



# The European Association of Value-Based Health Care

**João Marques-Gomes, PhD**  
**President**

Public launch at the European Parliament in Brussels  
May 30<sup>th</sup>, 2023



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ASSOCIATION  
OF VALUE-BASED  
HEALTH CARE

Your health, your choice



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## ACKNOWLEDGMENTS





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## AGENDA



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## AGENDA

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



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# .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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01 **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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.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.**



A high-angle, wide shot of a massive crowd of people filling a city street in Brussels. The crowd is diverse in age and appearance, with many individuals looking towards the camera. In the background, a white truck is visible on the road, and trees line the sidewalks. The scene is brightly lit, suggesting daytime.

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.



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# .02 HOW



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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

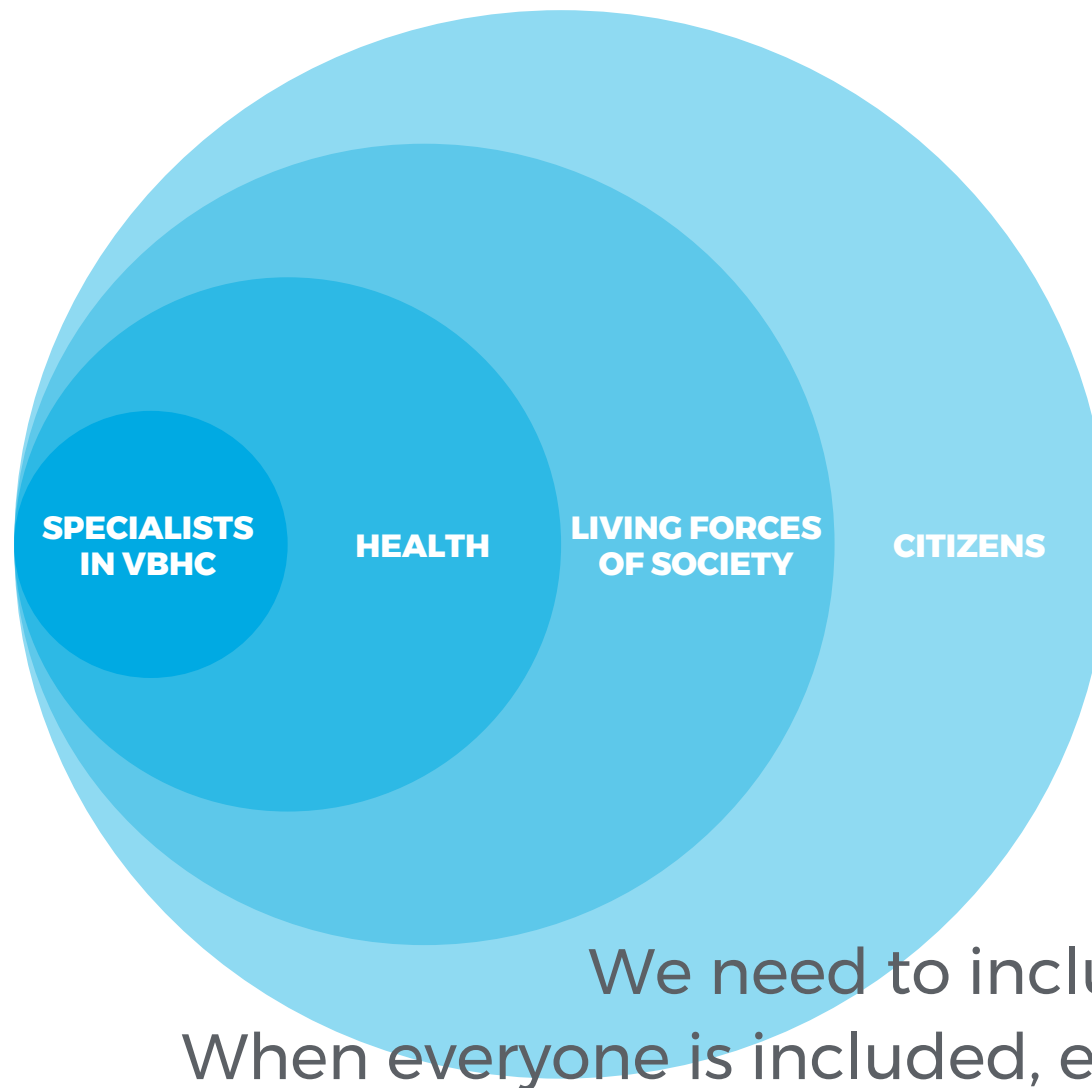


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.02 **HOW**



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.02 **HOW**

We need to include everyone.  
When everyone is included, everyone wins.





