



The European Association of Value-Based Health Care

**João Marques-Gomes, PhD
President**

Public launch at the European Parliament in Brussels
May 30th, 2023



Your health, your choice

Public launch at the
European Parliament in Brussels

ACKNOWLEDGMENTS



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AGENDA



EUROPEAN
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OF VALUE-BASED
HEALTH CARE

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AGENDA

- 01 WHY
- 02 HOW
- 03 WHAT
- 04 YOU



.01

WHY



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.01 WHY

**People talk, but we don't see
much happening in Europe.**



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.01 **WHY**



**How can we help accelerate the
transformation to VBHC across
Europe?**



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WHY

**The transformation to
VBHC will happen fast if it
is done top-down.**



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.01 **WHY**

**There are two types
of politicians.**



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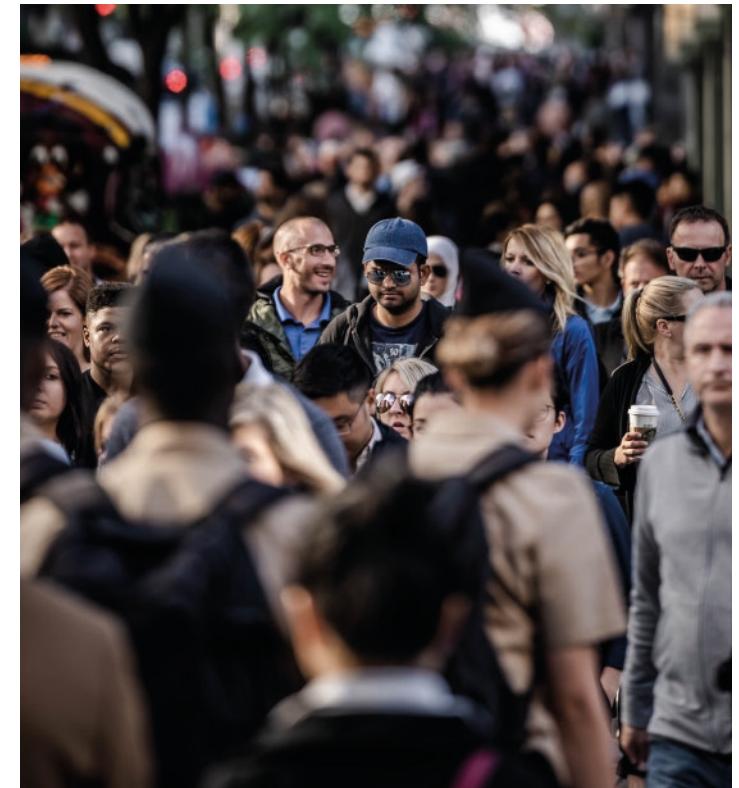
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.01 **WHY**



I have the vision.
Follow my lead.



My job is to represent
my people's wills and
needs.



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.01 WHY

**No one knows about this.
I don't have a political problem.**



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.01 **WHY**

Our job is to make sure that **every citizen of Europe** is aware of the challenges that European health systems face and appreciate that **VBHC is the solution.**



We are failing to make change happen faster because we are not talking to the ones who really have the power to change things.



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.01 WHY

THE PEOPLE



We want to put pressure
from the bottom up
to make the transformation
happen top down.



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.01 **WHY**



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.01 **WHY**

Through the voice of ordinary citizens,
we will **place VBHC on the political agenda**
of the various European countries
and institutions.



.02

HOW



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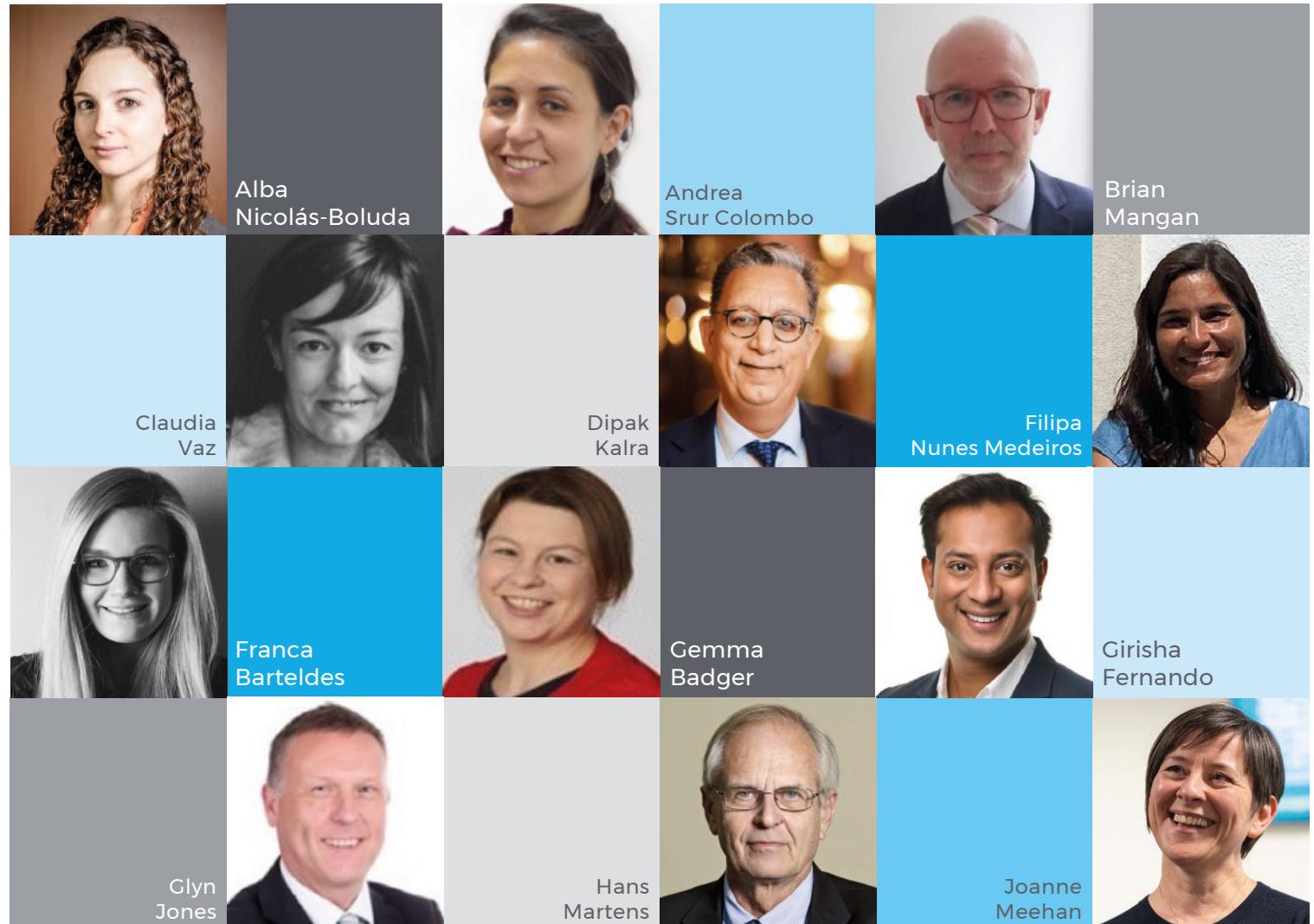
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.02 **HOW**

The European Association of Value-Based Health Care is a non-profit organization of European citizens founded by 21 specialists in VBHC from 10 European countries.

