

VBHC, making it happen together

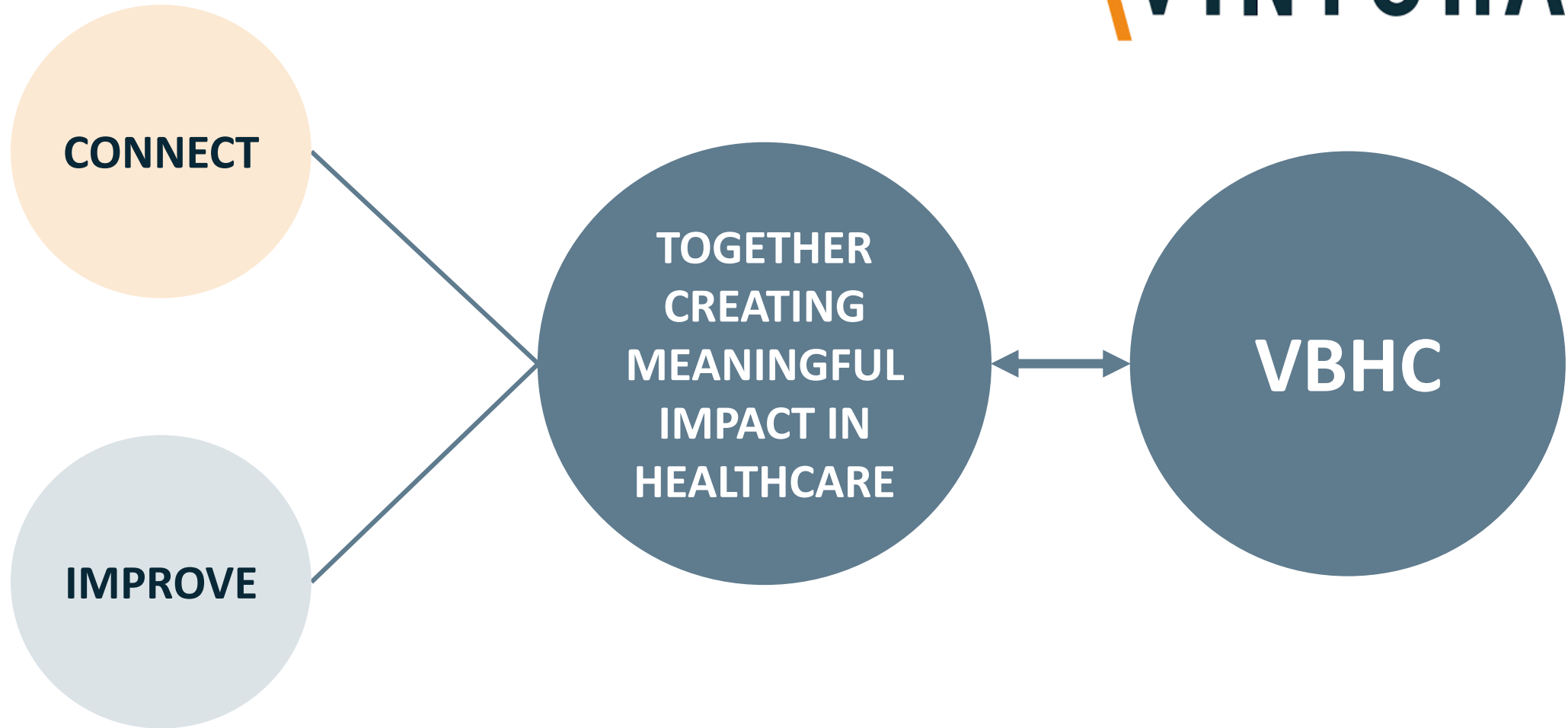
Gérard Klop | Founder & Partner Vintura
May 11th, 2017



