



**Annual Vintura
Life Science Event**
15 Years
Beyond Consulting



15 Years Beyond Consulting



Awards & Nominations in 2014



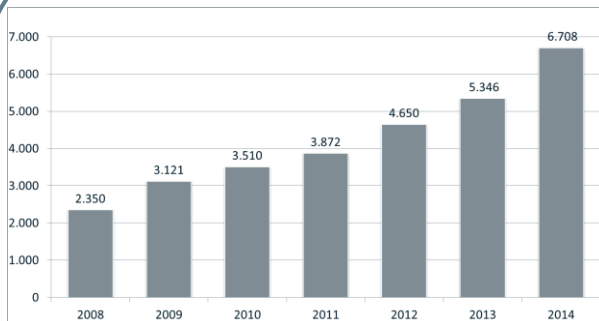
**Foundation of Vintura
1 July 2000**

VODW
as investor

+ 3 partners



Revenue x 3 since 2008



**Grown from
10 to 25 people**

Focus on Life Sciences & Health Care since 2003



We have been successful thanks to you ...



15 years of consulting with key clients in

Healthcare

Life Sciences



... and our team of 25 professionals!



The Vintura Values drive the customer experience and therefore our success



WHO WE ARE

WHAT WE DO

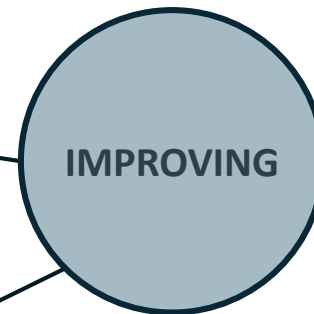
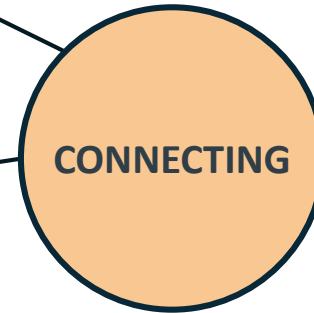
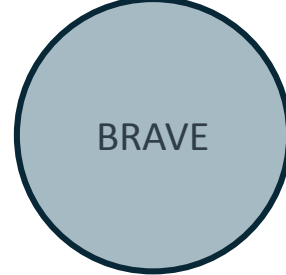
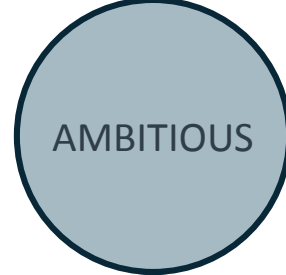
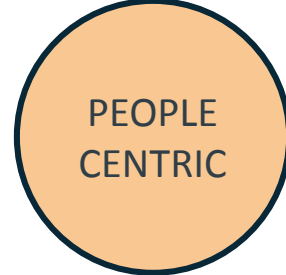
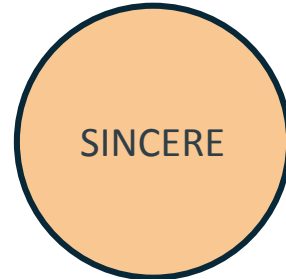
WHY WE DO IT



THE HELPER



THE HERO



TOGETHER
CREATING
MEANINGFUL
IMPACT IN
HEALTHCARE

CUSTOMER SATISFACTION



YTD AVERAGE NPS SCORE

“They are true business partners that are committed and an absolute pleasure to work with. I’ve learnt a lot from them.”

Global Marketing Manager, Medtronic

“Smart, pleasant people who feel co-responsibility for the end result and the impact it has for the organisation.”

Strategy Director, UMCU (Academic Hospital Utrecht)

“Working together with Vintura on strategy development and implementation is characterized by true partnership.”

Managing Director, Alliance Healthcare

We proudly present the new Vintura ... Beyond Consulting



VINTURA

BEYOND CONSULTING

Help us to expand our impact in healthcare
Help us to go beyond ... you



BEYOND YOU

**Will innovation
increase or solve
the budget gap?**



VINTURA

In a normal market, innovation is stimulated through market forces and the adoption path