**Specialists in VBHC
from across Europe**

COUNCIL OF FOUNDERS

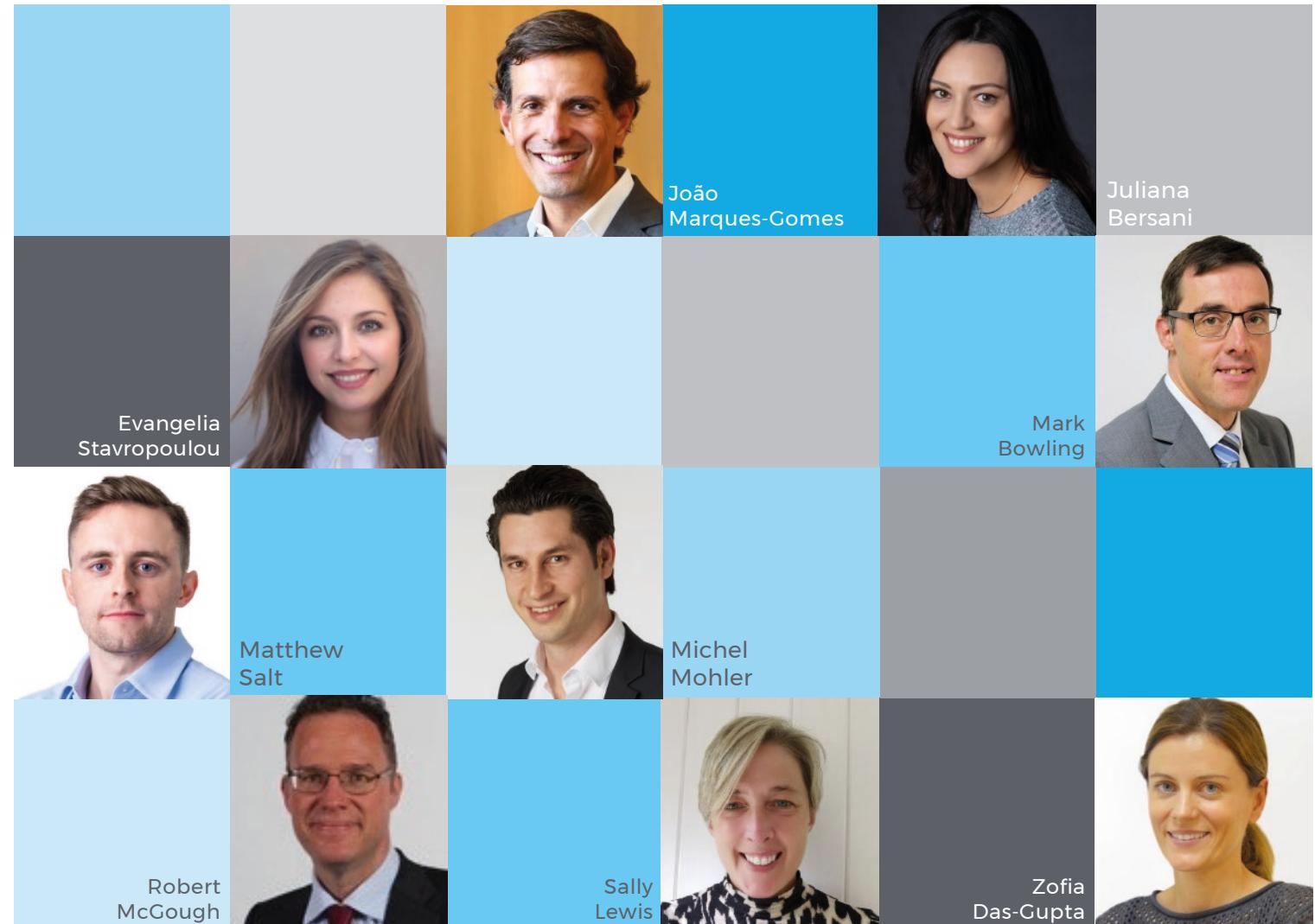


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.02 **HOW**

COUNCIL OF FOUNDERS



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.02 **HOW**



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.02 **HOW**





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.02 **HOW**



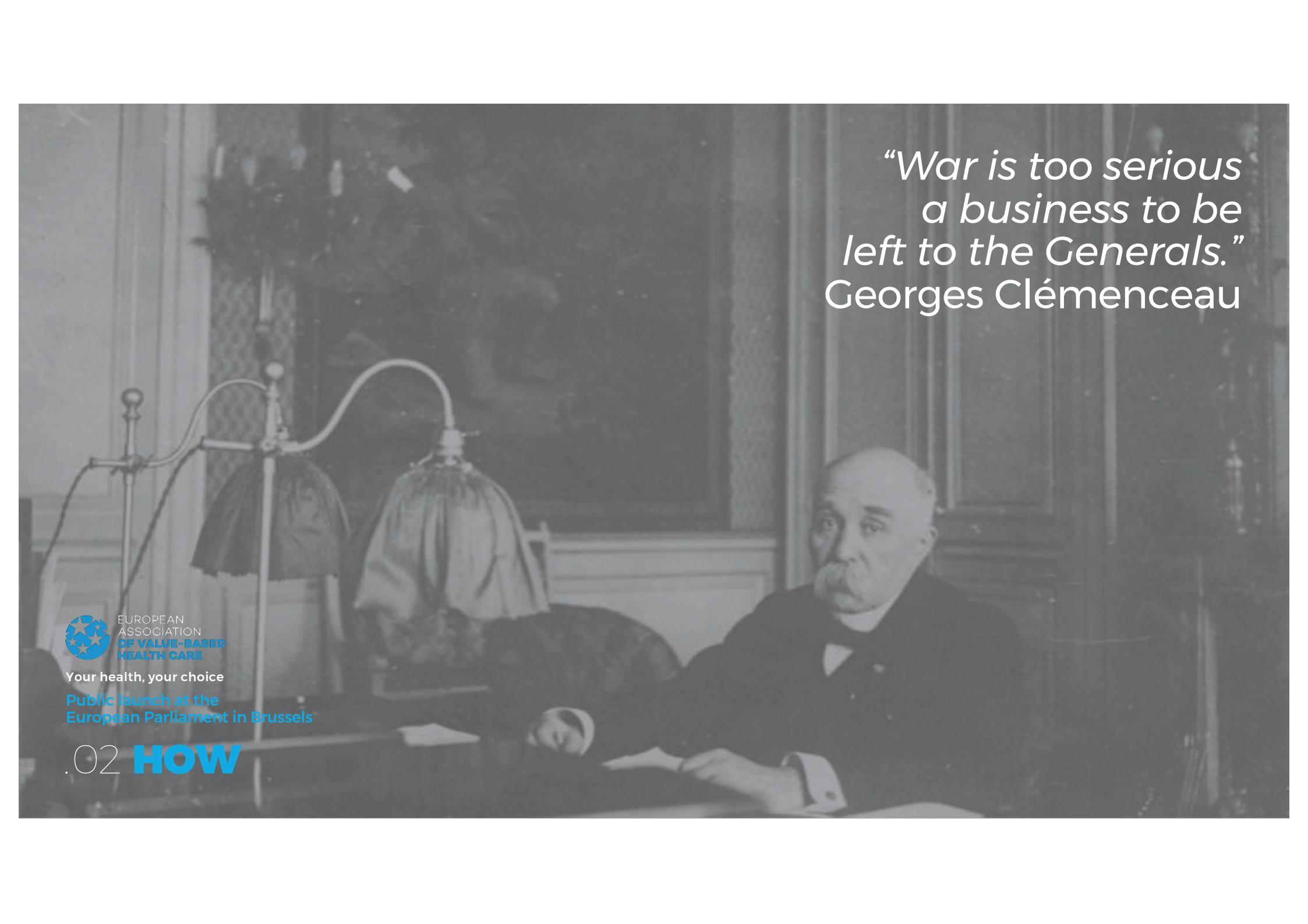
It is an initiative of citizens for citizens.
Its members represent themselves and do not
represent the organizations they work for.