Vintura is committed to making VBHC happen

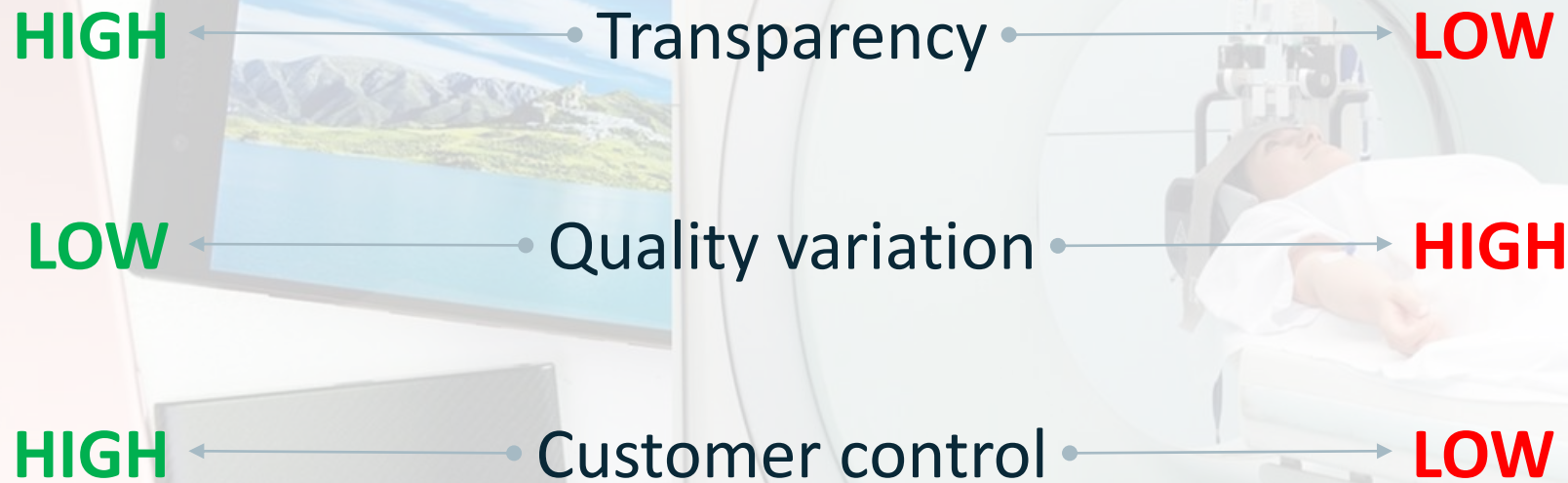
WHAT WE DO

WHY WE DO IT



Our phone

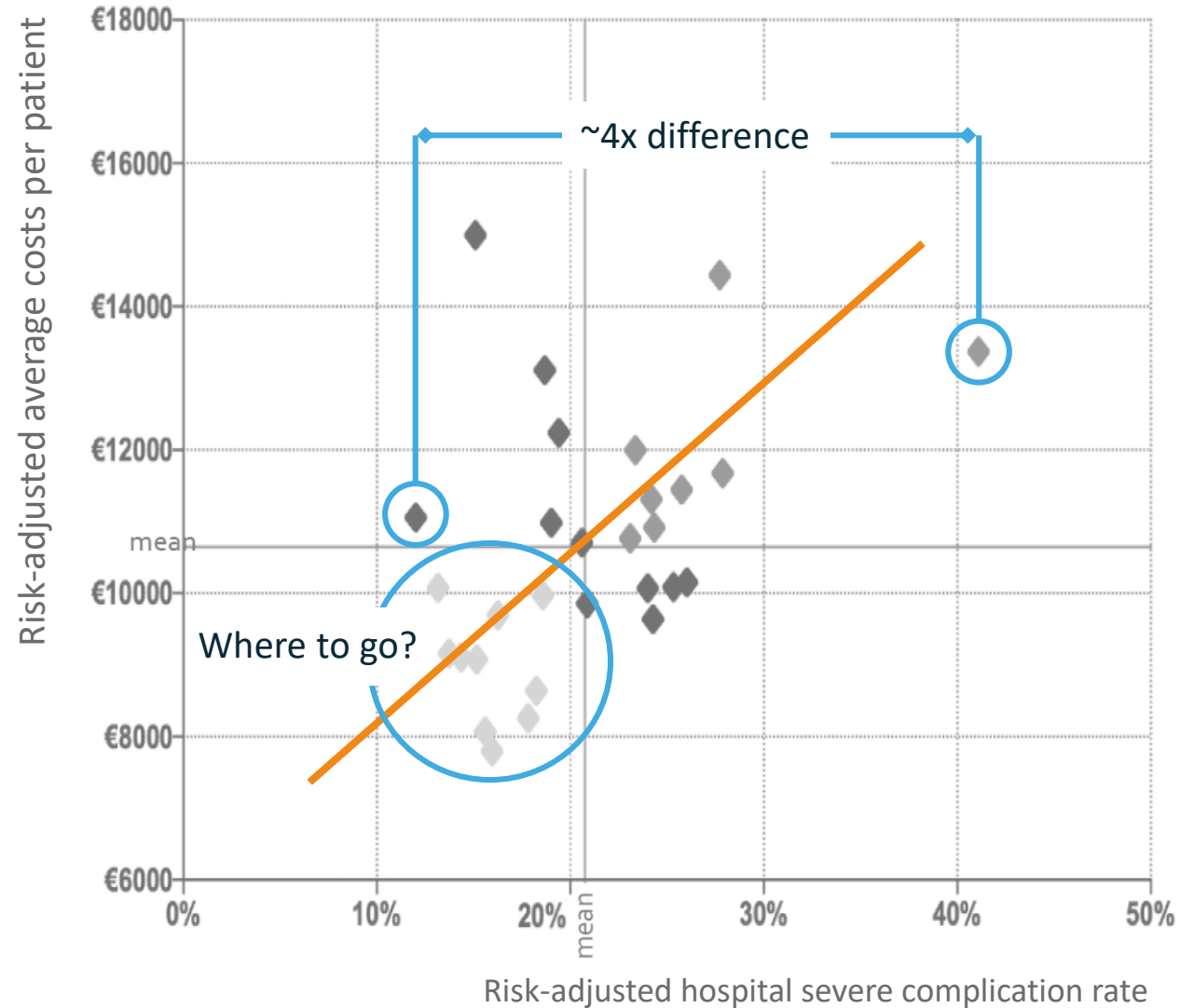
If our health is more important, why don't we organize it differently?