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



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.03 **WHAT**

Governmental  
& Public Affairs



Education



Implementation



Research





## The High-Value Corps Program

Governmental  
& Public Affairs



Education

Implementation



Research



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.03 **WHAT**



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.03 **WHAT**

## The High-Value Corps Program

Governmental  
& Public Affairs



Implementation



## The VBHC Academy



Education



Research





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.03 **WHAT**

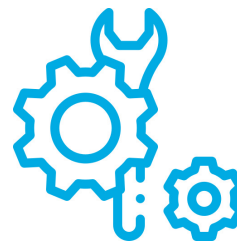
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& Public Affairs



Implementation



## The VBHC Academy

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Education



Research

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**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  
& Public Affairs

## The High-Value Corps Program

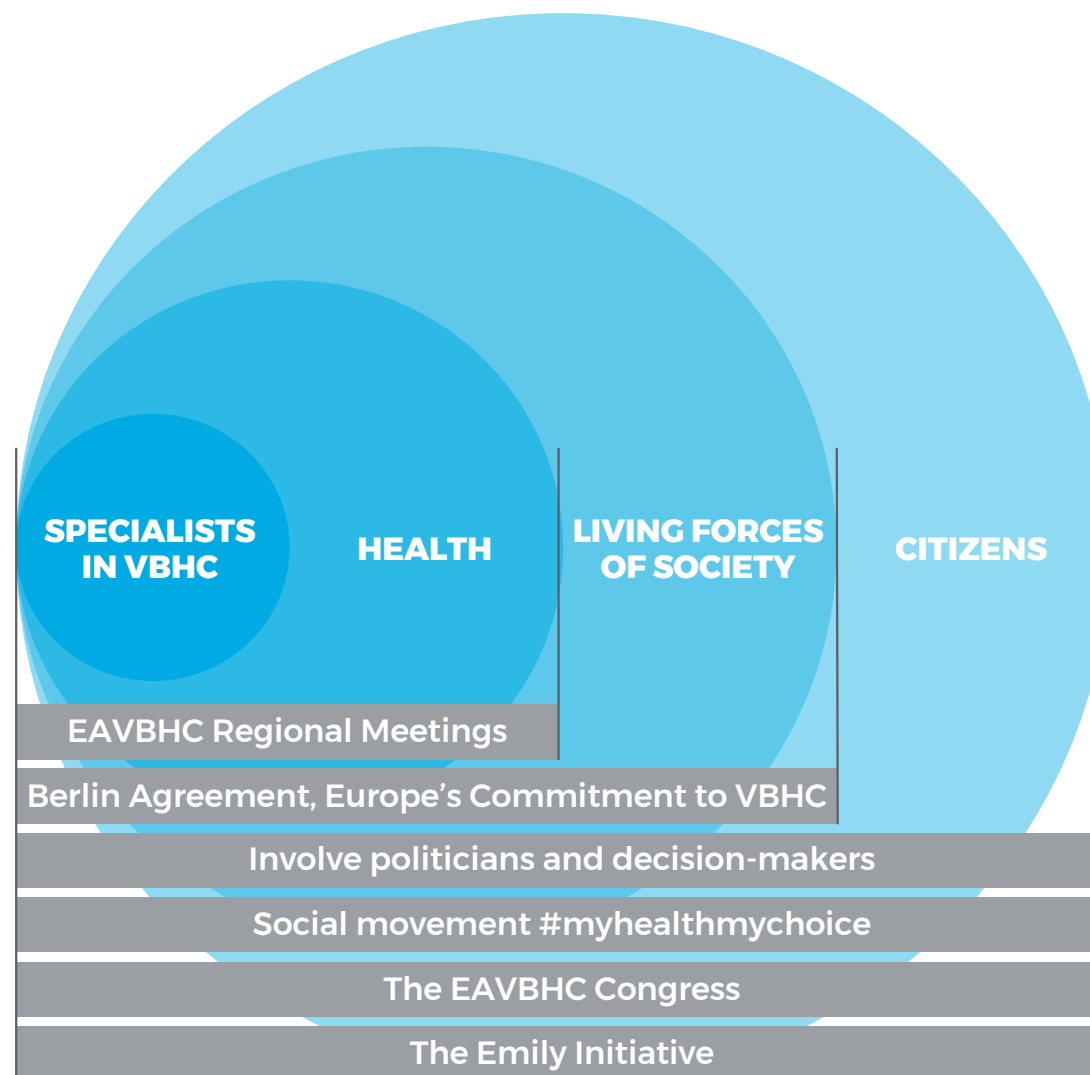


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.03 **WHAT**





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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