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.02 **HOW**



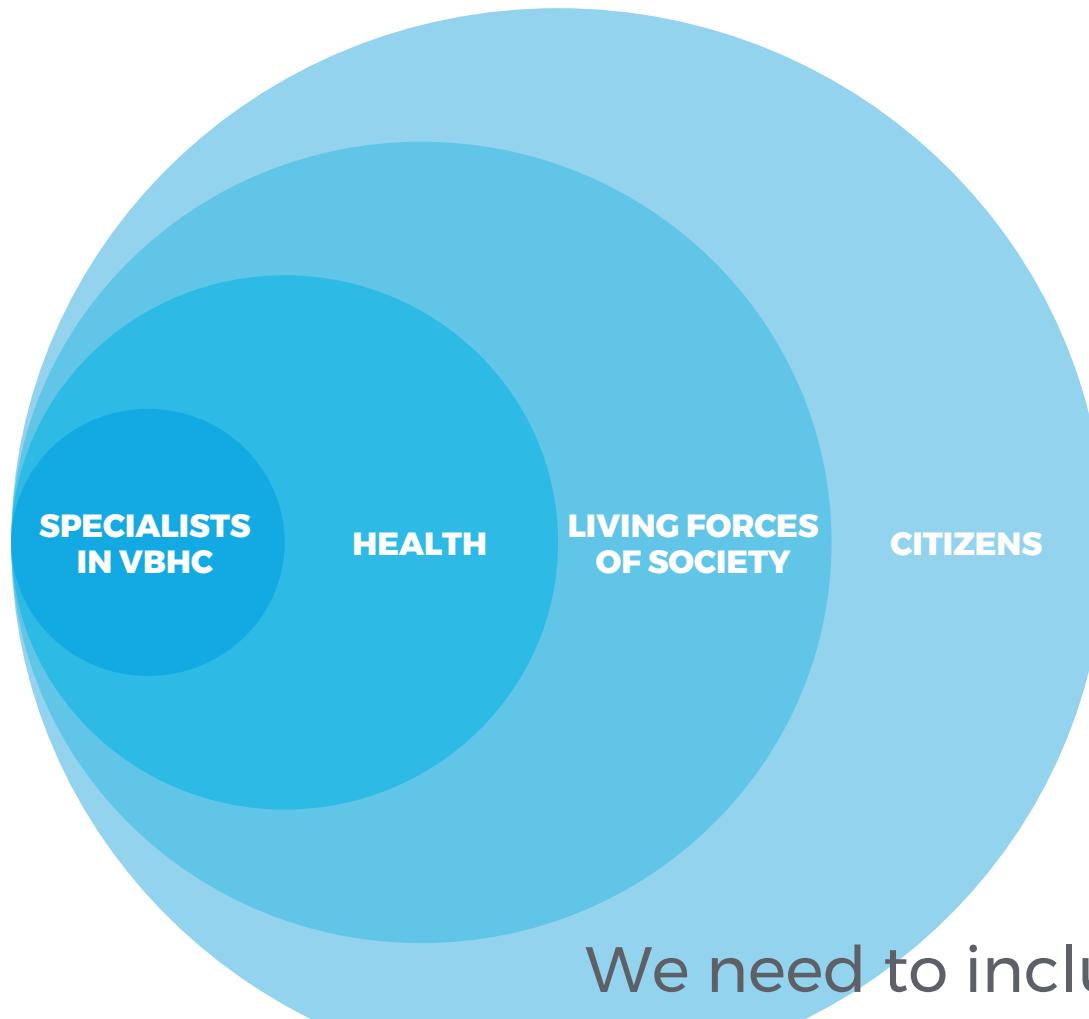
*“War is too serious
a business to be
left to the Generals.”*
Georges Clémenceau



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.02 **HOW**



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.02 **HOW**



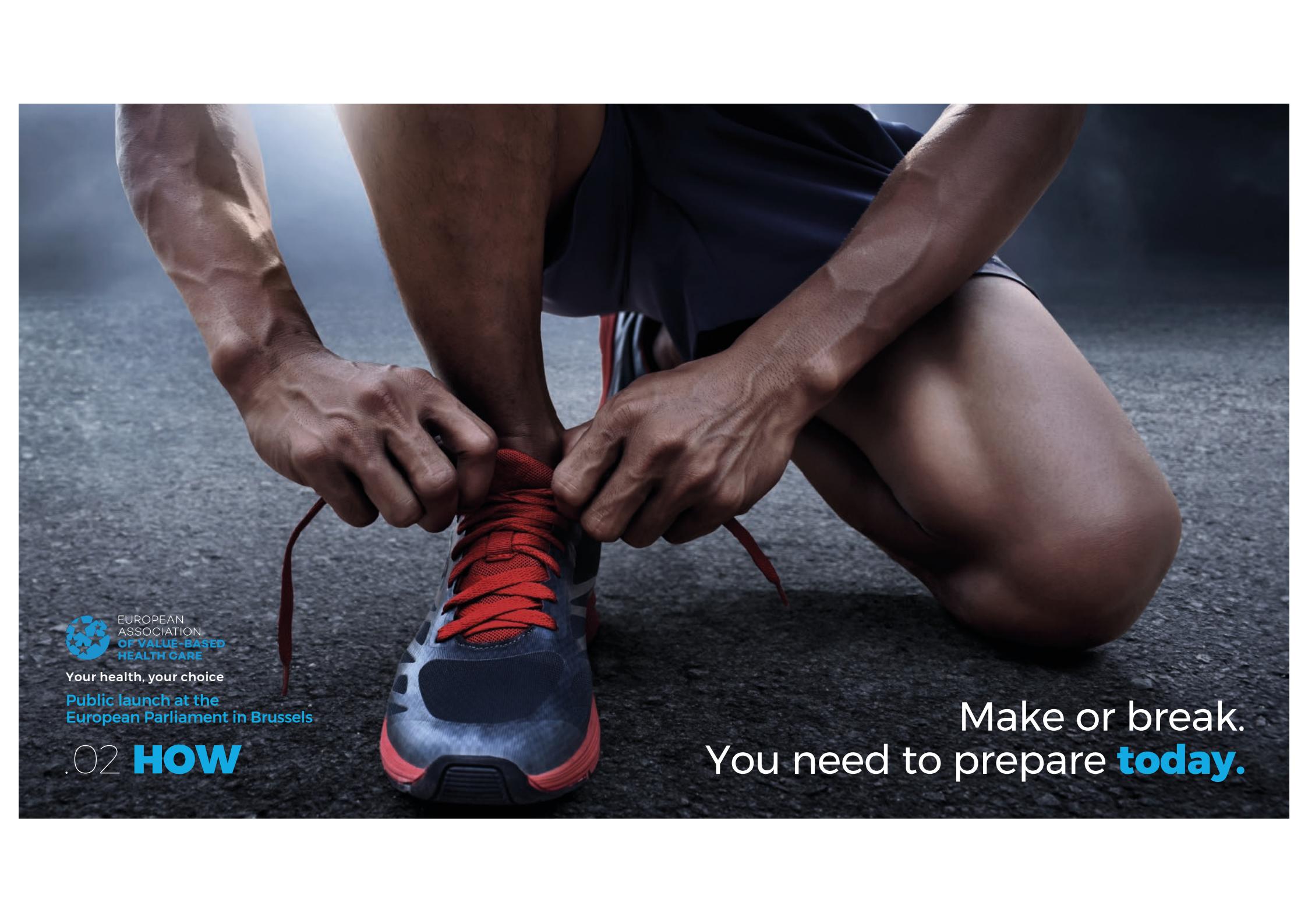
Change can only come when
we stand together as one.
We all must lend a helping hand.