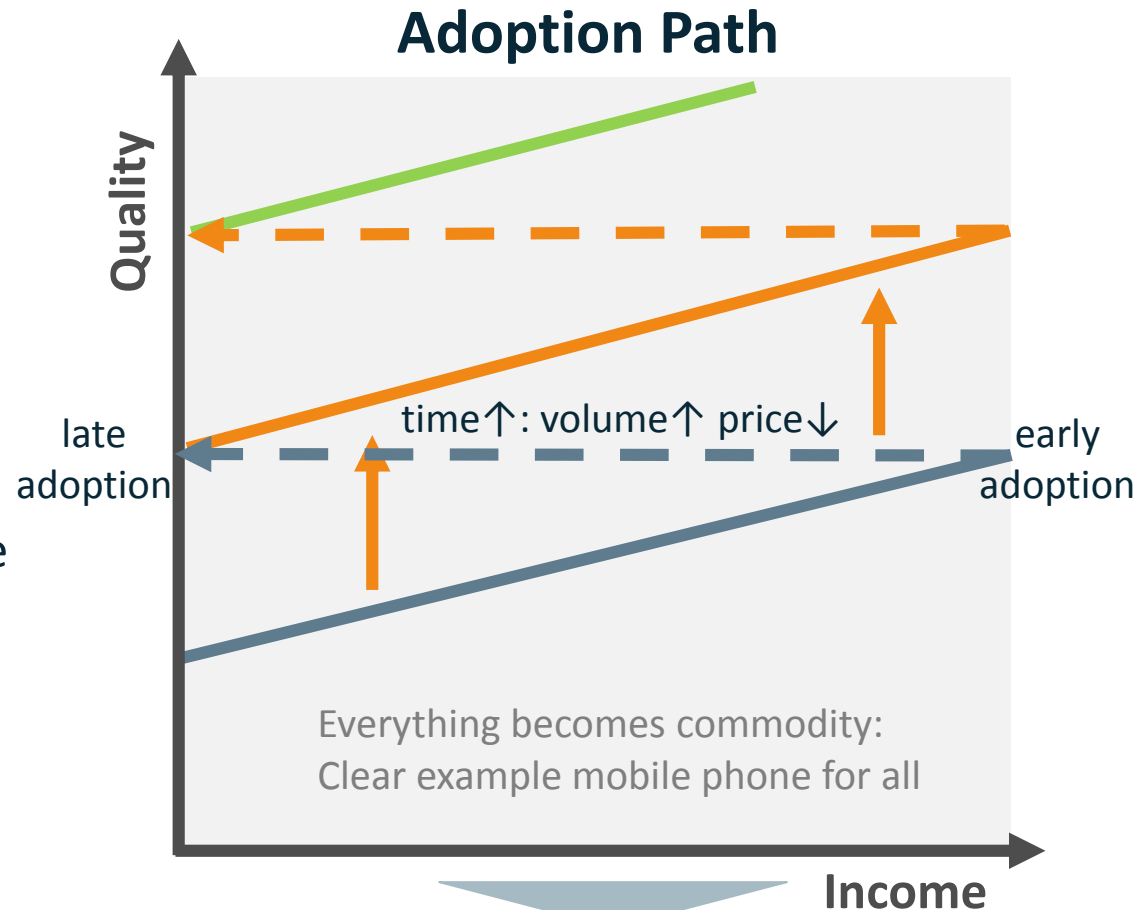


Market Forces

- \ Market is competitive
- \ Market supply is transparent
- \ End-user is knowledgeable to decide
- \ End-user pays: money talks

Stimulation of Innovation

End-user centered innovation



Adoption of Innovation

Early adopters fund early access

In the current healthcare environment innovation is hampered because market forces and adoption path do not exist