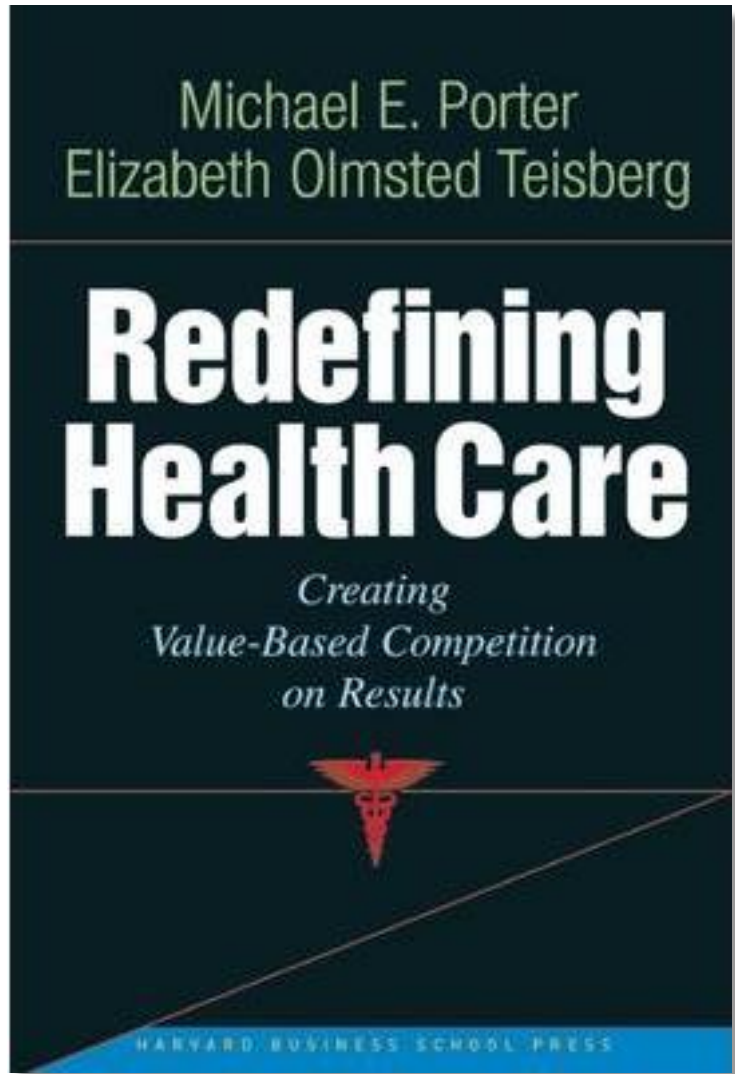
Our health

Do we accept these huge variations in quality and costs in healthcare?
And even more important, allow the lack of transparency ...

Colorectal cancer care performance across multiple Dutch hospitals



VBHC can provide the solution ...



M.E. Porter et al.
Redefining Health Care
Harvard Business School Press, 2006

But we are a slowly moving industry, why?

VBHC is perceived as a big and conceptual goal ...