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.02 **HOW**



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.02 **HOW**

Make or break.
You need to prepare **today**.

To win this challenge,
you must understand
**how well your offer
works in the real world.**



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.02 **HOW**





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.03 **WHAT**

Governmental
& Public Affairs



Implementation



Education



Research





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Public launch at the
European Parliament in Brussels

.03 **WHAT**

The High-Value Corps Program

Governmental
& Public Affairs



Implementation



Education



Research



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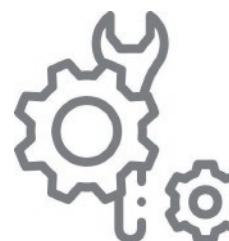
.03 **WHAT**

The High-Value Corps Program

Governmental
& Public Affairs



Implementation



The VBHC Academy



Education



Research



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Implementation



The VBHC Academy



Education



Research

The Center for High-Value Care



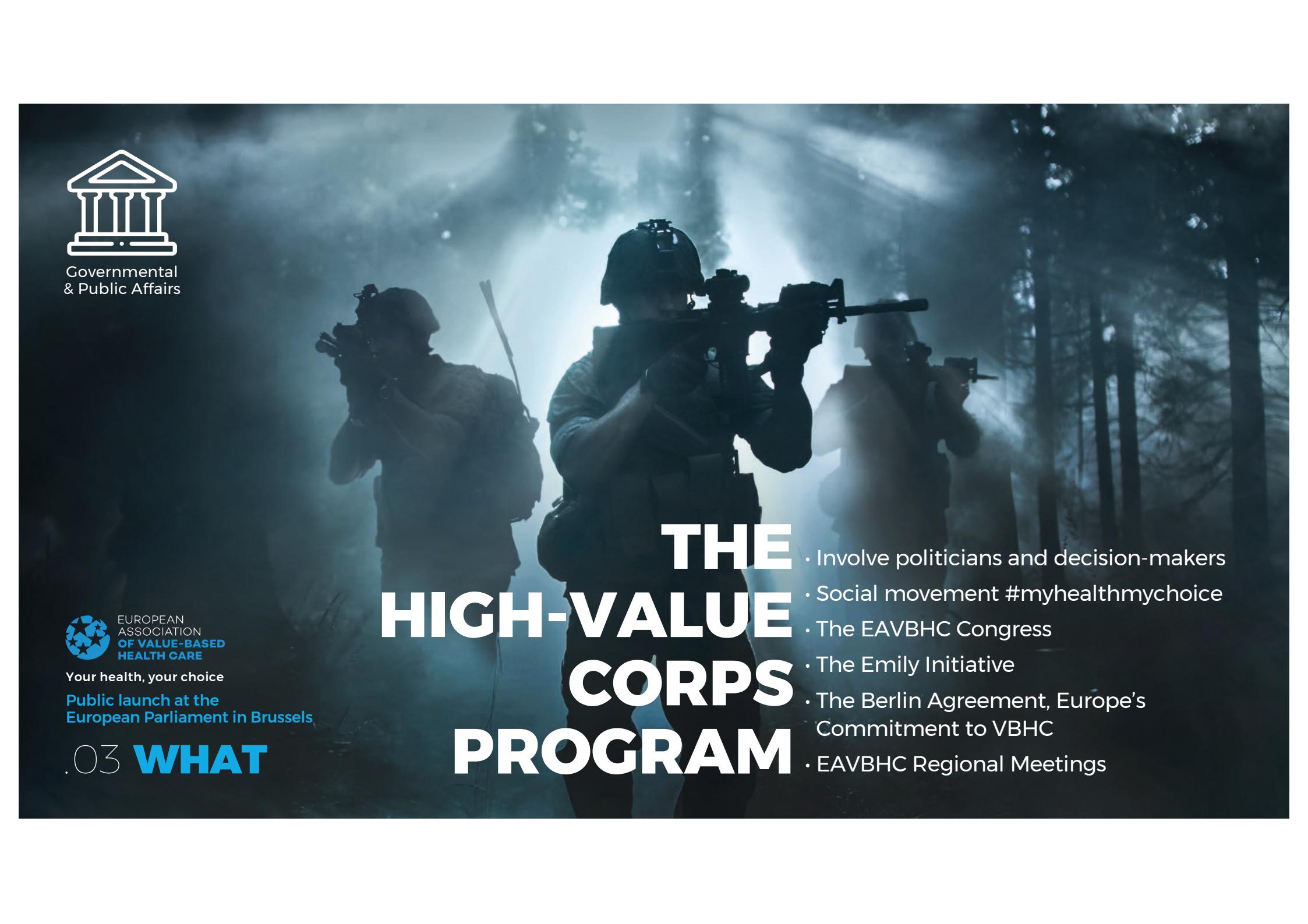
Governmental
& Public Affairs



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.03 **WHAT**



THE HIGH-VALUE CORPS PROGRAM

- Involve politicians and decision-makers
- Social movement #myhealthmychoice
- The EAVBHC Congress
- The Emily Initiative
- The Berlin Agreement, Europe's Commitment to VBHC
- EAVBHC Regional Meetings



Governmental
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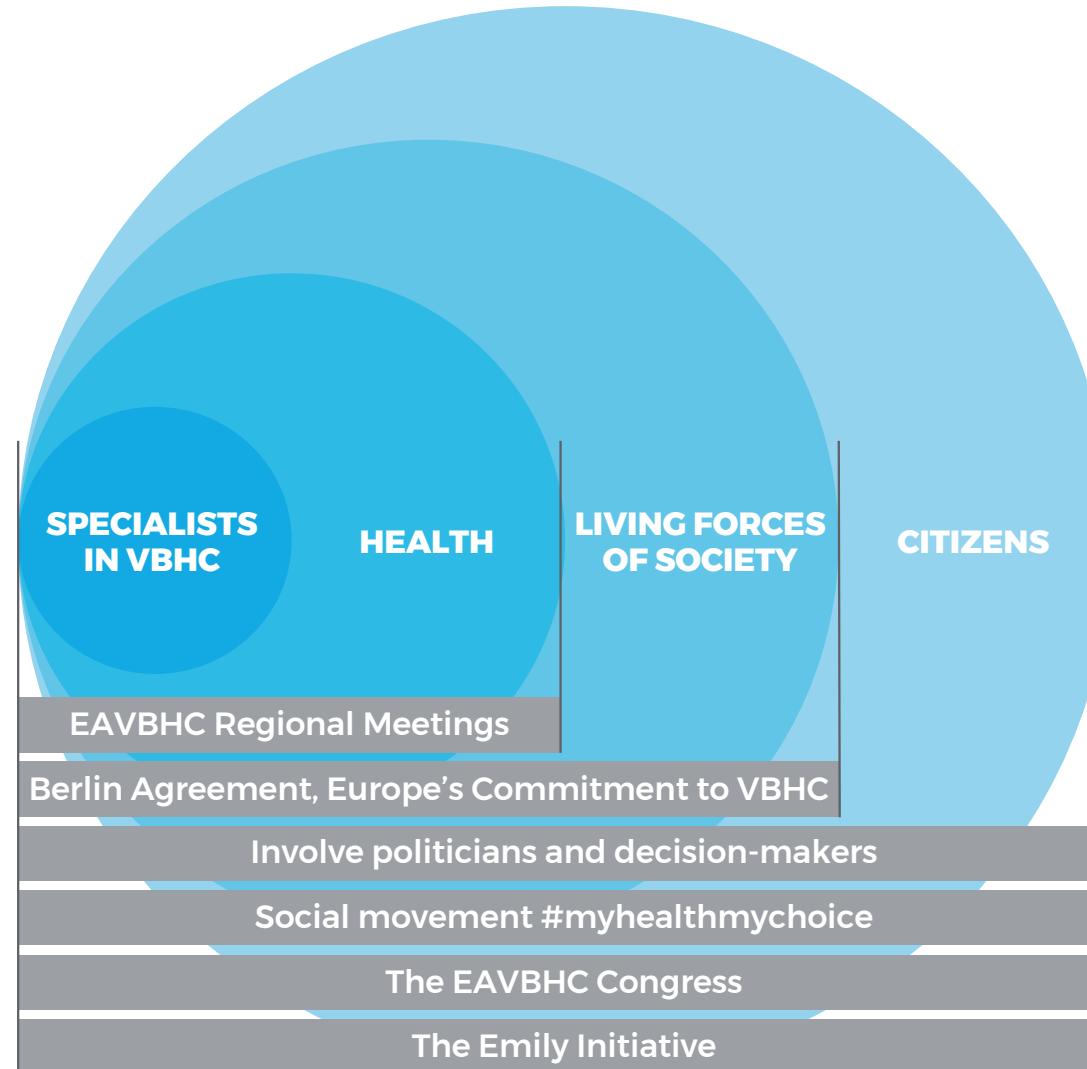
The High-Value Corps Program



