



VALUE-BASED  
PROCUREMENT

Partnering for patient-centric,  
sustainable health care

# 1st European Value-Based Procurement Conference

A new paradigm in Health Care



## The Hotel, Brussels – December 12, 2019

Organized by the Value-Based Procurement Community of Practice with the clear ambition to discuss and partner for patient-centric, quality and sustainable health care by adopting Value-Based Procurement and changing procurement practice.

Value-Based Procurement is a collaborative, multidisciplinary approach to partner for patient-centric, higher quality and more sustainable health care. Value-Based Procurement addresses key challenges in the provider/supplier relationship, leading to economic most advantageous purchasing by awarding the specific needs and what citizens, health systems, health actors and society value.

Supporting partners:



### 9.30 – 10.15 **Opening: A Value-Based Procurement Community of Practice (VBP CoP)**

Panel Session moderated by **Ingmar de Gooijer**

**Description:**

*The conference partners will share their views on the importance of incorporating the concept of value in decision-making and on using a value-based approach which considers the perspectives of all the health care actors involved. The participants will discuss their interest in value-based procurement as well as why it is the appropriate time to switch to value-based procurement practices. Conference partners will finally share their expectations ahead of the event.*

**Participants:**

- Nick Batey, President at EUREGHA/ International healthcare, Welsh Government
- Alyson Brett, Chief Executive Officer, NHS Commercial Solutions, EHPPA
- Serge Bernasconi, Chief Executive Officer, MedTech Europe

### 10.15-11.15 **Partnering for patient-centric, sustainable health care, pioneers in value-based and innovation procurement**

Panel Session moderated by **Ingmar de Gooijer** with Q&A

**Description:**

*The session highlights the pioneering work of the members of the community of practice to shift to value-based procurement, highlighting the diverse approaches taken to foster this change.*

**Participants:**

- Kjetil Istad, Managing Director, Sykehusinnkjøp HF, Norway, member of EHPPA
- Bruno Carriere, General Director, UniHA, France
- Ramon Maspons Bosch, Chief Innovation Officer (CINO), Agency for Health Quality and Assessment of Catalonia (AQuAS), Spain
- Andrew Smallwood, Head of Sourcing, Medical/Clinical, Shares Services Partnership, NHS Wales
- Lars Dahl Allerup, Public-Private Innovation and Strategic Partnerships, Capital Region of Denmark

### 11.15-12.00 **Coffee break and networking**

### 12.00-13.30 **Value-based procurement, an unexpected driver for an innovative and value-based health care. From regional to European and international initiatives to foster value-based procurement, incorporating value in health decision making**

Panel Session moderated by **Ingmar de Gooijer** with Q&A

**Description:**

*The session brings forward how visionary policy and financing initiatives foster a change in value-based procurement practices.*

**Participants:**

- Alba Vergés i Bosch, Minister of Health, Government of Catalonia
- Prof. Alan Brace, Director of Finance, Health and Social Care, Welsh Government
- Dr Rifat Atun, Professor of Global Health Systems, Harvard University
- Speaker, Canadian Province Government
- Dr. Arthur Hayen, Senior Intelligence Analyst, Menzis Healthcare, Dutch Healthcare Payer Organisation & Senior Lecturer, Leiden University Medical Center
- Carmen Laplaza Santos, Deputy Head of Innovative and Personalised Medicine Unit, DG RTD, EU Commission
- Speaker, DG SANTE, European Commission



**13.30 – 14.30 Lunch**

**14.30 – 16.00 Early Adoption of value-based procurement: a revolution in mind and an evolution in practice**

Interactive session moderated by **Gabriela Prada**

**Description:**

*The session aims to build a community of practice and to provide an opportunity to learn from peers. Participants will be informed of the ongoing initiatives and the views of some early adopters of value-based procurement.*

*Participants will have the opportunity to have an active conversation with the early adopters, engage with peers to leverage the momentum, accelerate the adoption and overcome the initial challenges of value-based procurement.*

*Two topics will be covered during this interactive discussion:*

**1. Which supportive tools are available to implement value-based procurement and how can legislation promote innovation procurement?**

- Hans Bax, Senior Advisor MEAT Value-Based Procurement
- Peter Dohmen, Procurement Consultant, Best Value Group
- Virginie Dor, Partner, CMS
- Speaker, EU Procurement, MEAT - DG GROW, European Commission

**2. Unplugged session: Live testimonials on performed value-based procurement cases and key learnings on how to engage with internal stakeholders and medtech suppliers. Your Unplugged questions are welcome**

*Testimonials from:*

- Louise Brink Thomson, Capital Region (Denmark)
- François Capitain, Resah (France)
- Gunnar Goblirsch, Consultant, former Head Purchasing, Karolinska (Sweden)
- Brian Mangan, SCCL, NHS (UK)
- Eva de Boer, Erasmus Medisch Centrum (Netherlands)
- Maarten Timmermann, Erasmus Medisch Centrum (Netherlands)
- Joanne Liddle, NHS Wales (UK)
- Karsten Kirkegaard, Region Syddanmark (Denmark)
- Per Wagner Kristensen, Region Syddanmark (Denmark)

**16.00 – 16.45 Coffee break with opportunity to meet the experts in value-based procurement**

## **16.45 – 17.30 How to accelerate the shift to value-based procurement**

Session moderated by Ingmar de Gooijer

Description:

*The final session provides an analysis of the current state of play and a consultant's view (BCG) on the required changes for procurers and for the medical technology industry. Specific initiatives are proposed to make change happen.*

*Four topics to be covered:*

### **1. Value-Based Procurement conference survey / belief audits results**

- Götz Gerecke, Managing Director and Senior Partner, BCG

### **2. The Journey of Change Management and on how to address identified challenges for both procurers and industry**

### **3. The community of practice (focus areas forward)**

- Götz Gerecke, Managing Director and Senior Partner, BCG

### **4. Five key takeaways for successful VBP piloting and for procurers and industry to get started**

## **17.30 – 18.00 Closing remarks**

## **18.00 – 19.00 Reception**