



**ValueBased
HealthCare**

*Center
Europe*



Erasmus MC
Universitair Medisch Centrum Rotterdam



opleidingen
topklinische zorg
onderzoek

Value-Based Health Care Prize 2018

Value for Partners & Supporters

Patient Centered – Doctor Driven

www.vbhcprize.com

April 26, 2018

Partner/Supporter Invitation

Together with you and our honorary chairman Harvard University professor Michael Porter, our friends, our partners and our auspices the Value-Based Health Care Center Europe, Erasmus MC and STZ, we aim to bring value-based health care to the next level. Last year's event was a remarkable success. In 2018, we will endeavor to outshine the success of last year together with you during the fifth edition of the Value-Based Health Care Prize!

The Value-Based Health Care Prize is the crown jewel for everyone involved in creating value for patients. It is the Prize for those who seek to put patients and doctors at the center of healthcare delivery. The aim? To recognize new and unique initiatives that create superior patient value: initiatives that create momentum for value-based health care. By covering a wide range of healthcare fields with applications coming from cardiology, oncology, diagnostics, pharmacy, biotech, shared decision making, data management and much more, the Prize is relevant for all those dealing with health care in The Netherlands and Europe.

The Prize is your gateway to a unique mix of healthcare stakeholders, through its media reach of over 300.000 people. In a pleasantly formal setting, at Landgoed de Salentein, you will learn about the leading value-based health care initiatives of The Netherlands, attended by leaders and executives within health care.

Our goal is to help you, our partners, to move forward and receive exposure in the growing landscape of value-based health care. This year we would like to partner with various stakeholders in health care as now is the time to start collaborating to increase patient value. Will you collaborate with us to improve value for patients at lower costs using VBHC as a shared goal? Feel free to contact us with your ideas or if you would like to learn more about this unique Prize: info@vbhc.nl.

On behalf of our patrons and partners,
With warm regards,

Prof. Dr. Fred Van Eenennaam
Non-Voting Chairman of the Value-Based Health Care Prize





"Collaboration, integration, and multidisciplinary work are the only way to achieve the fundamental goal of excellent patient value."

**Harvard Professor Michael E. Porter, PhD
Honorary chairman of the VBHC Prize**



Partnership VBHC Prize 2018

Partner 2018

Become a full partner of the Value-Based Health Care Prize 2018 and link yourself to the fifth edition of Europe's leading event on Value-Based Health Care and receive exposure to >300.000 professionals in health care.

Become a key member of the VBHC Community:

- Link to the VBHC Prize and its powerful principles.
- Use "Partner of the Value-Based Health Care Prize 2018" in your own media communications.
- Free usage of the VBHC Prize 2018 Partner logo.
- Spread information about VBHC implementation practices by your organization with a link to the Value-Based Health Care Prize.
- Two free (one year) VBHC Memberships to give away.

Media Exposure:

- Guaranteed exposure as partner with your organization's logo to >300.000 professionals in health care, including:
 - Newsletters of the Value-Based Health Care Center Europe (ca. 35.000 recipients).
 - www.vbhcprize.com (including link to organization's website).
 - (After)movies about the Value-Based Health Care Prize Event.
 - Brochures and flyers of the Value-Based Health Care Prize.
- Media roll-out meeting for additional, targeted, media exposure (including blog's, articles, social media posts, etc.).
- Organization's logo and summary posted on websites www.vbhc.eu and www.vbhcprize.com.
- Option to write a blog published on www.vbhcprize.com.
- At least two unique Twitter posts on/for/of your organization's VBHC related activities by the VBHC Center Europe.
- At least one personal LinkedIn post from Prof. Dr. Van Eenennaam about your organizations' implementation practices.
- VBHC Prize partners are invited to disseminate information about Value-Based Health Care with/without a link to their organizations on www.vbhcprize.com as long as this does not solely serve promotional purposes.

VBHC Prize Event 2018:

- Your organization's logo on one of the three Excellence Awards.
- Logo projected on screen during the award ceremony.
- Possibility to place a banner and promotional material at the event.
- Invitations for three people to come to the event and networking drinks afterwards.
- Opportunity to insert a 'goodie' into the goodie bag of the event.
- Logo on the partner wall during the main event.

Other benefits:

- 20% discount on a VBHC Green Belt Track by The Decision Institute (with a maximum of 5 participants).
- 50% discount on a VBHC Center Europe Membership (with a maximum of 20 memberships).
- Standard 15% discount on Masterclasses Value-Based Health Care by The Decision Institute.

Optional extensions of the partnership:

- Presentation by Prof. Dr. Van Eenennaam on Value-Based Health Care at your organization or event.
- Private parallel session directly prior or after the VBHC Prize Event.
- Advertisement in the VBHC Thinkers Magazine: VBHC Prize 2018 edition.
- Other options can be discussed.



Supporter VBHC Prize 2018

Supporter 2018

Become a supporter of the Value-Based Health Care Prize 2018 by linking yourself to the fifth edition of Europe's leading event on Value-Based Health Care.

Partner of the VBHC Prize 2018:

- Link to VBHC Prize and its powerful principles.
- Allowed to use "Supporter of the Value-Based Health Care Prize 2018" in your own media communications.
- Free usage of the VBHC Prize 2018 Supporter logo.

Media Exposure:

- Guaranteed exposure as a Supporter with your organization's logo to >125.000 professionals in health care, including:
 - Newsletters from the Value-Based Health Care Center Europe (ca. 35.000 recipients).
 - www.vbhcprize.com (including link to organization's website).
 - (After)movies about the Value-Based Health Care Prize Event.
 - Brochures and flyers.
- Organization's logo and summary posted on websites www.vbhc.eu and www.vbhcprize.com.
- Option to write a blog published on www.vbhcprize.com.

VBHC Prize Event 2018:

- Invitation for one person to come to the event and networking drinks afterwards.

Other benefits:

- 10% discount on a VBHC Green Belt Track by The Decision Institute (with a maximum of 5 participants).
- 25% discount on a VBHC Center Europe Membership (with a maximum of 10 memberships).
- Standard 10% discount on Masterclasses Value-Based Health Care by The Decision Institute.



Value-Based Health Care Prize Partners

Come and join us for 2018!!

VBHC

*Partner
Prize 2017*

Auspices

**ValueBased
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Europe*



Educational partner



Organizing partner



Partners



VBHC

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