



# GLOBAL PAYER FORUM

## NAVIGATING VALUE-BASED CONTRACTING

This Global Payer Forum is a partnership effort among **payers**, the **University Pompeu Fabra Barcelona School of Management**, **NEWDIGS at Tufts Medical Center** and **Alira Health**, funded by **Takeda**. It is an unprecedented opportunity to participate in **five educational and interactive webinars** to explore key **Value-Based Contracting (VBC)** themes.

01

**VBC  
Fundamentals**

02

**VBC Design**

03

**Data Collection  
& Outcomes  
Assessment**

04

**Financial  
Sustainability**

05

**VBC Success  
Assessment**

### Why attend this Global Payer Forum?

A **line-up of speakers from across the globe** will share their **expertise and case studies** together with **interactive Q&A sessions** to answer your most burning questions.



**Benefit from global VBC  
knowledge and case studies**



**Actively engage with  
payers and VBC experts**



**Certificate of attendance from  
University Pompeu Fabra BSM**



All webinars will stream across  
**Atlantic** and **Asia Pacific** time zones



Simultaneous translation available in **Spanish**  
and **Portuguese** for the **Atlantic stream**

**Don't miss your chance to be part of the conversation and learn how you can  
drive innovation in Value-Based Healthcare**

**Click here  
to register**



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FREE**

**In partnership with:**



**Organised by:**



**Funded by:**





# GLOBAL PAYER FORUM

## NAVIGATING VALUE-BASED CONTRACTING

### 01 VBC Fundamentals

#### Agenda:

- VBC insights across geographies
- VBC terminology, framework, and context
- Importance of trust and early partnership



### 02 VBC Design

#### Agenda:

- Theory of VBC design
- Operational contract models
- Interactive VBC design exercise



### 03 Data Collection & Outcomes Assessment

#### Agenda:

- Operational implementation of VBCs
- Metrics, monitoring, and capturing outcomes
- Data capabilities to support VBCs



### 04 Financial Sustainability

#### Agenda:

- VBC for healthcare system sustainability
- Financial flows and models



### 05 VBC Success Assessment

#### Agenda:

- Approach to VBC success assessment
- Equitable access to innovation
- Patient perspective on VBC benefits



### ATLANTIC STREAM 2023

4<sup>th</sup> October  
CEST: 15.00–17.45

17<sup>th</sup> October  
CEST: 15.00–17.30

30<sup>th</sup> October  
CET: 14.00–16.55

23<sup>rd</sup> November  
CET: 15.00–17.45

4<sup>th</sup> December  
CET: 15.00–17.30

### ASIA PACIFIC STREAM 2023

9<sup>th</sup> October  
CEST: 08.00–10.45

19<sup>th</sup> October  
CEST: 08.00–10.30

2<sup>nd</sup> November  
CET: 08.00–10.55

20<sup>th</sup> November  
CET: 08.00–10.45

7<sup>th</sup> December  
CET: 08.00–10.30



# GLOBAL PAYER FORUM

## NAVIGATING VALUE-BASED CONTRACTING

UPF Barcelona School of Management, NEWDIGS at Tufts Medical Center, Alira Health and VBC experts are partnering to bring a unique, interactive, and educational experience series on VBC. This impressive list of global speakers and moderators will share knowledge, insights from their most meaningful real-world examples.



**Dr. Maria Carmela Piccirillo, MD**  
ITALY



**Medical oncologist.**  
Clinical Trials Unit at National Cancer Institute, IRCCS - G. Pascale Foundation.



**Dr. Ed Pezalla, MD,**  
MPH USA



**National payer expert.** Founder & CEO, Enlightenment Bioconsult, former Vice President Pharmaceutical Policy at Aetna.



**Dr. Ulf Persson, PhD**  
SWEDEN



**National and international expert in Health Economics.** Senior Advisor and former CEO of IHE; PhD in Economics; Member of the TLV for 13 years.



**Mark Skinner JD**  
US



**Patient representative.**  
President/CEO of the Institute for Policy Advancement, Ltd. and Patient Outcomes Research Group, Ltd.



**Antoni Gilabert**  
SPAIN



**Regional association, public sector.**  
Director of Innovation and Partnership at Catalan Health & Social Care Consortium.



**Dr. Francis Fuji, MD**  
BRAZIL



**Medical Director at SAMU Sao Paulo and former Medical Director at Amil Health Insure Group.** Green Belt Value-Based Healthcare, Fellow CBEX.



**Sir Andrew Dillon**  
UK



**National Payer, public sector.**  
Independent advisor, former Chief Executive of NICE and General Manager of the Royal Free Hospital.



**Dr. Miguel Angel Calleja, PhD, PharmD**  
SPAIN



**Regional/national payer, public sector.**  
Hospital Pharmacist at Junta de Andalucía; Extensive experience at both regional (Andalusia) and national level (AEMPS).



**Dr. Jorge Ospina MD**  
COLOMBIA



**Regional payer, private sector. Pharmaceutical Manager at EPS Sanitas.** Experience in the pharmaceutical industry in Medical Affairs and Access.



**Michael Rothrock**  
US



**National payer expert.**  
President of Allegheny Strategic Partners LLC; former Vice President of Pharma Strategy and Contracting at Express Scripts



**Dr. Patricio Levit**  
ARGENTINA



**Payer, private sector.**  
Medical auditor for Union Personal and Accord Salud, decision maker with significant experience in VBCs.



**Prof. Fei-Yuan Sharon Hsiao**  
TAIWAN



**Academic expert.**  
Professor / Director at Graduate Institute of Clinical Pharmacy NTU.



**Dr. Susanne Dietrich**  
GERMANY



**Academic expert.** Professor at Institute for Evidence-Based Positioning in the Healthcare Sector, University of Bonn, former deputy member of G-BA.



**Dr. César Alberto Cruz**  
MD MEXICO



**National payer, public sector.**  
Director General de Valoración Científica y Técnica, Consejo de Salubridad General.



**Yoon-Hee Choi**  
SOUTH KOREA



**National payer, public sector.**  
Experience at HIRA (Health Insurance Review & Assessment Service) for 11 years.

### WEBINAR MODERATORS



**Natàlia Pascual Argenté**  
PhD, MSc, MPA SPAIN



**Academic Director of Programs in Health Economics and Pharmacoeconomics at UPF Barcelona School of Management.** Specializes in Health Economics, Policy and Management.



**Mark Trusheim**  
USA



**Founder and President of Co-Bio Consulting, LLC and Strategic Director, NEWDIGS at the Tufts Center for Biomedical System Design.**



**Dr. Jorge Mestre-Ferrandiz PhD**  
SPAIN



**Economics consultant, Profesor Asociado at UCIII.** Specializes in industry economics, pricing and reimbursement, market access, and the impact of public policy on innovation.