So let's break it down



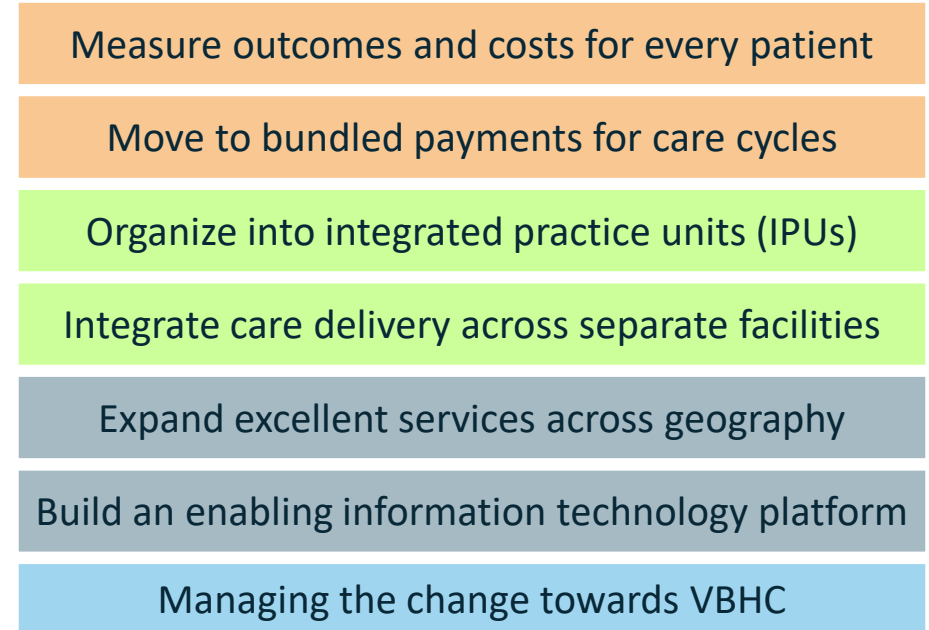
The Value Agenda¹

 = Integration of healthcare

 = Enablers for improvement

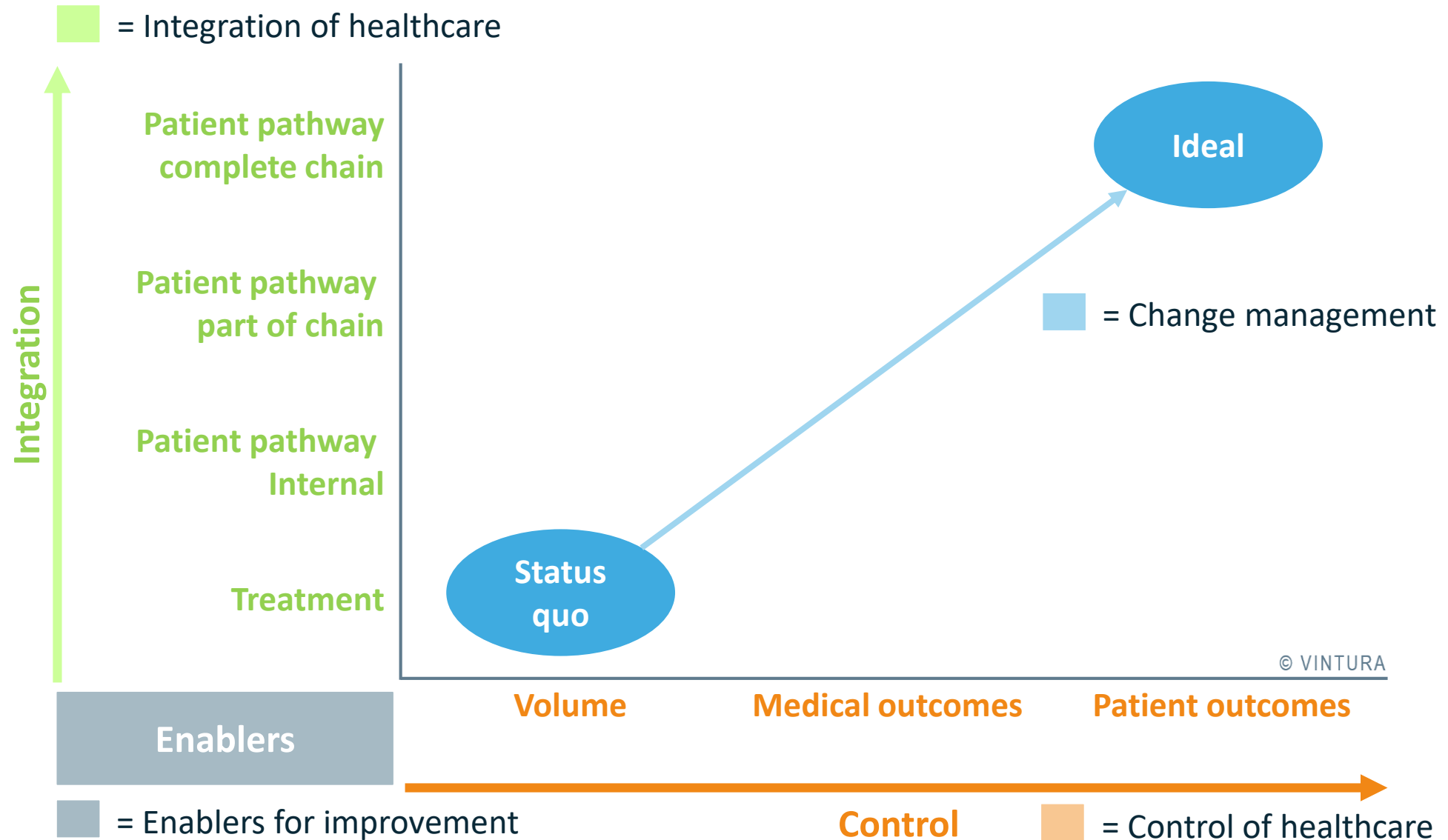
 = Control of healthcare

 = Change management



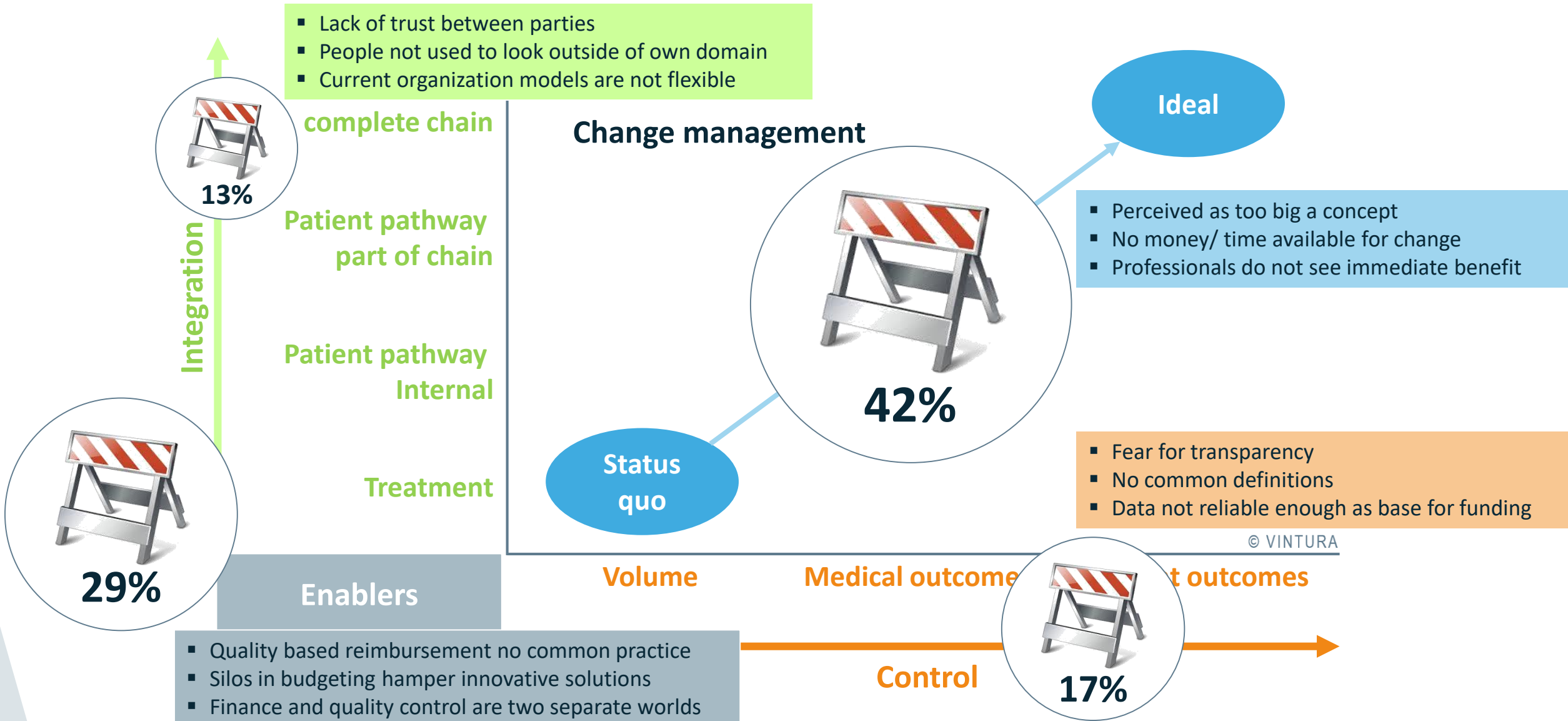
1) Source: M.E. Porter et al. The strategy that will fix health care. Harvard Business Review 2013