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.03 **WHAT**





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The High-Value Corps Program



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.03 **WHAT**



What's scheduled?



Education

The VBHC Academy

Formal & Executive Education



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.03 **WHAT**

Center for High-Value Care RESEARCH



Offer one common European curriculum hands-on for formal education in European universities



Certification of non-Universities organizations that teach VBHC



Enlargement of the Coalition of Medical, Engineering, and Business Schools for VBHC



Training of University professors



Blue Belt & Black Belt Certificates



Leaders program
(Executive Education, face-to-face and online)



Education

The VBHC Academy

Formal & Executive Education



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.03 **WHAT**

MOBILITY

Scholar's Program



OPEN

Open Education





Education

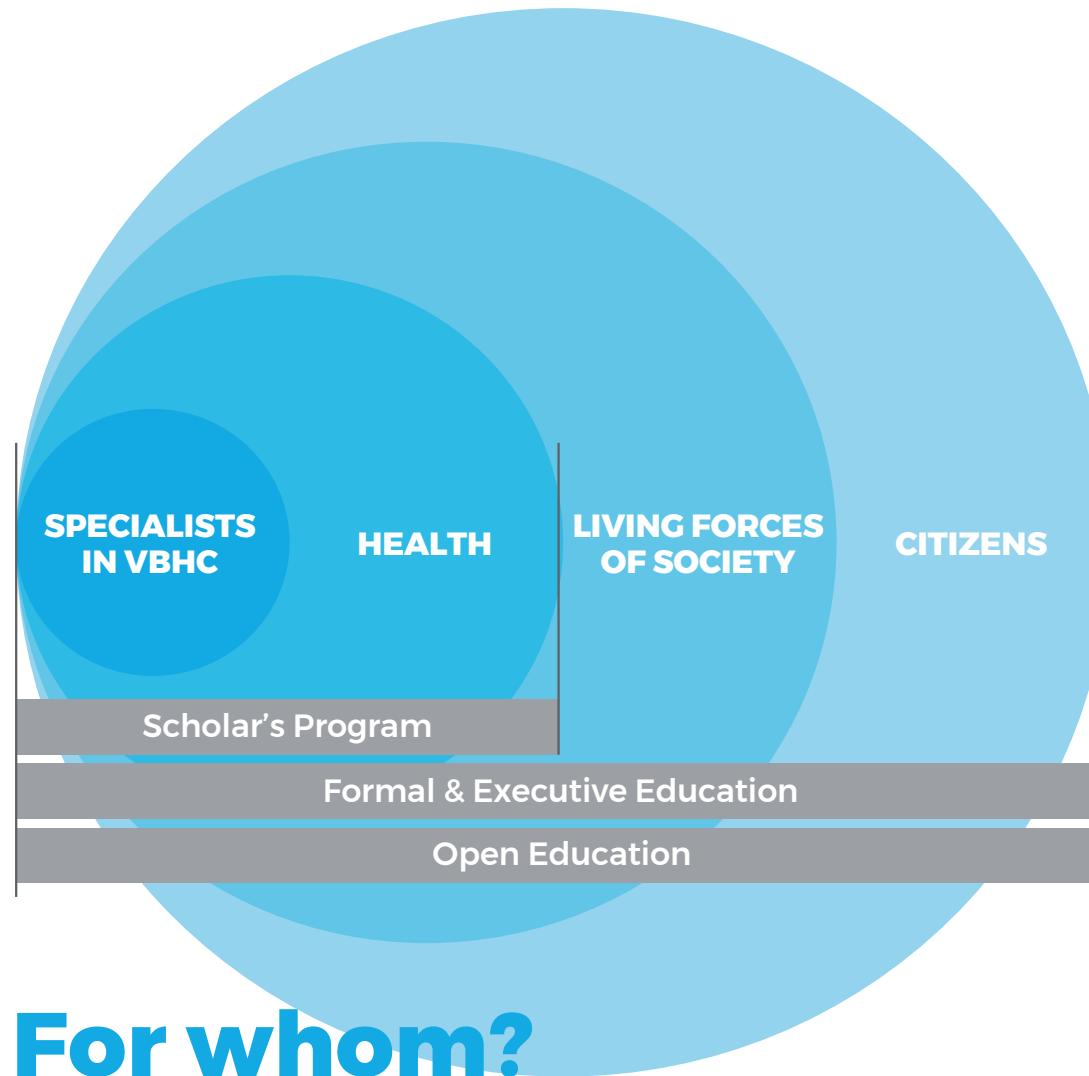
The VBHC Academy



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.03 **WHAT**





Education

**The VBHC
Academy**

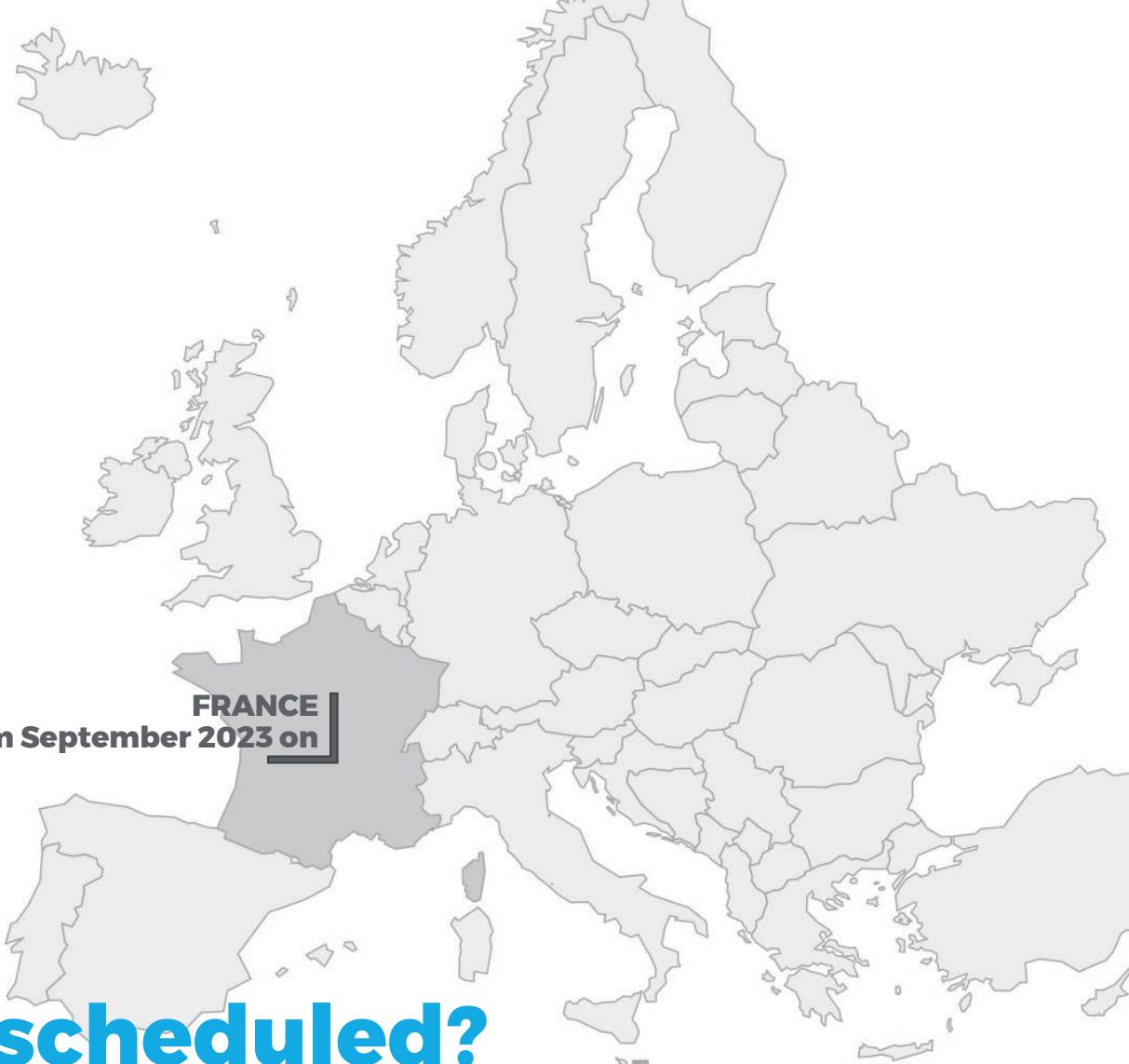


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.03 **WHAT**

What's scheduled?



FRANCE
From September 2023 on



Research

The Center for High-Value Care

Research



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.03 **WHAT**

**Research articles,
reports & case
studies**

