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Prifysgol Abertawe

School of Management
Yr Ysgol Reolaeth



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5th EUROPEAN VALUE-BASED PROCUREMENT CONFERENCE

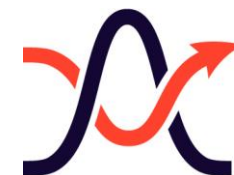
Value-Based Supply

The story so far...

Professor Hamish Laing
Director, Value-Based Health and Care Academy

A quick Recap

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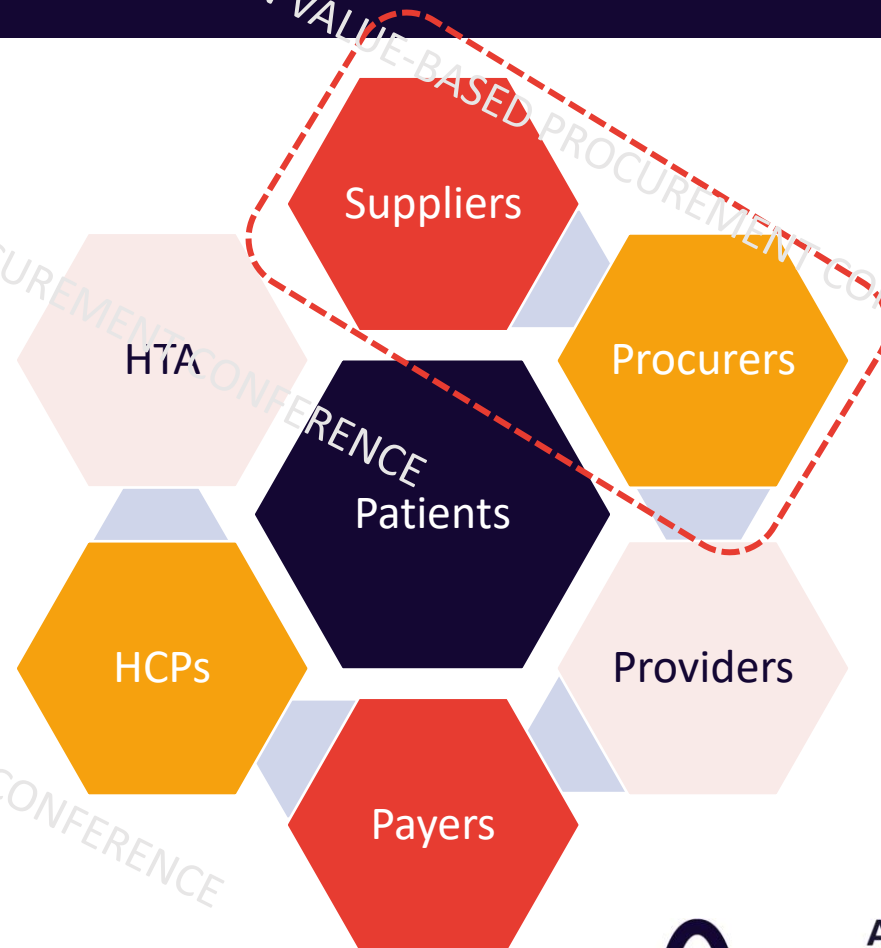
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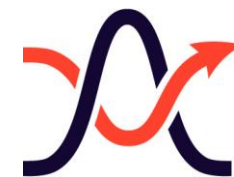
The Value-Based Healthcare Ecosystem

A successful Value-Based system needs all parts to align on a common purpose

- Getting the best possible outcomes for patients within the resources available
- Achieving what matters to patients
- Ensuring economic and environmental sustainability



