



19 – 23 AUGUST 2019, 9:00 – 16:30



EUR 2,680 / DKK 19,900 EXCL. DANISH VAT

Copenhagen Summer University

VALUE BASED HEALTH CARE (VBHC)

– THE FUTURE FOR THE HEALTH CARE SECTOR?

Value Based Health Care (VBHC) is a delivery model where value is defined as the outcomes achieved for patients relative to costs. The concept behind VBHC is that the healthcare system is focused on achieving predetermined patient outcomes, whilst optimizing the use of resources through integrated healthcare. The goal is to achieve better outcomes for patients while resources in the system are more efficiently utilized. This idea is in contrast to the current way of managing healthcare systems through activity-based financing and performance management.

“Fascinating topic with extreme relevance for the future of pharma”

Tanja Willumsen, Project Coordinator, Novo Nordisk

It is estimated that today up to 30% of resources in healthcare are wasted through unnecessary procedures, inefficient management, non-response to treatment etc. VBHC recognizes that healthcare reform requires major changes in organization and strategies in how healthcare is delivered, measured and reimbursed. One of the key drivers of VBHC is the increasing need to optimize the resources that go into health care. In addition, the many opportunities in real world data and digital solutions enable better patient self-monitoring and self-care, placing the patient in a more central role.

WHAT YOU WILL LEARN

This course will provide you with insight into the basic concepts of VBHC, what it is, and why it is so important. You will also get an overview of the stakeholders in VBHC: who the key players are and who the new powerful players are - currently entering the field of health care for the first time. You will learn from examples of ongoing VBHC projects. You will also learn about some of the enablers for VBHC, i.e. health care policy, real world data, and digitization. The course will also discuss how to set up VBHC projects, and how value is created between the different stakeholders. Finally the course will address how this will impact different players in the health care sector and how this might impact the current business model of the industry.

COURSE CONTENT

- What is Value Based Healthcare (VBHC)?
- The theory of VBHC and public management theory
- Digital health: what is it?
- Real World Data, what is it good for, how can we use it, what restrictions are there?
- Practicing VBHC: examples from the real world
- New players and business models for industry
- The new competition, digital companies and why data is the new gold
- Impact on patients, what are patient-relevant outcomes, and how is this different from today?

PARTICIPANTS

People who work in healthcare, public health, the pharmaceutical, device and diagnostics industry or the public sector. For example, managers and providers in the health care sector, employees from the pharmaceutical, diagnostic, and device

industry, researchers at universities or research institutions, as well as politicians at local and national level.

The course is preapproved as an elective in the Master of Industrial Drug Development (MIND) programme and the Master of Medicines Regulatory Affairs (MRA) programme.

Participants must:

- Hold a relevant bachelor degree or equivalent
- Have a minimum of 2 years of relevant job experience
- Be proficient in English

COURSE DIRECTORS

Janine Traulsen, Associate Professor/External Lecturer, Department of Pharmacy, University of Copenhagen

Marlene Gyldmark, Head of Modelling, Outcomes Research, Statistics and Epidemiology – HTA group, F. Hoffmann-La Roche AG

OTHER COURSE TEACHERS

Stefan Larsson, Senior Partner and Managing Director, The Boston Consulting Group, Sweden

Charlotte Nørgaard, Founder, Patient in Focus and Chairperson for European Patients' Academy (EUPATI)

Patrick Schorderet, Dr., Strategist and TEDx speaker, Price Waterhouse Coopers, Switzerland

The course also includes additional speakers.

COURSE FEE

EUR 2,680 / DKK 19,900 excl. Danish VAT. The fee includes teaching, course materials, examination and all meals during the course.

EXAMINATION

An optional examination is available (3 ECTS credits at Master's level) in the form of an essay (case story), based on an extended literature list, to be handed in by 23rd September 2019 at 14:00. The course is preapproved as an elective in the MIND and MRA programmes at the University of Copenhagen. The exam is obligatory for Master's students. The exam is obligatory for Master's students.

For more information and registration

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