Training of  
University  
professors

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



## 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

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Scholar's Program



## OPEN

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Open Education







Education

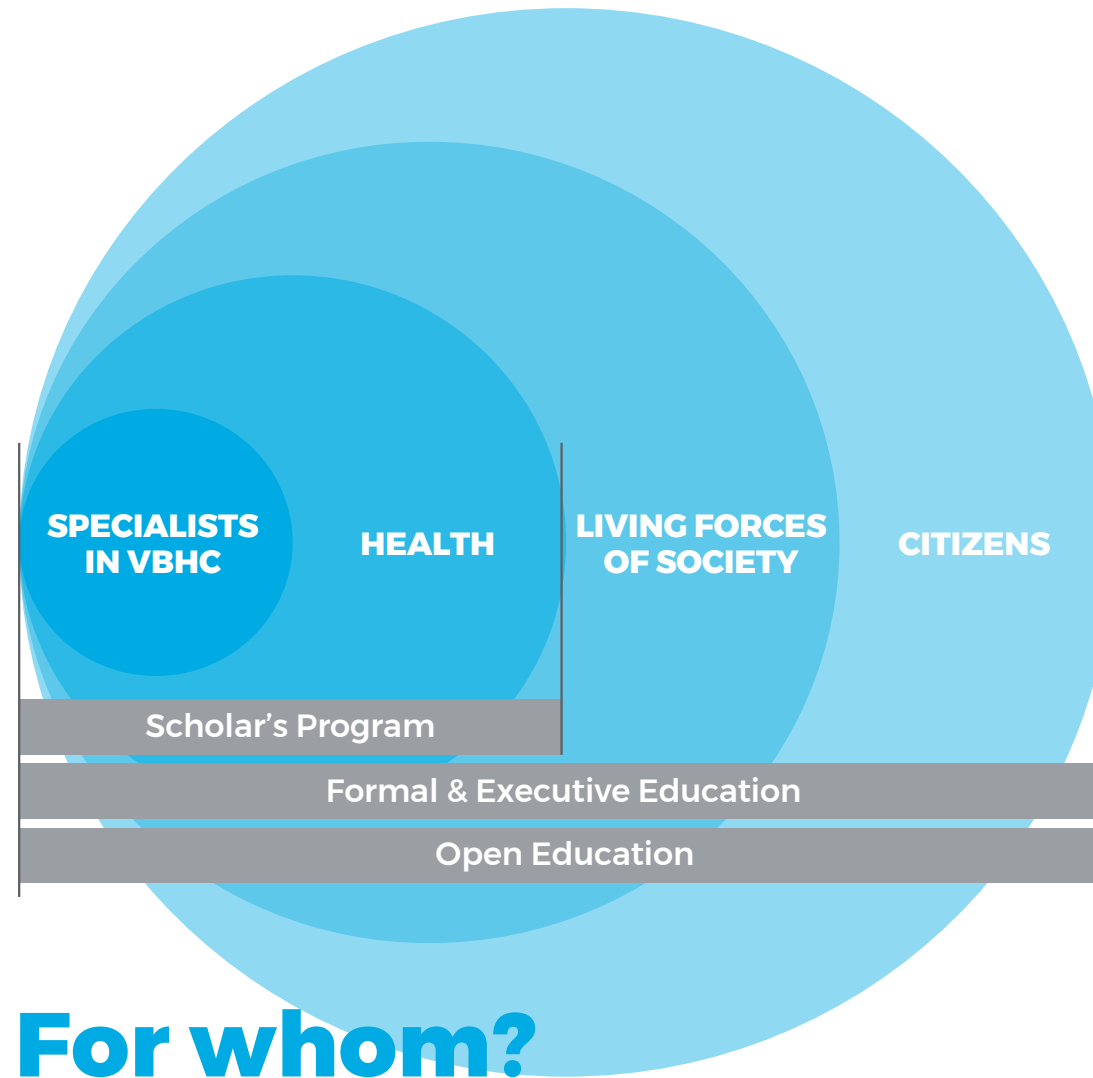
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Academy**



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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