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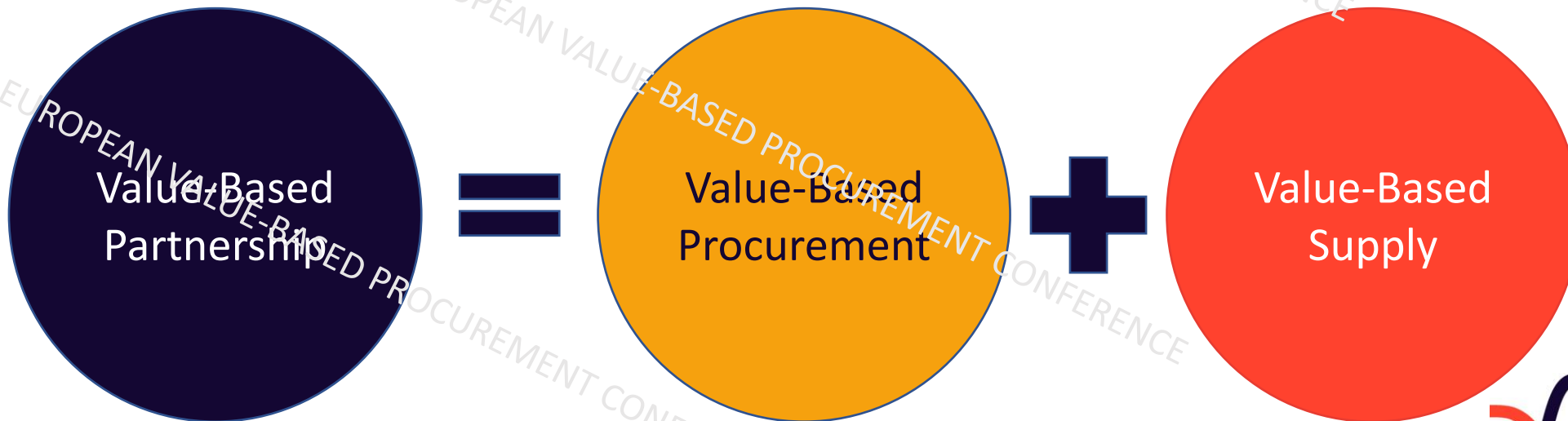
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Why is Value-Based Supply important?

Success in these aims needs **procurers and suppliers** to engage differently

- There has been a big focus on the requirements of the health system (procurement)
- Working with Mölnlycke, we identified a gap in understanding the supplier factors



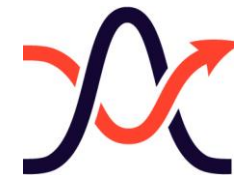
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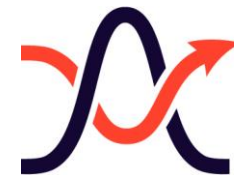


The internal readiness of a Life Sciences business to engage successfully with health system customers in a Value-Based Healthcare environment



What did we say in 2022?

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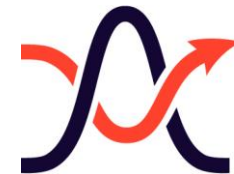
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8 Success factors



https://bit.ly/VBS_valuewithin



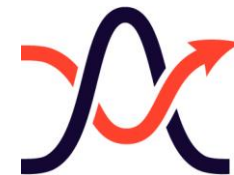
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8

Essential Factors for *internal readiness*

1. Senior leader ownership
2. Culture
3. Knowledge and skills of system-facing colleagues
4. Incentives and Risk appetite
5. Skills across the business
6. Suitability of products/assets
7. Ecosystem maturity
8. Learning and Sharing



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VBS and Digital

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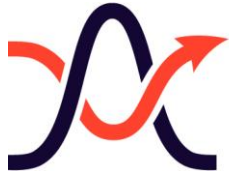
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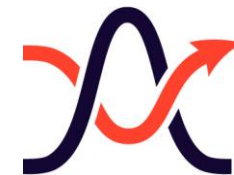
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VBS and the power of digital transformation

Allocative and technical value: Digital technologies allow resources to be disinvested from low value activities within the business and allocated to higher value work, creating value for customers and the company.

1. Industry 4.0: Rapid prototyping and manufacture
2. Better integrating internal teams creating *innovativeness*
3. Improved asset management, supply chain and customer responsiveness
4. New models of supply: *eg* leasing, usage-based, total pathway management and optimisation



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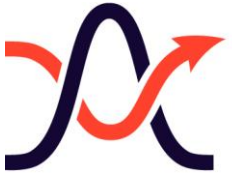
VBS and Sustainability

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VBS and sustainable health systems

Important to consider **economic and environmental** sustainability

- All low value activities in healthcare are wasting resources and creating unjustified environmental damage
- Industry should not focus just on their own carbon footprint reduction (although this is important!)
- VBS requires companies to work in partnership with health systems to maximise value and minimise environmental impact from their products at the same time
- VBHC and VBS should be part of the green healthcare plan



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VBS Survey

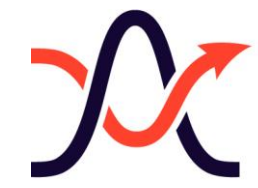
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VBS Survey

110: Over 100 individual responses

22: Different countries represented from Brasil to Iceland

- 96% Europe (63% UK)

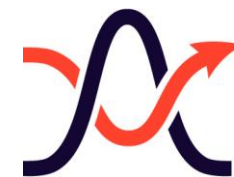
12: Different stakeholder groups

- 40% Industry (Med Tech, Pharma, Diagnostics)

