

## EUROPEAN VALUE-BASED PROCUREMENT CONFERENCE 2023

Navigating the VBP challenges and reaching destination

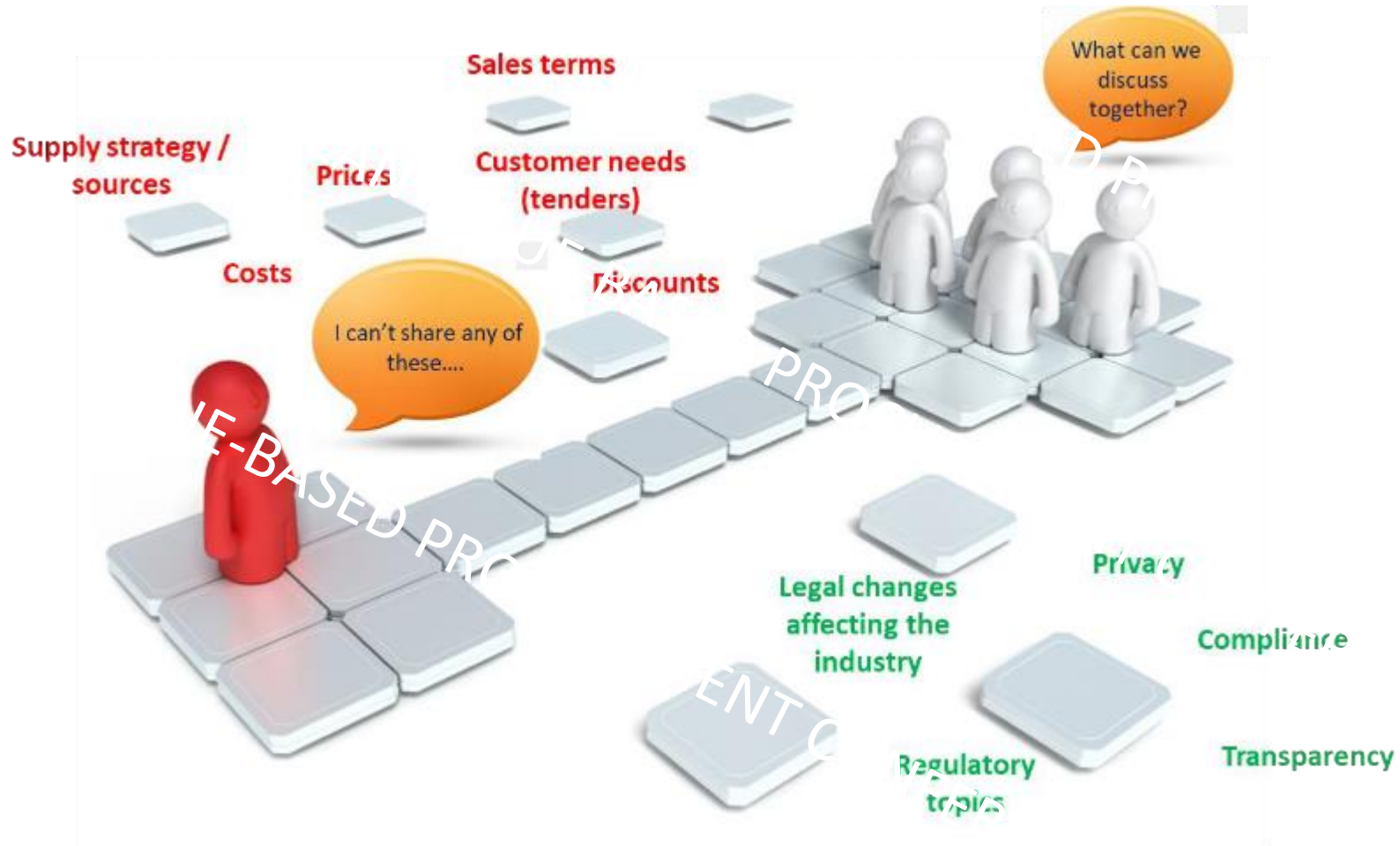
**Break out session - Achieving higher outcomes with Value Based Procurement**

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**RETHINK VALUE**



# Competition law reminder



# THE PROBLEM

Value-Based Procurement (VBP) business models require:

- ❖ Trust and strong relations between payer, provider and industry
- ❖ A common language or culture of VBP for mutual understanding and dialogue
- ❖ Transparent outcome-based business models which can capture tangible value for patients, healthcare systems and the life science industry
- ❖ There is an evident global demand for an easy understandable and iterative model that meet requirements from both payer, provider and industry

**RETHINK VALUE**



5th EUROPEAN VALUE-BASED PROCUREMENT CONFERENCE

# Achieving Outcomes with Value-Based Procurement

## THE CHALLENGE

- Moving from transactional volume procurement to patient value metrics and socio-economic impact in healthcare procurement
- Better patient outcomes at the same or lower cost
- How do we make value tangible enough to measure it?

## SOLUTION IN THE DANISH LIFE SCIENCE STRATEGY?

### **Initiative 21** Strengthened focus on innovative purchasing and new billing models

Development and commissioning of innovative technologies and medical equipment, value-based payment and new treatment options in the healthcare system often provide better patient care for the individual, and are to the benefit of society as a whole. Innovative procurement, however, requires more resources for both the purchaser and the company to complete due to higher complexity. Therefore, the parties to the agreement agree to boost investment by DKK 2.0 million in 2021, 0.5 million in 2022 and 1.5 million in 2023 to strengthen the innovation- promoting range of innovative health technologies and medical equipment, e.g. by initiating work to develop a prototype of a data-driven model for value-based procurement, develop innovation criteria, ensure competence development among purchasers and develop innovative contract paradigms.

## THE BRAINSTORM

- How mature is VBP in your country? Is data available?
- How should value for patients and society be measured?
- Could the Danish model enable VBP in your country?
- Which changes are required to scale VBP?

## THE OBJECTIVES

- Define the value of this topic if implemented
- Which actions should be taken to meet the challenge?
- Define advocacy/support needs for this topic
- Understand and define any risks created