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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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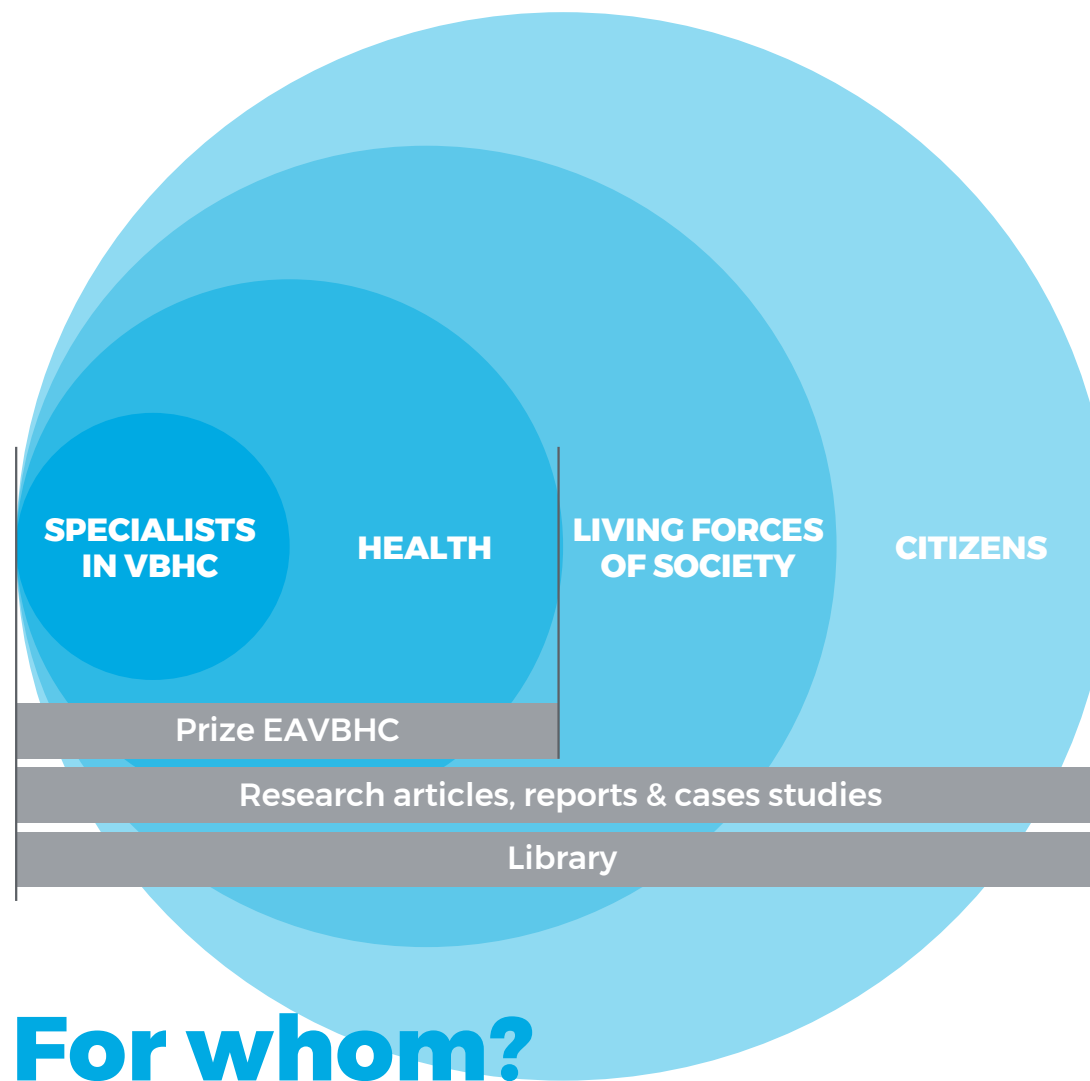
Research