VBHC is perceived as a big and conceptual goal ... So let's break it down

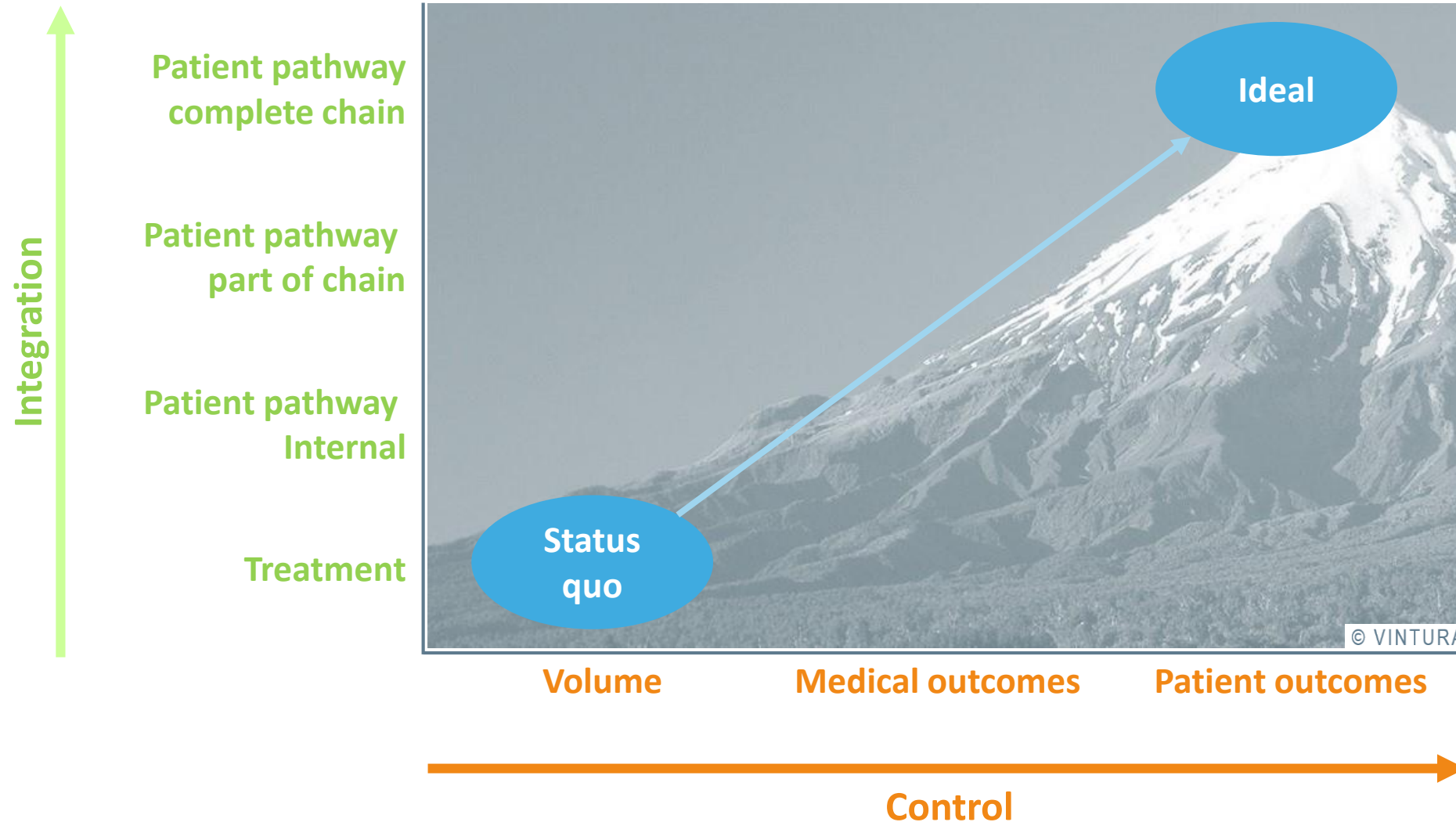


Overview of perceived hurdles:

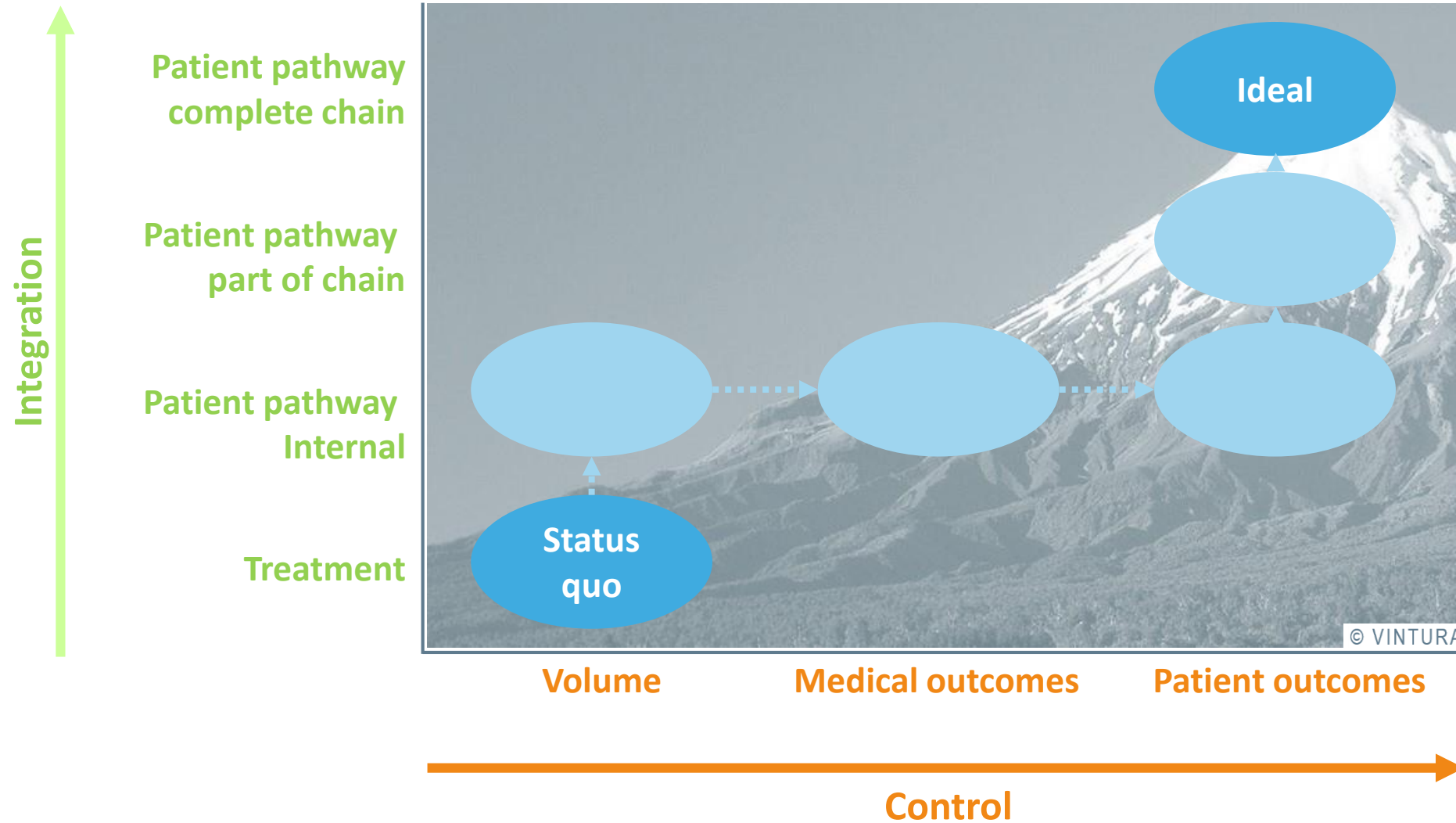
Stakeholders perceive change management as the biggest hurdle