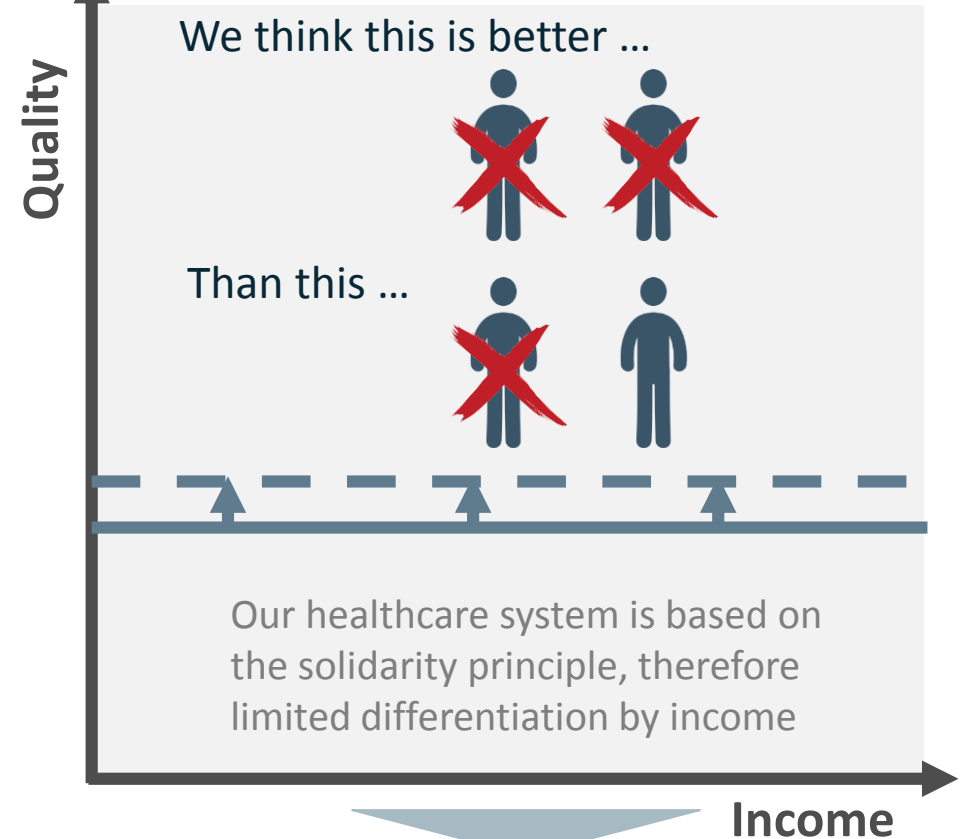
HC Market Forces

- Market is competitive
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Stimulation of Innovation Limited

End-user centered innovation hampered

No Adoption Path



Adoption of Innovation Limited

Early adopters do not exist

How to stimulate innovation and create access to innovation in our current healthcare systems? What can we do?



Market Dynamics
limit
Stimulation of
Innovation

Food for thought ...

- \ Reduce access & shopping barriers
- \ Increase transparency through healthcare benchmarks
- \ Educate patients through internet
- \ Introduce patient grading systems (empowerment) & life style incentives (engagement)

Solidarity Principle
limits
Adoption of
Innovation

- \ Further differentiation of insurance packages
- \ Tag along concept: Pay for companion patient
- \ Facilitate funding by companies who want earlier return
- \ National deals around agreed anticipated patient volumes



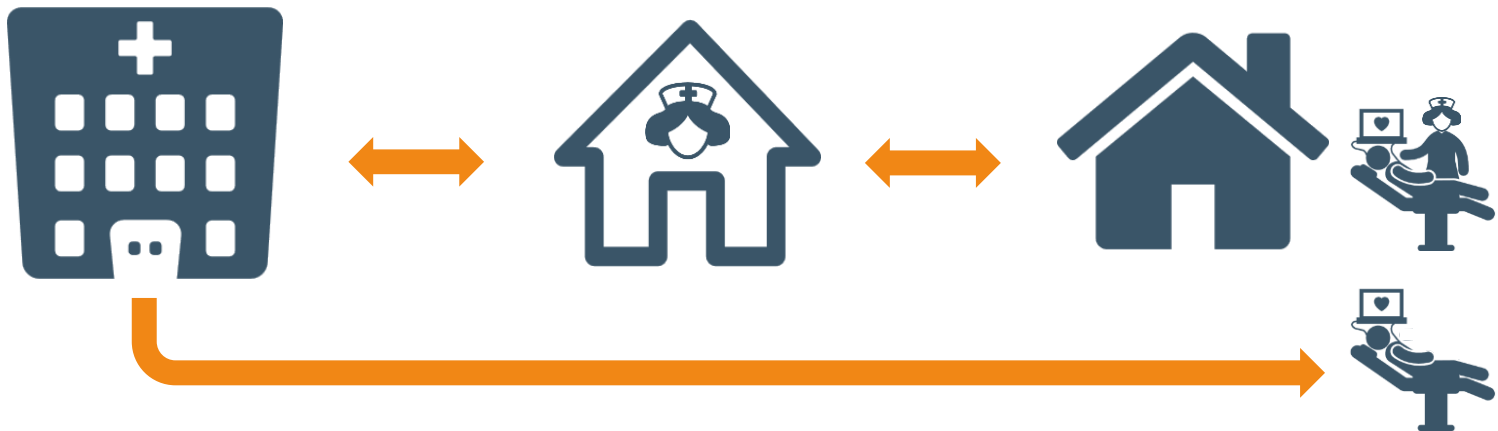
The biggest innovation **challenge** in healthcare will **not be single product innovations ...**



But the move towards **integrated, patient centric approaches, systems and processes.**

It's possible! A best practice example ...

Several parties have introduced or are considering Home Haemodialysis (THD) as an integral concept



- \ **Patient** Better results & quality of life
- \ **Hospital** Lower costs & less usage of expensive medication
- \ **Payer/society** Lower costs and higher labor participation

better quality - lower costs - everybody happy

Question to André Rouvoet

\ How to **stimulate and maintain access to innovation** in a regulated healthcare market with constrained funding

Question to Bertalan Meskó

\ How to **manage costs** when having unconstrained access to and adoption of new innovations



BE INSPIRED

THINK OUT-OF-THE-BOX

LET US TOGETHER CREATE MEANINGFUL IMPACT IN HEALTHCARE