



VBHC

“The value of medicines in the full cycle of care”

- Verbinden
- Vertrouwen
- Verantwoordelijkheid



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- Michael E. Porter, *What is value in healthcare?* English Journal of Medicine, 363:26, December 2010):

"Achieving high value for patients must become the overarching goal of health care delivery, with value defined as the health outcomes achieved per dollar spent."

Definitie VBHC

Slechts een doel:
Verbeter de waarde voor de patiënt

Definitie VBHC

$$\text{Patient Value} = \frac{\text{Health Outcomes}}{\text{Cost}}$$

VBHC vergelijking

Zowel klinisch als
in beleving!

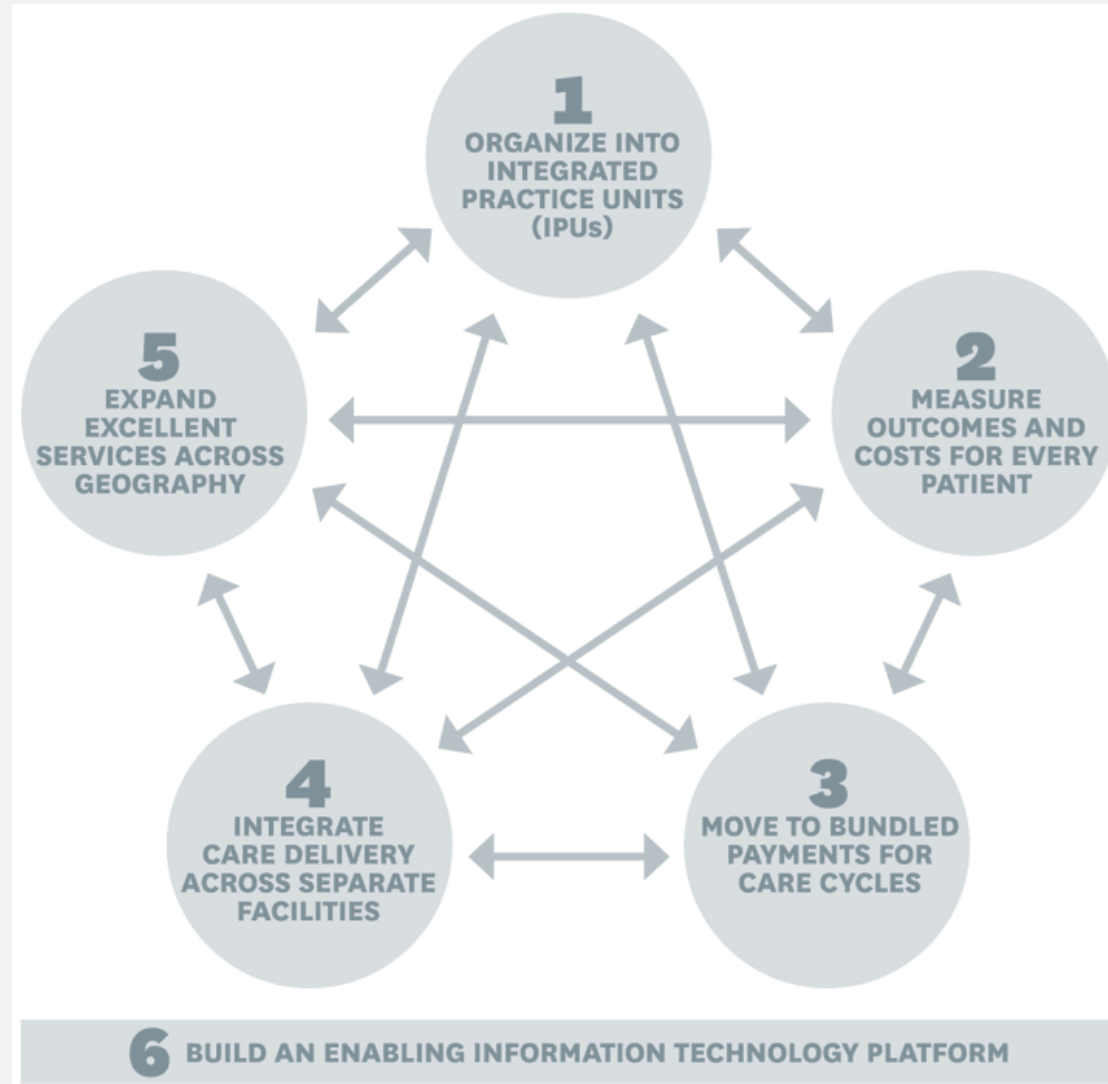
$$\text{Patient Value} = \frac{\text{Health Outcomes}}{\text{Cost}}$$