Moving from the status quo to the ideal situation is a big step
You cannot jump to the peak of the mountain ...



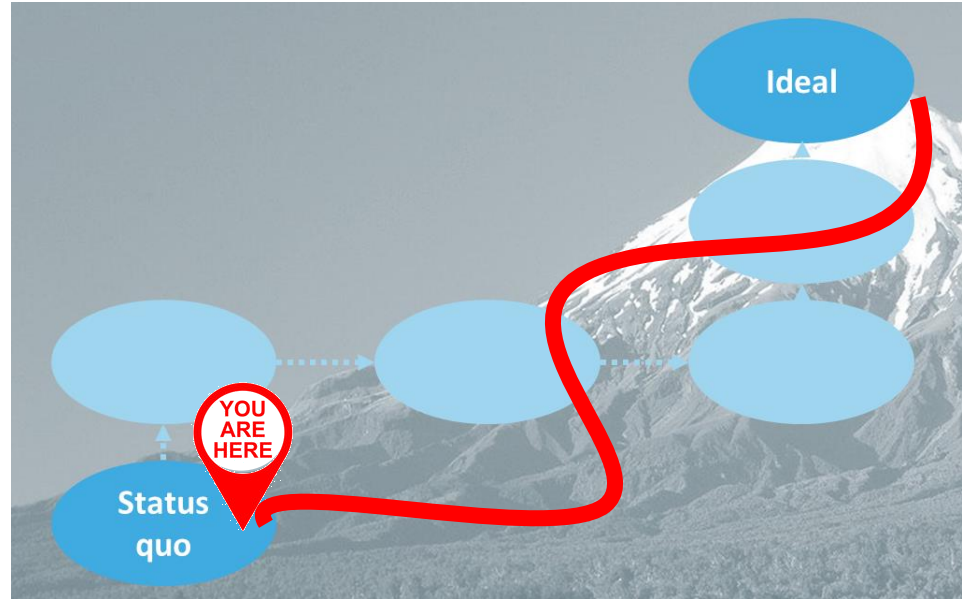
Start with taking targeted steps ... Improving, learning and getting stronger on the way



In defining your journey deciding your first step is critical ...

Where to focus?

- Which disease areas?
 - High societal burden
 - Disease complexity
 - Chronic
 - Ability to plan
 - ICHOM-set available
 - Strategic fit
 - Momentum



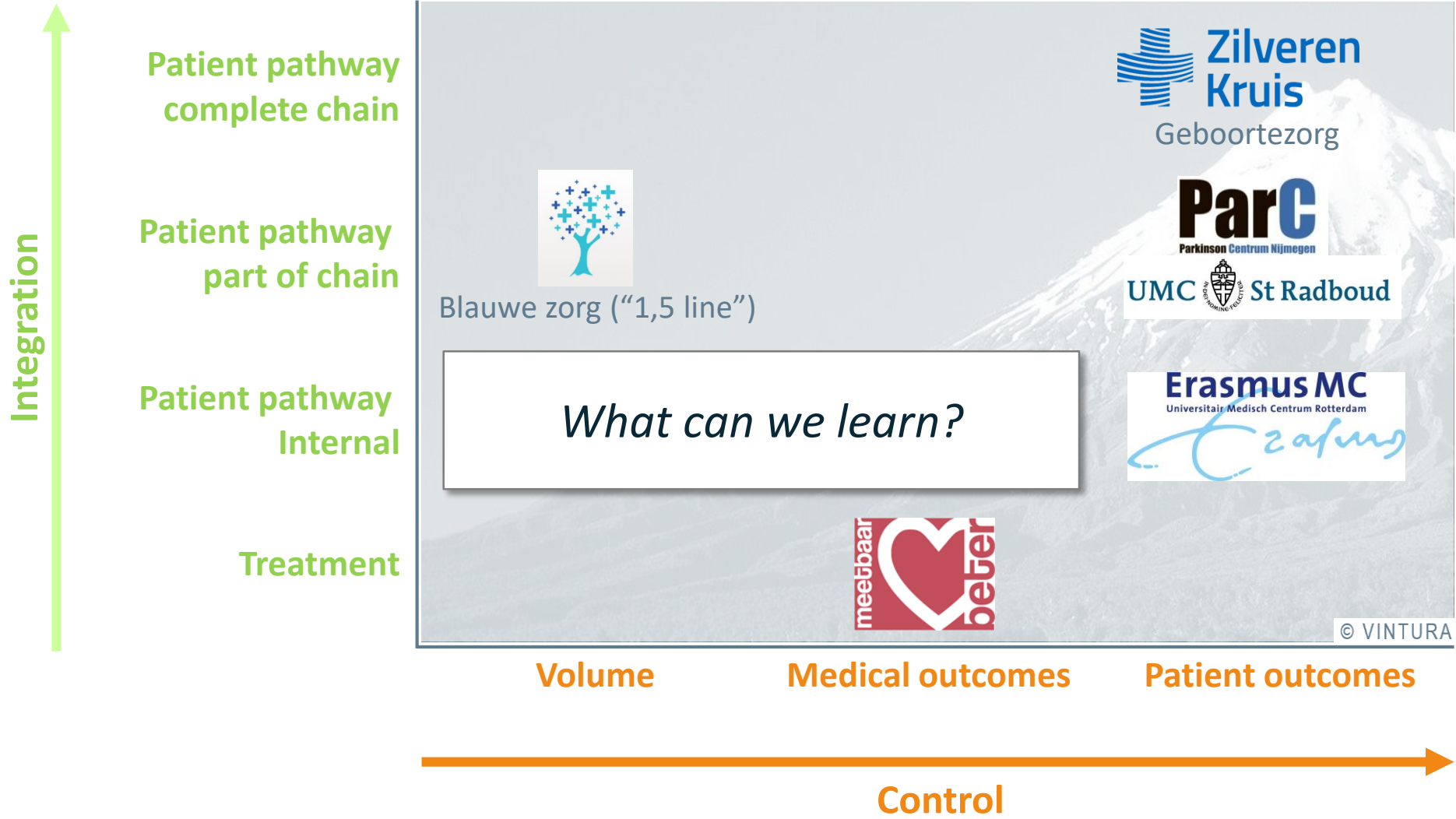
What is our initial scope?