**Prize EAVBHC
(together with
European
Universities)**

Library

Hub of scholars
& researchers
European Research
Consortium for VBHC
Co-supervise master's
and Ph.D. students

EVIDENCE



**Governmental
& Public Affairs**



Education



Implementation



Research

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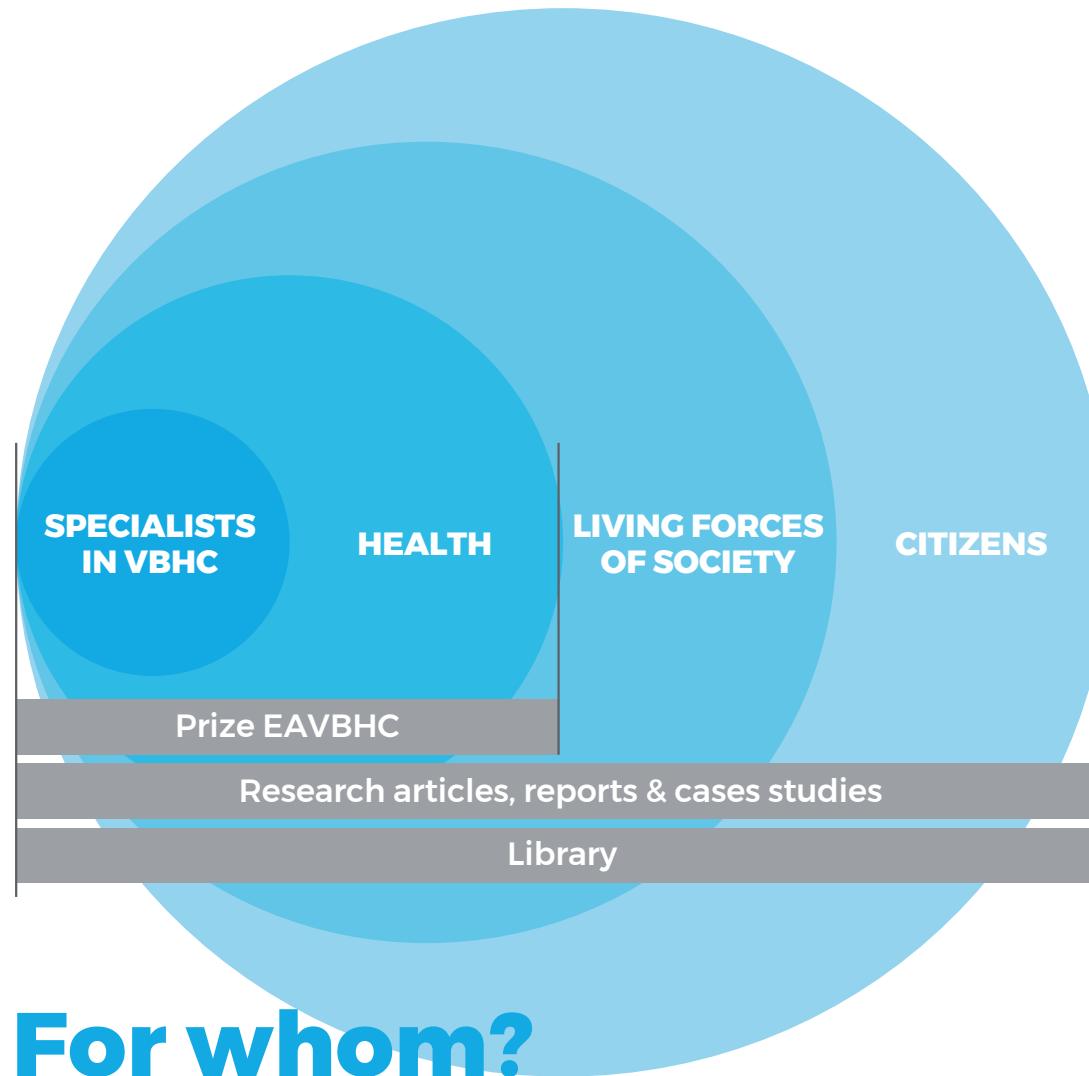
Research



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.03 **WHAT**





Research

The Center for High-Value Care

Research



EDUCATION IN VALUE-BASED HEALTH CARE ACROSS EUROPE

Handbook for Universities



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.03 **WHAT**



Your health, your choice

2023

What's scheduled?



Research

The Center for High-Value Care

Research



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.03 **WHAT**

The collage features several elements:

- A magnifying glass icon with a question mark inside, representing research.
- A booklet titled "CASE STUDY" with the "EUROPEAN ASSOCIATION OF VALUE-BASED HEALTH CARE" logo.
- A group of diverse people (men, women, and children) smiling together.
- A promotional graphic for the "IMPLEMENTING VALUE-BASED HEALTH CARE IN EUROPE Case Studies Series". The graphic includes the association's logo and the tagline "Your health, your choice".
- Text snippets from the case studies, such as "Phasellus a lib", "Aliquam sed pu", "Sed mollis", and "Morbi etiam".
- The year "2024" is visible in the bottom right corner of the graphic.

What's scheduled?



