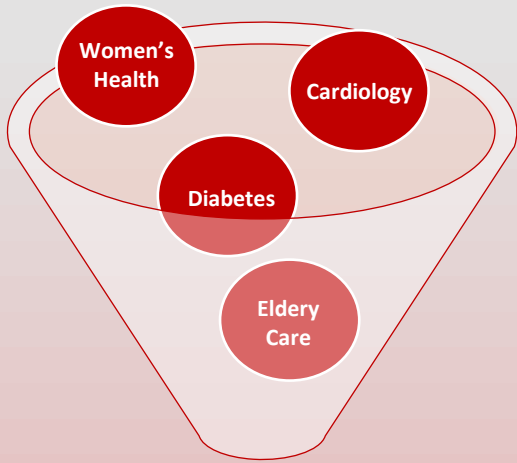
The applied projects address several main topics within healthcare...

... and originate from many different fields within healthcare. Some examples:

The applied projects originate from and collaborate with 5 main types of organizations.



- The applied projects alone affect or will affect **6 million patients**
- Applied projects collectively established **726 connections** amongst institutions
- Over **30 % of all Dutch pharmacies** are involved in one or more projects
- Around **50% of all Dutch hospitals** are involved in one or more projects *



The VBHCE aims to share, create and disseminate knowledge on Value Based Healthcare (VBHC), through the assembly of academic councils. These academic councils capture important developments on main topics and healthcare fields, and are leading in the creation of chapters and themes on important issues in VBHC. Additionally, the VBHCE actively supports the implementation of VBHC practices.

Academic Councils

Chapters & Themes

VBHC Implementation

Value Based Healthcare Center Europe (VBHCE)

• Share • Create • Disseminate •

Jury & Quotes



Prof. Leonard H. Friedman, PhD, MPH, Professor in the Department of Health Services Management and Leadership of George Washington University



Dr. Thomas Lee, Chief Medical Officer at Press Ganey and Editor of New England Journal of Medicine



Prof. Dr. Amit Kapoor, Honorary chairman of Indian Center of Competitiveness, the India Porter Prize 2012/2013.



Dr. Thomas W. Feeley, Helen Shafer Fly Professor and Head Institute Cancer Care Innovation & Division Anesthesiology & Critical Care at MD Anderson Cancer Center



Dr. Federico Lega, Associate Professor Policy Analysis and Public Management Bocconi University.



Dr. Jens Deenberg-Wittram, President of ICHOM and Senior Research Fellow at the Harvard Business School



Prof. Dr. Fred van Eenennaam, Chairman of the Jury (non voting), affiliated to George Washington University, Erasmus University, St. Gallen University, The Decision Institute and the MOC initiative.



Harvard University Professor Prof. Michael Porter (PhD), Honorary chairman of the Value Based Healthcare Prize

"Michael Porter and Elizabeth Teisberg's work is truly inspiring. They set the course that brought Healthcare into the 21st century and made it applicable for a wide variety of problems in a wide variety of countries. Their analytical depth and practical experience on Value Based Healthcare is absolutely exceptional and they reinstated the necessary focus on costs and Patient Value."

Prof. Dr. Fred van Eenennaam, 2013

"The [...] prize philosophy is to recognize, embrace and cherish endeavors that redefine healthcare. The Prize seeks to honor those companies that have adopted a fundamentally new line of thinking in creating value for patients in terms of real outcomes, real connections, and one common language."

Chairman Ir. Maarten Koomans, 2013

* Data was extracted by the Value Based Healthcare Center Europe from formal application forms and as such is based on self-reporting.

** Data based on categorization by the Value Based Healthcare Center Europe.

Voucher of €200*

Membership Value Based Healthcare Center Europe

Join the Value Based Healthcare Center Europe!

ValueBased HealthCare™ Center Europe

What is in it for you?

- The opportunity to collaborate with academic experts from different fields within healthcare
- The opportunity to raise important issues in VBHC
- The opportunity to guide & support the implementation of VBHC practices

Co-create the future of VBHC in the Netherlands with VBHCE. Fill in the code below at www.vbhc.nl and join the VBHCE at the discounted price of €300!

20VB14HC01

* This voucher is applicable to the first year of contribution only, and expires after 10-04-2015.

Value Based Healthcare Event

15.00

Arrival with coffee and cake

15.30

Welcome by Chair Ir. Maarten Koomans

16.00

Key note speakers: Bas van de Goor & Erik van Nieuwpoort

16.30

Short Break, Let's mingle!

16.45

Value Based Healthcare Challenge: Pub-Quiz

17.45

Official Award Ceremony

18.30

End of official program*

About the VBHC Event:

- **Attendants** include healthcare participants from advisory, insurance, government institutions and healthcare providers
- The event provides a pleasant and fruitful **environment** to connect, discuss and elucidate (collaboration) opportunities
- In total **four prizes** will be awarded: the first prize (Harvard style business case) for the delivery of superior patient value and **three special prizes** for the most exceptional initiatives in cost-efficiency, collaborations and patient outcomes

We wish you a very inspiring, fruitful, but first and foremost, a pleasant afternoon!

* Huis de Salentein has an excellent restaurant, which we recommend for dinner after the event.

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Healthcare & Life Sciences

Value Based Healthcare Prize 2014

Increasing & Implementing Patient Value

Patient Centered, Doctor Driven

Value Based Healthcare Prize 2015 (9 April)

The pre-application round for VBHC Prize 2015 opens 1 September 2014. For more information, please visit www.vbhc.nl

VBHC Europe

Visiting address:
Buitenveldertseilaan 106
1081 AB, Amsterdam
The Netherlands

T: +31 (0)346 57 49 42
Web: www.vbhc.nl

WWW.VBHCPRIZE.COM

ValueBased
HealthCare™
Center Europe

Harvard University Professor Prof. Michael Porter (PhD),
Honorary chairman of the Value Based Healthcare Prize

The
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Erasmus MC
Universitair Medisch Centrum Rotterdam

Erasmus

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