- Outcomes measurement, integrated care or both?
- Current structure, care center or integrated practice units?
- Within own organization or already across healthcare chain?
- Which functions and stakeholders to involve?

And last but not least, what is our overall ambition?

- What is our long-term aim?
- What does our peak of the mountain look like?
- What are our core roles as stakeholders?

Some healthcare providers already started their journey



Put patient value at the core

Lead

Lead the change



Start with patient



Empower the enthusiasts



Act

Drop your ego



Embrace value mindset



Collaborate, collaborate, collaborate based on clear roles

Patients: Contributor

- \ Tell which outcomes matter
- \ Test ideas
- \ Suggest improvements

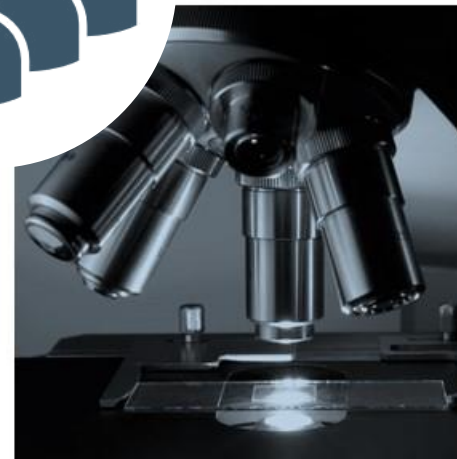


HCP: Initiator and driver

- \ Measure outcomes & costs
- \ Implement continuous improvement cycles
- \ Share best-practices

Health insurers: Catalyzer

- \ Install value-based contracting
- \ Co-finance the change
- \ Promote benchmarking



Industry: Partner

- \ Innovate care pathway
- \ Support RWE measurement
- \ Provide disease expertise

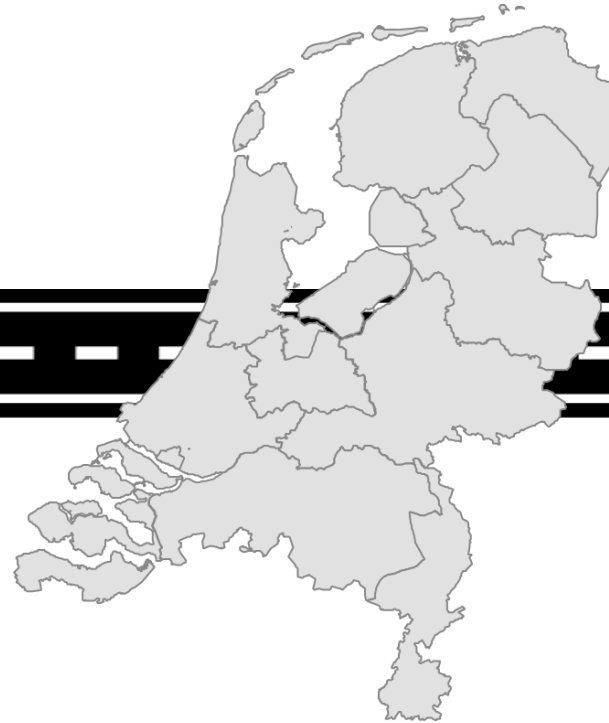
Avoid fragmentation, align nationally



DATA STANDARDS



IT INFRASTRUCTURE



Driven by local ownership & passion


Individual definitions and standards
Local IT infrastructure
Local cooperation
Local transparency

Facilitated by government

Stimulated by insurers

Common definitions and standards
Enabling national IT infrastructure
National best practice sharing
National transparency