Implementation

The Center for High-Value Care

Implementation

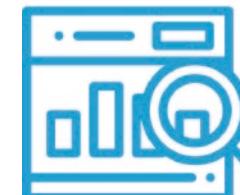


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.03 **WHAT**

Implementation Squad



Data accreditation

Accreditation of VBHC
individual initiatives



Accreditation of VBHC
organizations

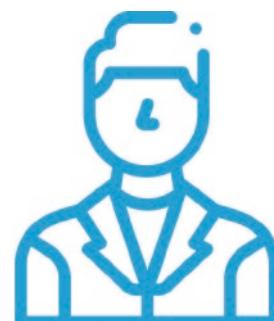


Education



Implementation

Certifications &
accreditations



INDIVIDUALS

EDUCATION

- Blue Belt & Black Belt certificates



ORGANIZATIONS

EDUCATION

- Access to the Coalition of Medical, Engineering, and Business Schools for VBHC
- Certification of non-Universities organizations that teach VBHC

IMPLEMENTATION

- Data accreditation
- Accreditation of VBHC individual initiatives
- Accreditation of VBHC organizations



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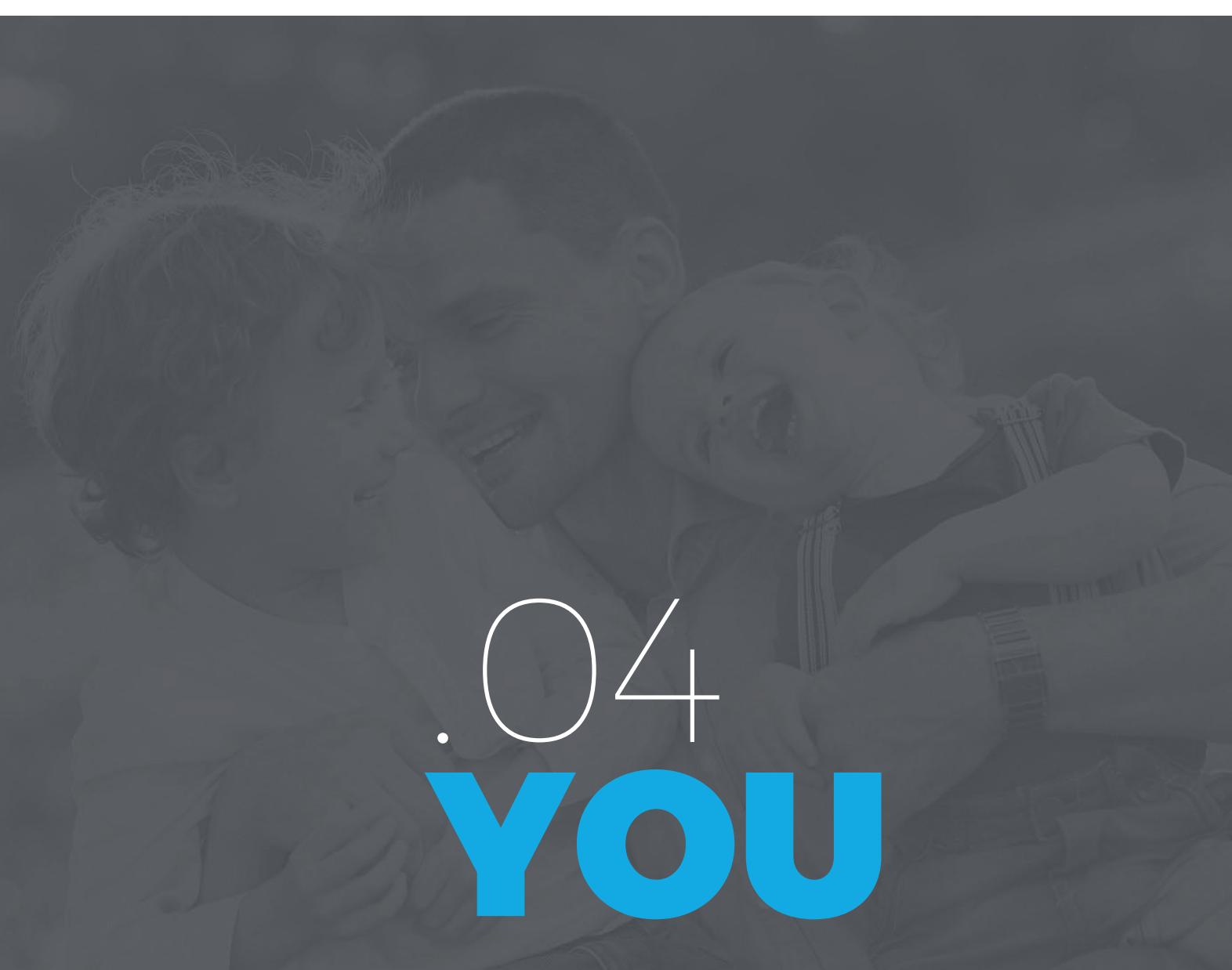
.03 **WHAT**



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.04
YOU



ACT NOW



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.04 **YOU**

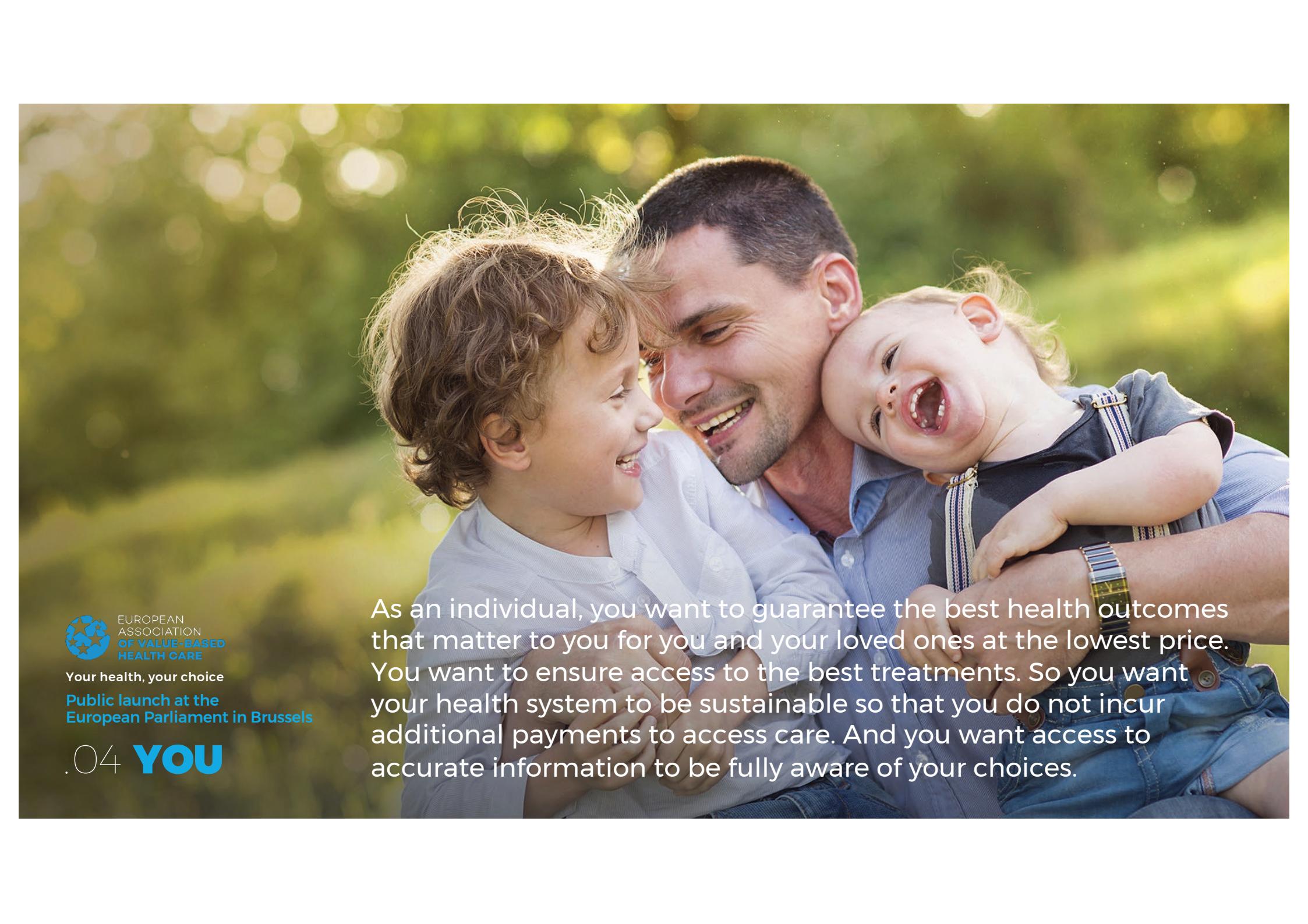


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.04 **YOU**



As an individual, you want to guarantee the best health outcomes that matter to you for you and your loved ones at the lowest price. You want to ensure access to the best treatments. So you want your health system to be sustainable so that you do not incur additional payments to access care. And you want access to accurate information to be fully aware of your choices.