VBHC vergelijking

Kosteneffectiviteit

$$\text{ICER} = \frac{\Delta \text{ COSTS}}{\Delta \text{ QALY}}$$

De VBHC basis

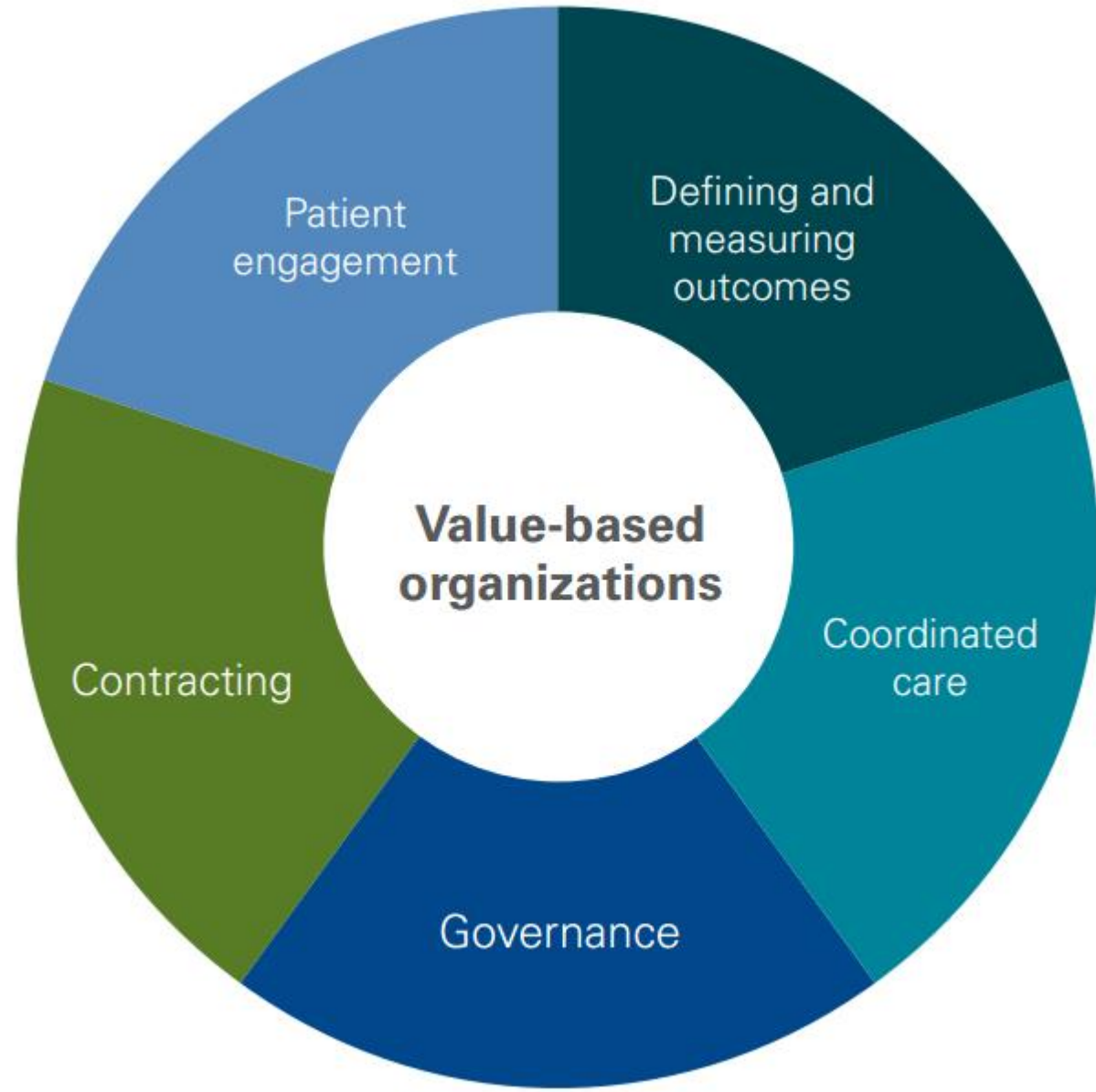


Multi-stakeholder
initiatieven:

Coordinated care



VBHC zorg-breed

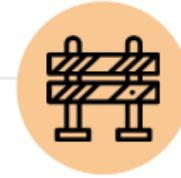


Pharma has key capabilities for VBHC, but is not often invited to the table



VBHC relevant capabilities

- \ TA knowledge
- \ Innovation capacity
- \ Science-driven approach
- \ Experience and best-practices in data management, RWD
- \ (Financial) resources

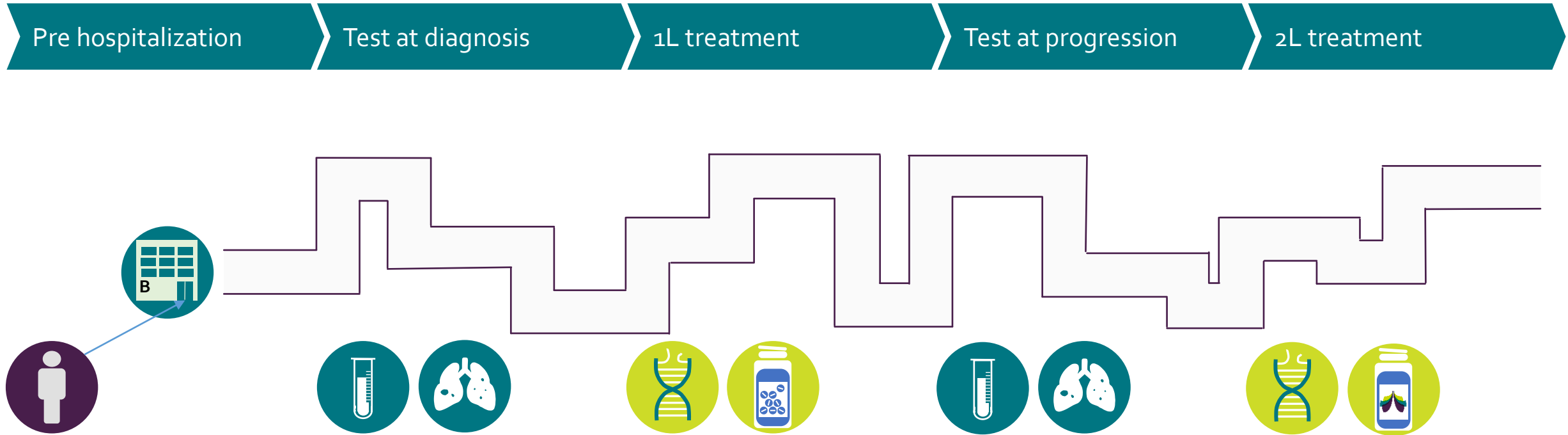