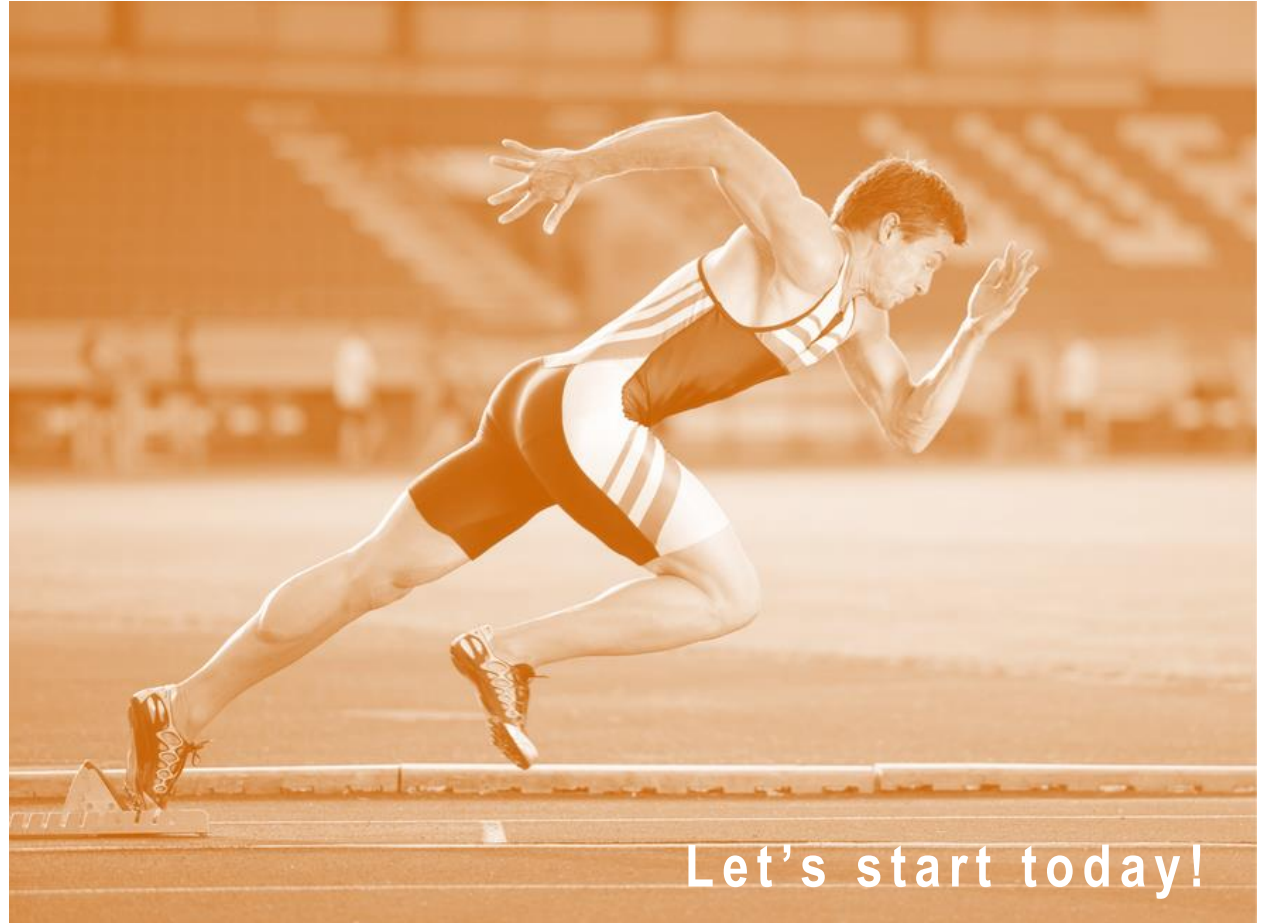




Start with targeted steps
Put patient value at the core
Collaborate based on clear roles
Avoid fragmentation, align nationally

And last but not least ...

We are in a frontrunner position, let's set the example in Europe and beyond!



Let's start today!

Our phone

**Because what can be more important than our health?
Let's make VBHC happen together!**

HIGH

• Transparency •

HIGH



LOW

• Quality variation •

LOW



HIGH

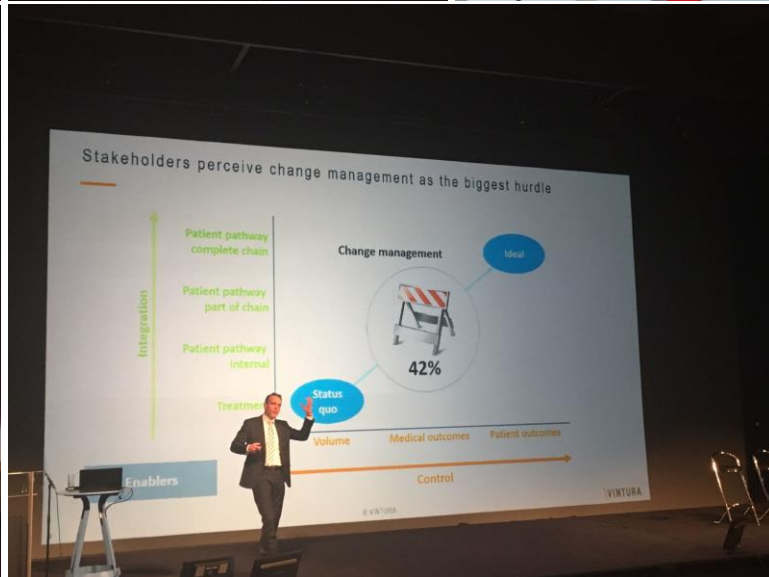
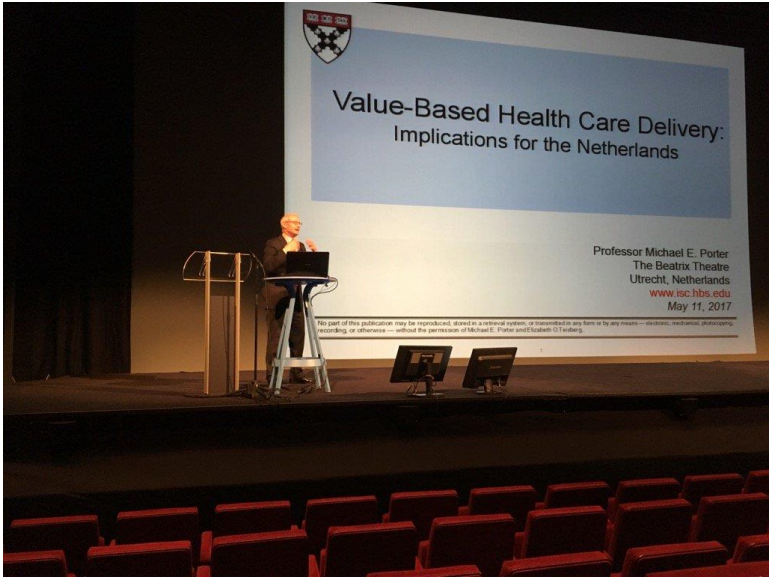
• Customer control •

HIGH



Our health

Impressions of VBHC Congress – DigitaleZorg.nl - 11 May 2017





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