



SUMMARY NOTE

iFHP Big Ideas Week Connect | 19 – 23 June 2023

“Turbo-charging VBHC: challenges and opportunities”

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**Graham Dyer – Head of Connected Health
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During this session Peter and Graham reflected on the recent VBHC Study Tour in Amsterdam, and looked forward to the objectives and deliverables of the newly created VBHC Network that was launched in Amsterdam at the close of the Study Tour.

The newly created VBHC Network will be chaired by Peter Langenbach from Zilveren Kruis in The Netherlands.

Reflecting on the key concepts from Michael Porter and Elizabeth Teisberg's book VBHC, the Study Tour provided an intense learning opportunity around all six elements of the value agenda proposed by Porter. These include providers organizing themselves into integrated practice units, measuring outcomes and costs across the entire care cycle, adopting bundle payments for care cycles, integrating care across facilities, expanding excellent services geographically, and building an enabling information technology platform. These elements serve as a framework for redefining healthcare and improving patient value.

The study tour included the VBHC Green Belt Certification, a two-day intense study with four distinct focus areas leading up to a two-hour exam. Green Belt Certification is built around a plethora of Harvard Business School case studies that are thoroughly dissected in class. The value of this Green Belt Certification is such that iFHP will run more VBHC Study Tours allowing more members to achieve strong foundational expertise collectively and collaboratively.

Specific attention is given to certain aspects of the VBHC Study Tour, such as the Diabeter case study; the role of funders in driving change and influencing outcomes; outcome measurement and the use of International Confederation of Health Outcome Measurements (ICHOM) sets; the

importance of standardization for accurate benchmarking, continuous improvement and virtuous feedback cycles; the assessment of cost-effectiveness using quality-adjusted life years (QALYs) as a yardstick for comparing the value of pharmaceutical offerings; the need for funders to embrace health economics and adjust pricing based on outcomes; discussions on contracts and payment models based on value and outcomes, including the potential of population payments and capitation; risk-sharing models and value-based pricing strategies.

The VBHC Study Tour culminated in a reflection on, and defining of the objectives and deliverables of the VBHC Network, which include:

1. Best practice promotion of IPU development
2. Population health and sharing good examples of preventive programmes
3. Identifying good examples of EMR's with multi-provider access that can support a patient's journey through cycles of care
4. Collaborative research on, and sharing examples of
5. Further collaboration around outcome sets and standardization
6. Closer collaboration with registries around outcome data
7. Creation of a shared resource space.

These objectives will be reviewed, reprioritized, and added to, as the VBHC Network progresses and matures.

The session concludes with a quick discussion around obstacles and challenges, and an invitation to participants to join the VBHC network and actively contribute to the network's objectives.

Future sessions will focus on addressing the identified obstacles, sharing best practices, and building trust and collaboration among payers, providers, and other stakeholders. The network aims to drive the transformation towards value-based healthcare by leveraging collective knowledge and experiences.

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For further information about the programmes at iFHP, and how you can join, please reach out to hello@ifhp.com.