Hurdles

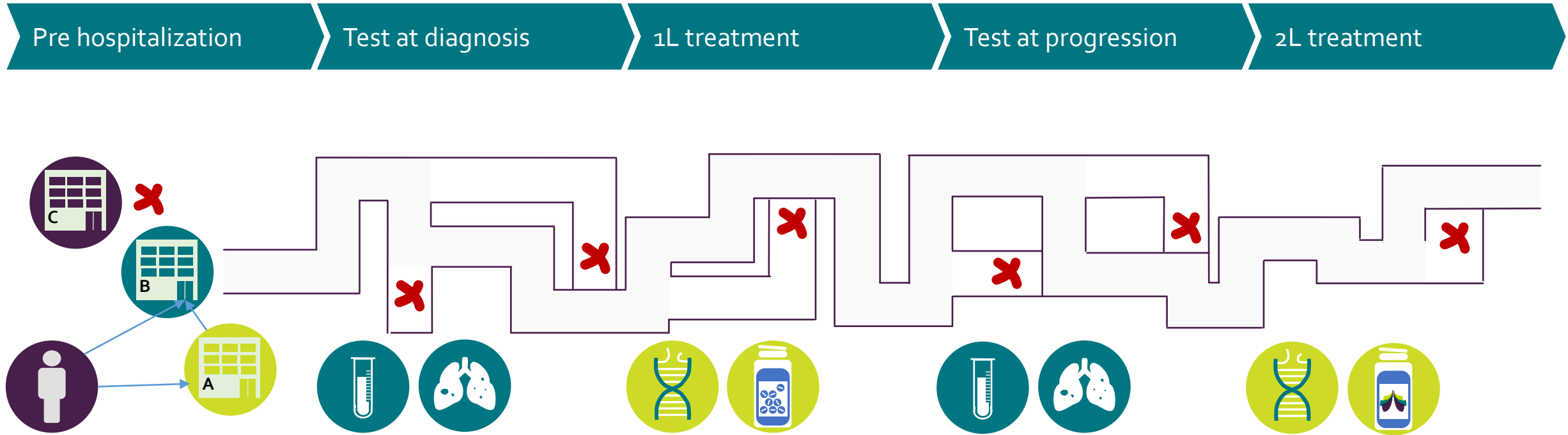
- \ Silo's in care & financing
- \ Commercial focus (product)
- \ Trust
- \ Limited awareness by other stakeholders on pharma capabilities

Geneesmiddelen-ontwikkelaars belangrijke stakeholder in VBHC

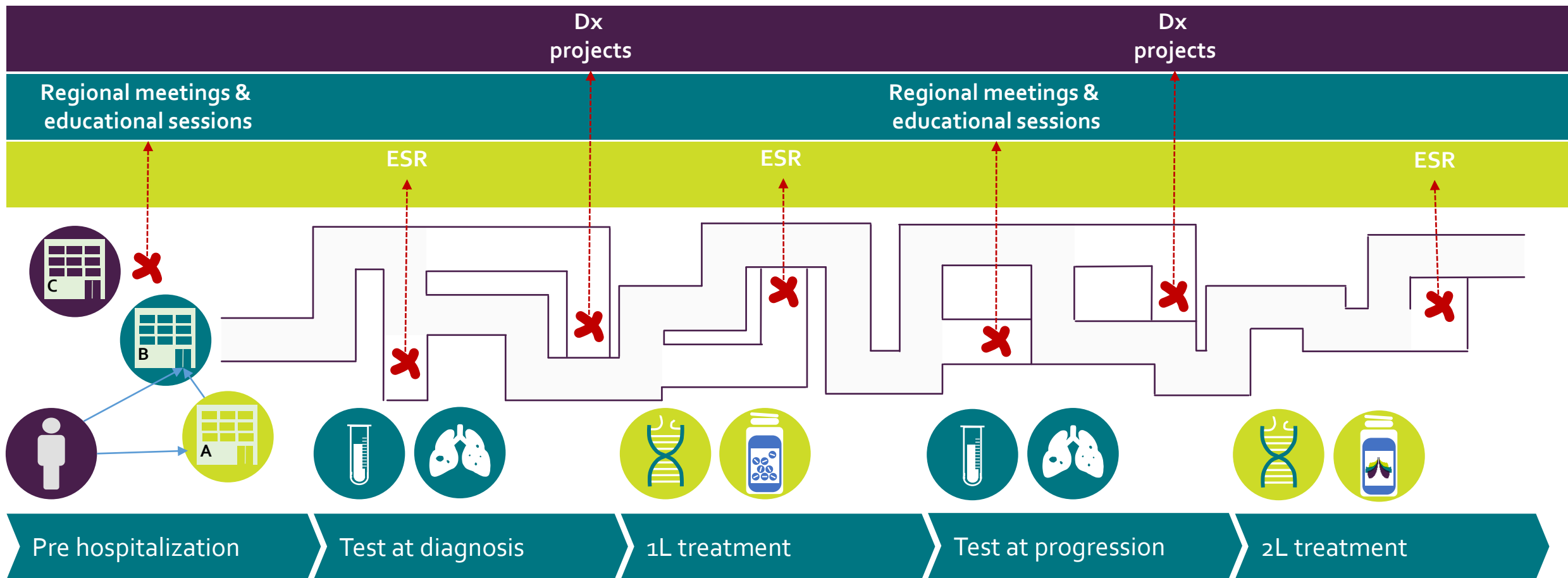
A 'simple' patient pathway for personalized medicine...