- 44% Health system (Managers, HCPs, Procurers)

2: Analysed for industry and non-industry sectors

Full report will be published in Q1 2024



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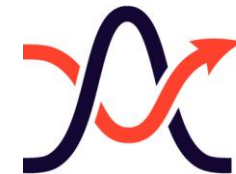
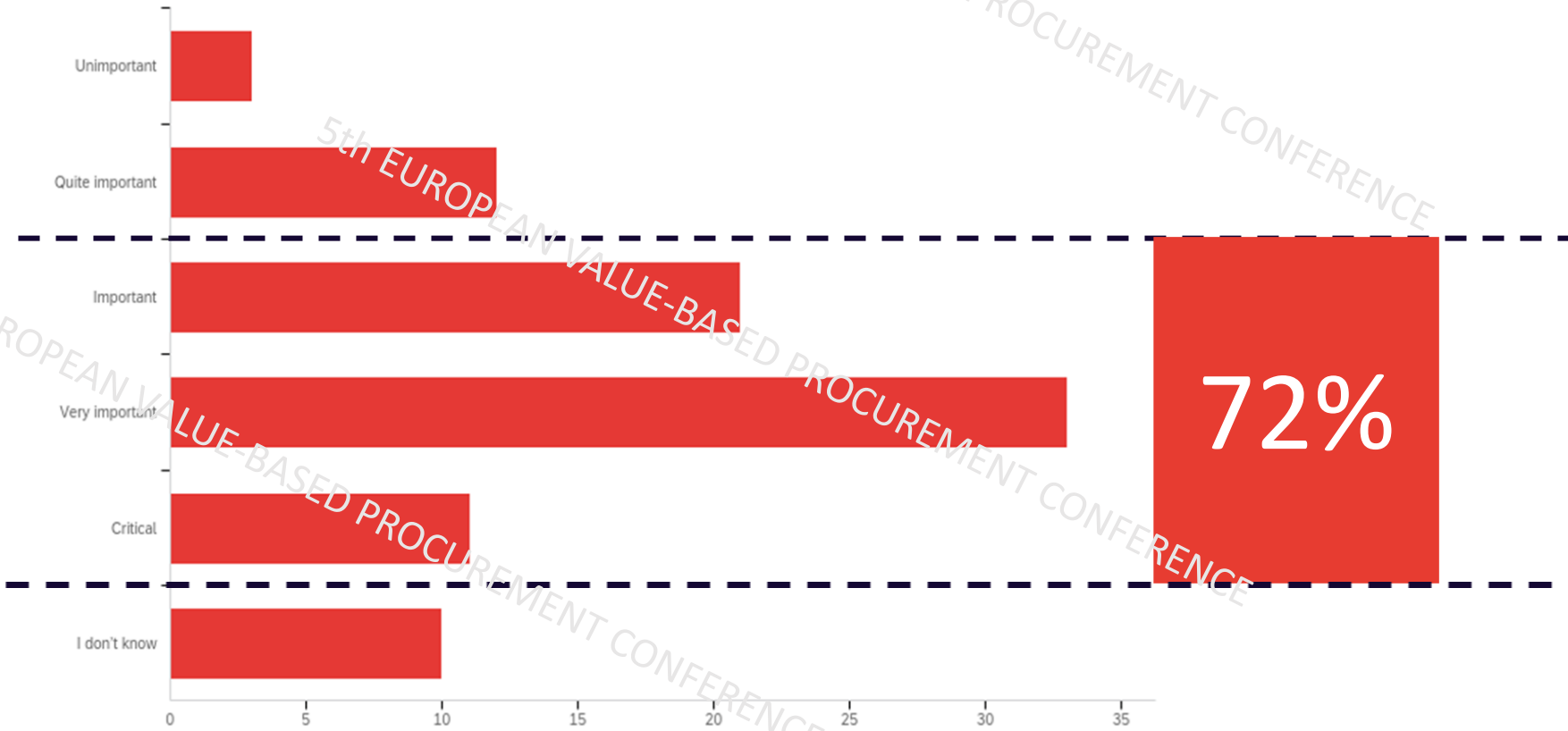
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VBS Survey

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How important is VBS to your organisation ?