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.03 **WHAT**







Research

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Research



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.03 **WHAT**

# What's scheduled?



## EDUCATION IN VALUE-BASED HEALTH CARE ACROSS EUROPE

Handbook for Universities



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2023



Research

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Research

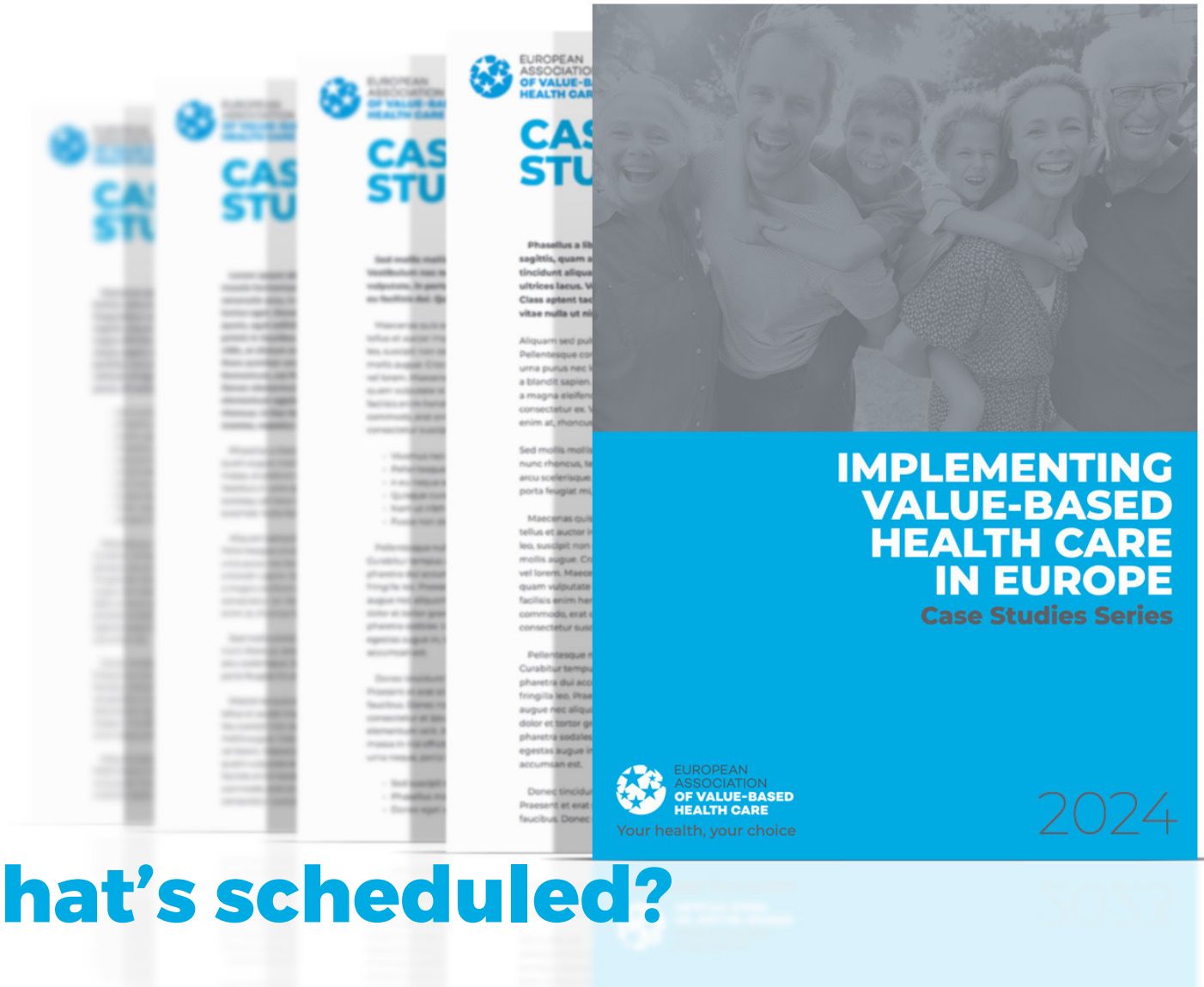


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.03 **WHAT**

# What's scheduled?





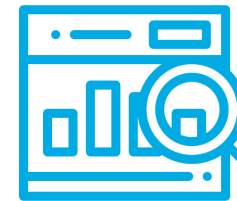


Implementation

## The Center for High-Value Care

Implementation

Implementation Squad



Data accreditation

Accreditation of VBHC individual initiatives



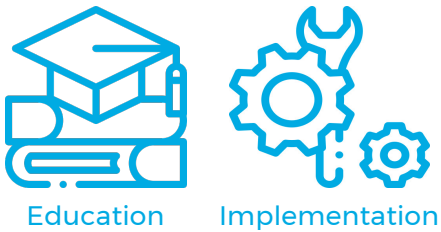
Accreditation of VBHC organizations



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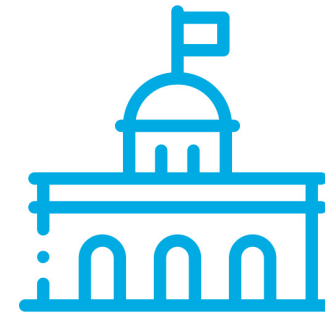
## Certifications & accreditations



### 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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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.