INDIVIDUALLY



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.04 **YOU**

- Become a participating member of the Association
- Donate money for the general functioning of the organization
- Fund concrete projects or activities
- Volunteer your time to help bring concrete projects to the ground
- Open your network inside and outside the health sector





As an organization,
you want to **be ready**
for the transformation.



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.04 **YOU**



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.04 **YOU**

As a provider, you want to ensure
you produce the best health outcomes
that matter the most to your patients in
the least costly way.

Be prepared

The EAVBHC can help you
implement outcome and cost
measurement and give you access
to an implementation/learning
community of hospitals worldwide.



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.04 **YOU**

If you are a manufacturer, you want to make sure that you know how well your solution behaves in the real world so that you can make the most of your value-based agreements.

The EAVBHC can help you with this by giving you access to a data platform (Emily) so that you have real-world evidence and by helping you set up the value-based agreement.

Be prepared



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.04 **YOU**

If you are a payor, you want to ensure
you are not paying too much to treat
a medical condition.

The EAVBHC can help you by doing the
costing of the medical condition
in different hospital settings and
helping you negotiate value-based
reimbursements.

Be prepared



YOU CAN
MAKE IT HAPPEN
IN SO MANY WAYS



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.04 **YOU**

ON BEHALF OF YOUR ORGANIZATION

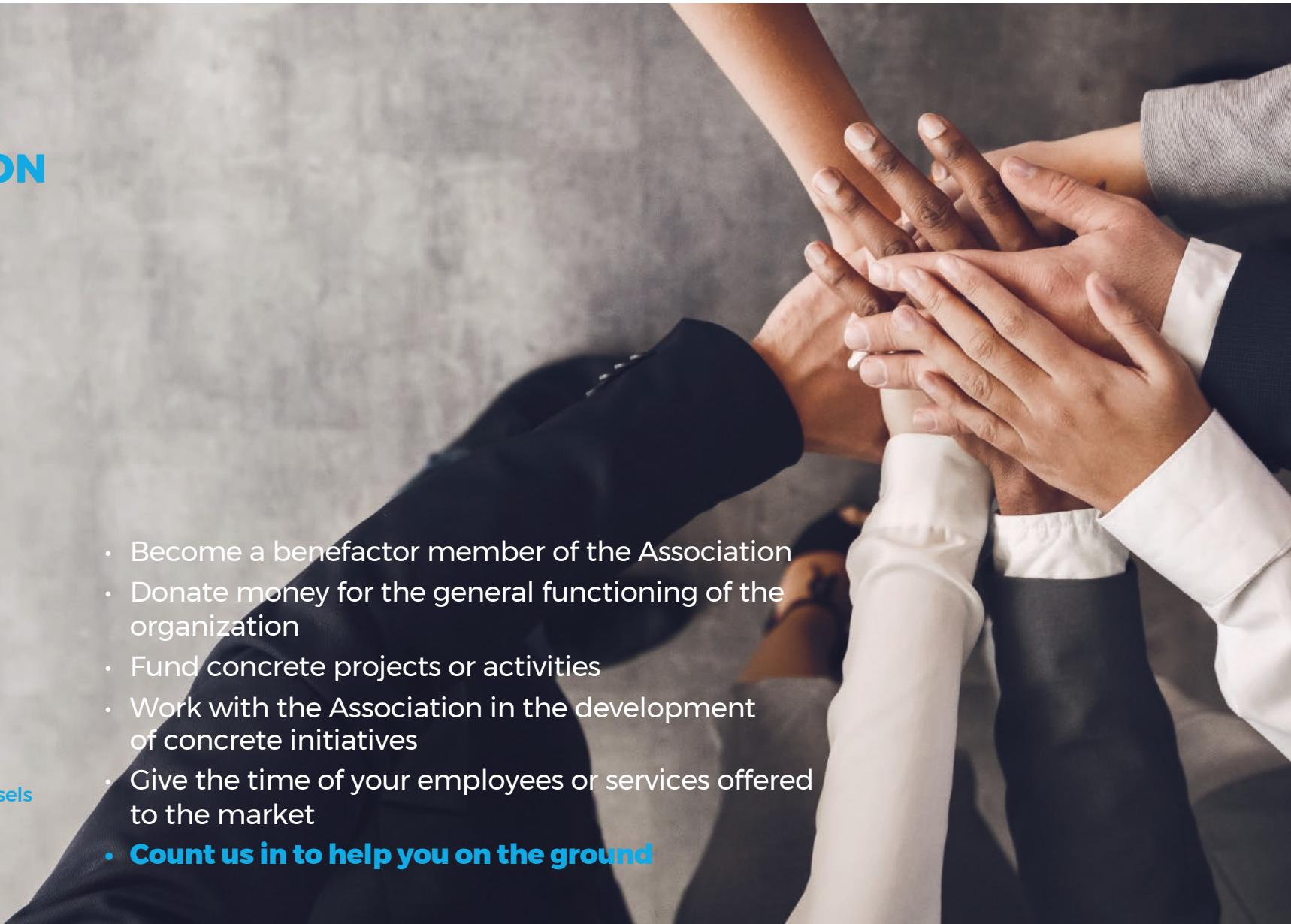
- Become a benefactor member of the Association
- Donate money for the general functioning of the organization
- Fund concrete projects or activities
- Work with the Association in the development of concrete initiatives
- Give the time of your employees or services offered to the market
- **Count us in to help you on the ground**



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.04 **YOU**





Governmental
& Public Affairs

The High-Value Corps Program



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.04 **YOU**

NON
EXHAUSTIVE

- Sponsor the **social movement #myhealthmychoice**
- Fund the growth of **the Emily initiative** (data collection and outcome improvement through data analytics/continuous improvement cycles and for understanding the behavior of solutions in real-world settings)
- Fund the negotiation of the **Berlin Agreement** – Europe's agreement to VBHC
- Fund the **activity of one press officer in a European country**
- Sponsor the **EAVBHC Congress** in Munich or a **regional meeting** in Paris, Madrid, Milan, or Warsaw



Education

The VBHC Academy



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.04 **YOU**

NON
EXHAUSTIVE

- Fund the **establishment of formal education** on VBHC across Europe
- Fund the **training of university professors** in VBHC
- Fund the **enlargement of the coalition of medical, engineering, and business schools** for VBHC
- Sponsor the **national tour of executive education** in a European country (together with a top-ranked University in that European country)



Research

The Center for High-Value Care



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.04 **YOU**

NON
EXHAUSTIVE

- Fund the **evidence produced** (articles, reports & case studies) at the Center for High-Value Care



*“Our future is in our hands.
Our lives are what we
choose to make them”*
Winston Churchill



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OF VALUE-BASED
HEALTH CARE

Your health, your choice

It's your health. It's your choice.
<https://eavbhc.org/>