A 'simple' patient pathway for personalized medicine... with multiple Moments of Meaning



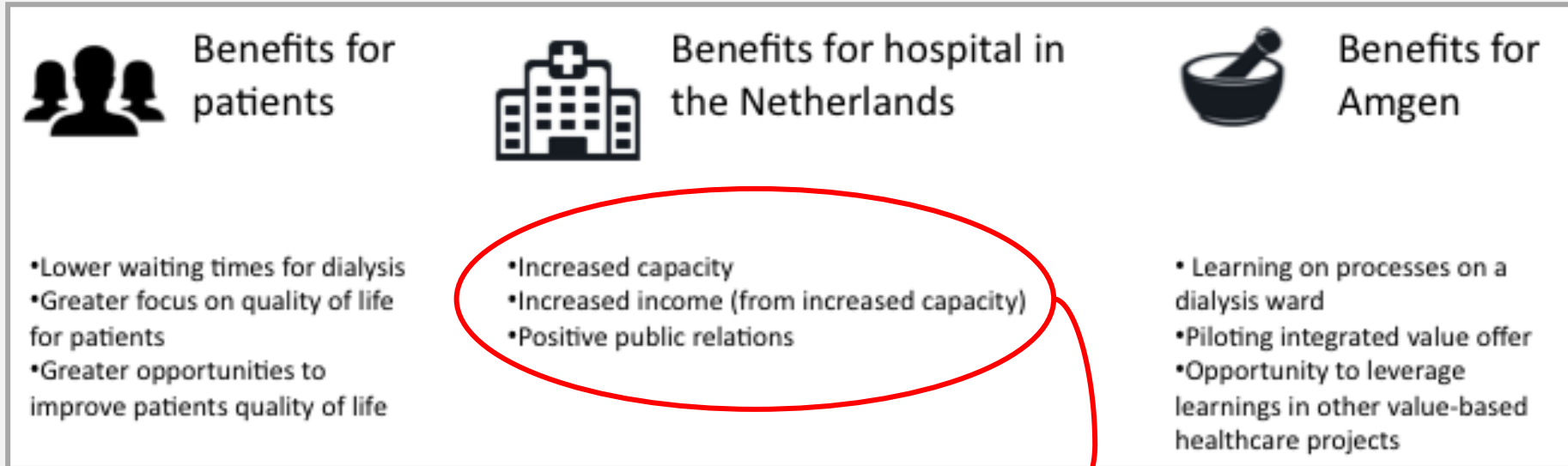
Integrated Plan is matching the patient pathway



Patient flow analysis for dialysis

VBHC COMMITMENT	<ul style="list-style-type: none">■ To help ensure that the right patients benefit from the right treatment at the right time, maximize quality & efficiency and optimize the patient experience
DIALYSIS CHALLENGE	<ul style="list-style-type: none">■ Big peripheral hospital confronted with an increasing number of dialysis patients but no resources to expand■ Constraints included both personnel and infrastructure (including floor space and dialysis machines)
CO-CREATION	<ul style="list-style-type: none">■ Offered a co-creation process optimization project to increase capacity■ Opportunity to [also] increase patient satisfaction by adding quality of life questionnaires to the process

Wat waren de belangrijkste uitkomsten van dit VBHC programma?



Tot 30 % meer capaciteit, binnen dezelfde infrastructuur!



Wat vinden wij
van VBHC?

Value based healthcare is de enige manier om samen met alle partners over de hele zorgketen de zorg voor de patiënt te optimaliseren.

Meten = weten
Ontschotten
Juiste beloning
Met elkaar



- Beter leven
- Duurzame, betaalbare zorg
- Medicijnen voor morgen