



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
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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
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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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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



ATLANTIC STREAM

4th October
CEST: 15.00–17.45

ASIA PACIFIC STREAM

9th October
CEST: 08.00–10.45

02 VBC Design

Agenda:

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



ATLANTIC STREAM

17th October
CEST: 15.00–17.30

ASIA PACIFIC STREAM

19th October
CEST: 08.00–10.30

03 Data Collection and Outcomes Assessment

Agenda:

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



ATLANTIC STREAM

30th October
CET: 14.00–16.55

ASIA PACIFIC STREAM

2nd November
CET: 08.00–10.55

04 Financial Sustainability

Agenda:

- VBC for healthcare system sustainability
- Financial flows and models



ATLANTIC STREAM

23rd November
CET: 15.00–17.45

ASIA PACIFIC STREAM

20th November
CET: 08.00–10.45

05 VBC Success Assessment

Agenda:

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



ATLANTIC STREAM

4th December
CET: 15.00–17.30

ASIA PACIFIC STREAM

7th December
CET: 08.00–10.30



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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.
Specialist in thoracic tumors, decision maker with significant experience in VBCs.



Prof. Fei-Yuan Sharon Hsiao TAIWAN



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



Prof. 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.