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

.04 **YOU**

# Be prepared



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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.

# Be prepared

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.





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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.

**Be prepared**

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





# YOU CAN MAKE IT HAPPEN IN SO MANY WAYS



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.04 **YOU**



# ON BEHALF OF YOUR ORGANIZATION



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.04 **YOU**

- 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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## The High-Value Corps Program

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



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.04 **YOU**



Education

**The VBHC  
Academy**

NON  
EXHAUSTIVE



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.04 **YOU**

- 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

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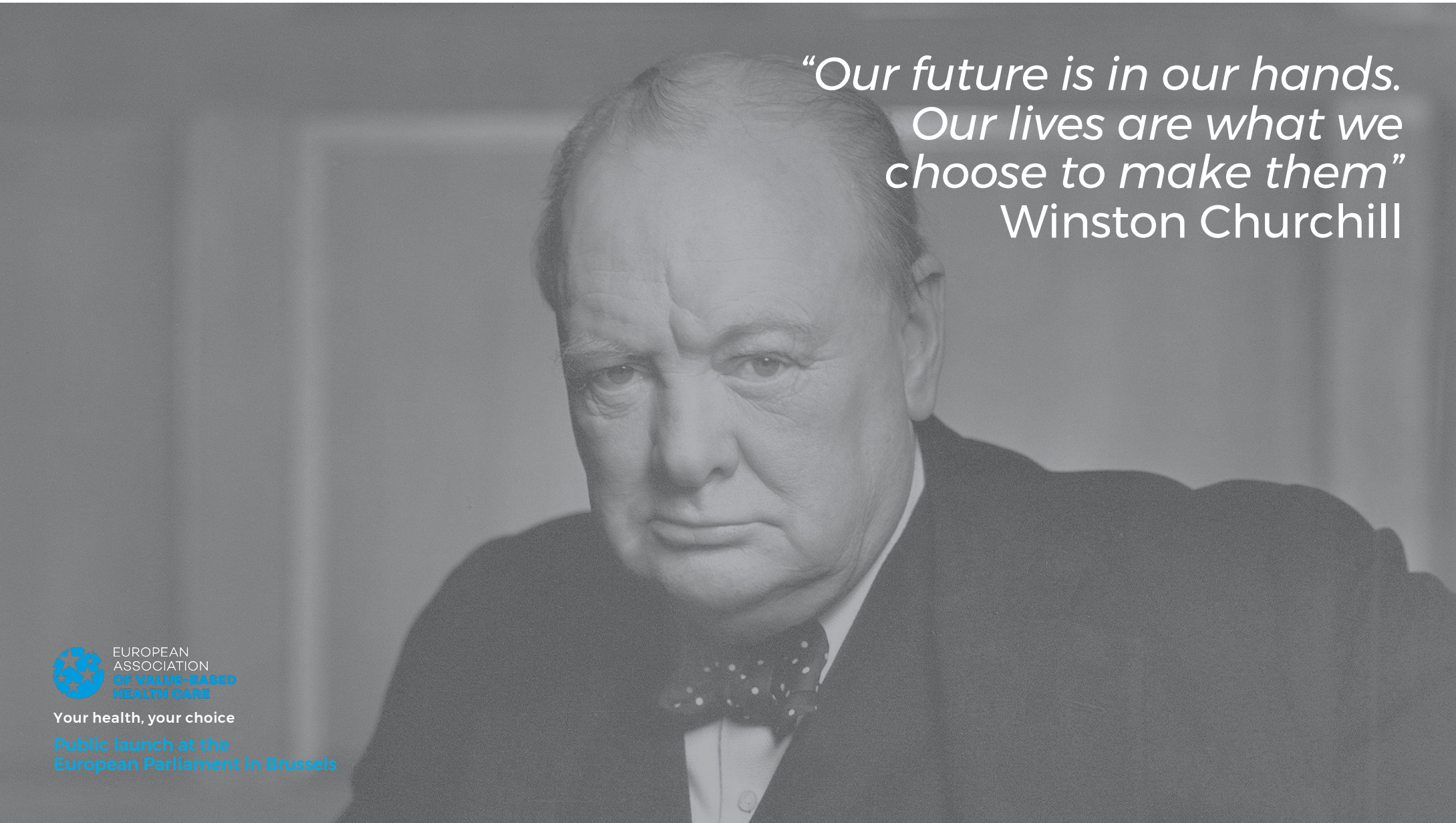
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.04 **YOU**

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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**It's your health. It's your choice.**

**<https://eavbhc.org/>**