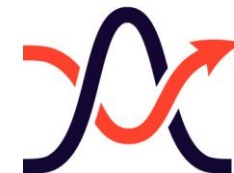
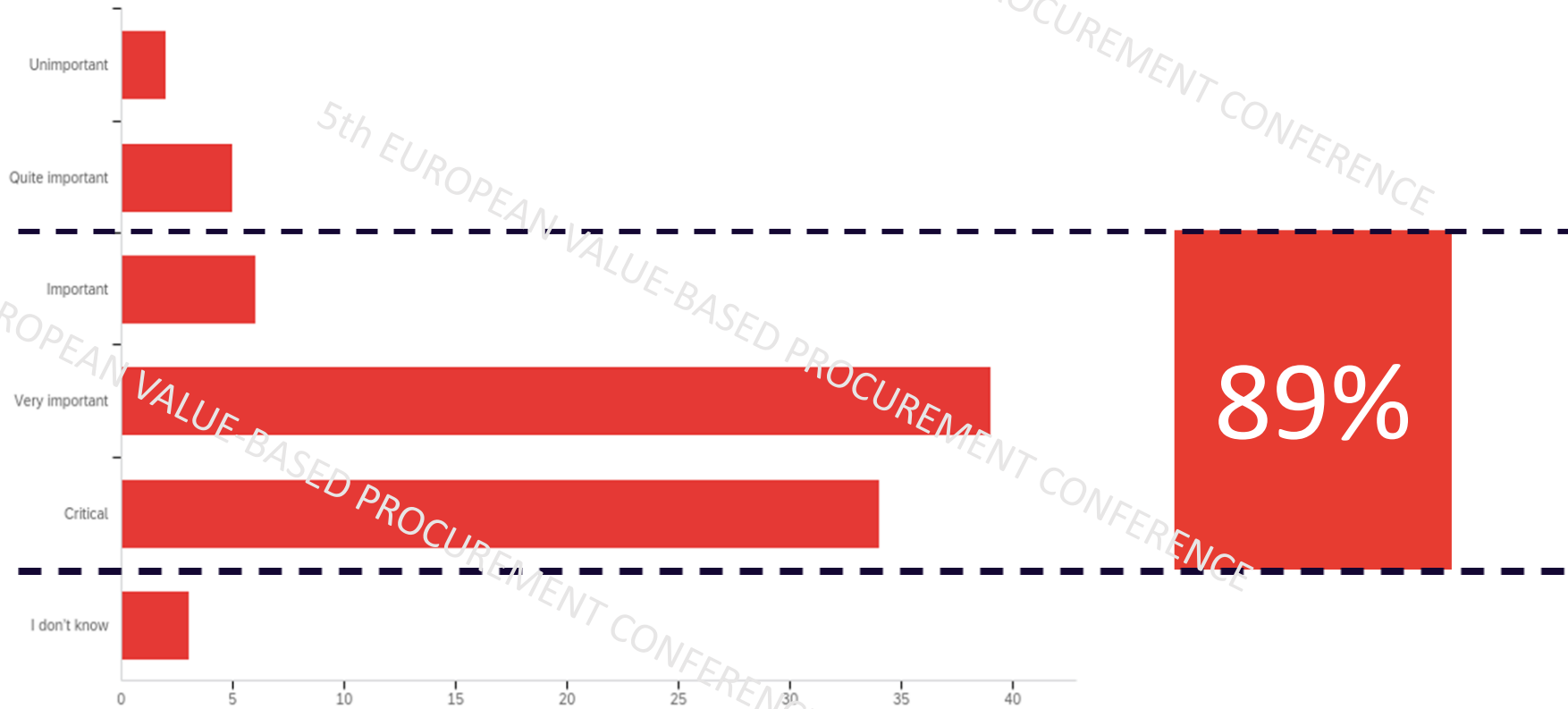




VBS Survey

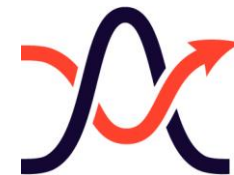
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How important *should* VBS be to your organisation?



What's next?

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What next?

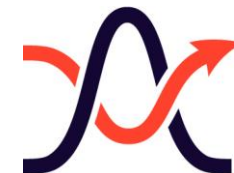


Download our white papers
https://bit.ly/VBS_WPs



- Look out for our final white paper in Q1 2024
- Join in the discussion on LinkedIn [@Value-Based Supply](#)
- EU VBP Community of Practice to develop the VBS concept further

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Value-Based Health and Care Academy

Education : Research : Consultancy

Education: DBA : MSc. : Executive Education : e-learning : masterclasses
Research: Horizon EU : UKRI : Innovate UK : NHS and Industry-funded
Consultancy: Global Life Sciences Companies : Health Systems



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